Participate | Collaborate | Innovate

Targeted Marketing for SEM
June 1-2, 2018 - SEM Academy
• Presenters:
  • Guisselle Nunez
  • Director, Public Relations, Marketing and Government Relations
  • Chabot-Las Positas Community College District
  • Tim Leong
  • Director, Communications and Community Relations
  • Contra Costa Community College District
BRAND VERSUS MARKETING
Brand Defined

• Your company’s brand image is the sum total of all the perceptions held by your current, past, and potential customers about your company’s (college’s) specific products and services. Brand attributes include things like quality, value, variety and the shopping experience and contributes to your reputation.

(Trendkite/2015)
Your College

• What is your brand? Can you describe it?
• What public relations/marketing efforts are you using to solidify your college brand?
• When was the last time your college conducted a community assessment survey to understand their opinion of you?
• Can you identify an issue/subject/event that occurred recently that could impact your brand?
Why Your Brand is Important

- Enrollment
- Foundation/fundraising
- Bond measures/parcel taxes
- Hiring the best and the brightest
- Legislative support

Is it time for your college to re-evaluate your brand?
Your college president is the brand leader, and Marketing implements the strategies.
How to Influence Your Brand

• Website
• Social Media
• Promotional Material
• Advertising
• Outreach, A&R, Student Services, etc.
• All your employees
• Your community
• Your students
Touch Points For Marketing And Communications

- Awareness
  - Recruitment
- Application
  - Registration
- Onboarding
  - Course & Events Attendance
Impact Of Marketing

• Mass Marketing
  – Costly
  – Ineffectual for reaching some student groups
  – Appropriate for overall campaigns:
    • To build brand awareness
    • To increase overall enrollment
    • To build charitable contributions
    • To attract new employees
Impact Of Marketing

• Targeted Marketing
  – Targets defined student groups
    • Unique preferences for receiving and reacting to message
  – Focused marketing and communications efforts
    • Communication channels
    • Messaging
  – Effective retention and success strategy
    • Campaigns that target specific students’ needs/interests
CONDUCTING A MARKET ANALYSIS
Environmental Scan

External Data
- Community Demographics
- High School Pipeline
- Economic Workforce Trends
- Competitive Landscape
- Public Policy
- Technology
- Community Perspective

Internal Data
- Student Demographics
- Headcount, Enrollment, FTES
- Student Outcomes
- Recruitment
- Assessment and Ed Plans
- Support Services
- Student Perspective
- Employee Perspective
Market Segmentation

• Four Types of Market Segmentation
  – Geographic
  – Demographic
  – Psychographic
  – Behavioral
Environmental Scan Assessment-Activity 1

Based on our expected outcomes...

• What data do we have?
• What data do we need?
• How we can get the data we need?
• Who needs to be involved?
DEVELOPING MARKETING & COMMUNICATION GOALS
Goals And Action Plans

<table>
<thead>
<tr>
<th>Goal</th>
<th>Tactic</th>
<th>Target Student Group</th>
<th>Resources</th>
<th>Distribution</th>
<th>Integration</th>
</tr>
</thead>
</table>
| 1. Create and implement marketing and communications tactics that contribute to increasing FTES of each target enrollment group. | 1.1 Implement a targeted print campaign for each of the top three target enrollment groups. | 1.1.1 First-time to college students 1.1.2 Evening only students 1.1.3 Older adult students | People Budget Facilities Technology | 1.1.1 New student orientation | • Outreach  
• Counseling  
• Instructional departments |
FORMING THE CREATIVE CONCEPT
Building A Creative Concept

• Background
  – Summarize the info surrounding your solution

• Theme
  – Lay out core ideas of the message

• Execution
  – Explain how content and design delivers message

• Tone
  – Exhibit clear personality or tone
Guiding Questions For Discussion

• Describe the creative concept of a recent campaign your college launched that targeted a specific student group. Describe the key elements of the campaign:
  – Background
  – Theme
  – Execution
  – Tone
DETERMINING THE COMMUNICATION PLATFORM MIX
Communication Audit

• Target Audience: Identify target enrollment groups of tactic

• Intended Message: Clarify purpose of tactic

• Environment: Observe trends that impact the intended outcome

• Available Resources: Qualify available staffing and funds

• Enrollment Potential: Estimate the impact on enrollment
## Communication Platform Mix

<table>
<thead>
<tr>
<th>Advertising</th>
<th>Promotion</th>
<th>Events</th>
<th>Digital Marketing</th>
<th>Direct Marketing</th>
<th>Public Relations</th>
<th>Word of Mouth Marketing</th>
<th>Outreach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus ads</td>
<td>College Fairs</td>
<td>Sports*</td>
<td>Social media</td>
<td>Catalogs and schedules</td>
<td>Annual Reports</td>
<td>Friends, family and co-workers*</td>
<td>HS visits*</td>
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<tr>
<td>Theater ad</td>
<td>College Visits</td>
<td>Dance &amp; Music*</td>
<td>Google AdWords</td>
<td>Mailings: Postal &amp; email*</td>
<td>Community Events</td>
<td>HS counselors*</td>
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<td>Radio spots</td>
<td></td>
<td>Lectures*</td>
<td>Blogs*</td>
<td>Website</td>
<td>State and local lobbying*</td>
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<tr>
<td>Online ads</td>
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<td>Search Engine Optimization (SEO)</td>
<td>Social Media</td>
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</tbody>
</table>

*Indicates those tactics that likely do not require funding from a marketing budget.
Digital Marketing

- Website Development
- Display Advertising & Pay-Per-Click (PPC)
- Email Marketing
- Social Media Advertising
- Search Engine Optimization (SEO)
Public Relations & Social Media

• Content Marketing for Targeted Marketing
  – Video
  – Facebook live

Examples:
Chabot Live FB Vid:
https://www.facebook.com/ChabotCollege/videos/10154900017572111/

LPC YouTube Series:
https://www.youtube.com/watch?v=YNIBij2PqoA&t=8s
## Prioritizing Promotional Mix

<table>
<thead>
<tr>
<th>Target Audience</th>
<th>Intended Message or Outcome</th>
<th>Environment</th>
<th>Available Resource</th>
<th>Enrollment Potential</th>
<th>Promotional Mix</th>
</tr>
</thead>
<tbody>
<tr>
<td>First-time to college students</td>
<td>Starting a career path</td>
<td>Diminishing high school pipeline</td>
<td>HS database Website</td>
<td>2,500 headcount</td>
<td>HS visits Social media College fairs</td>
</tr>
</tbody>
</table>
Based on our expected outcomes...

- What are we doing now—who are our target audiences? What is our marcom strategy—promotional mix?
- What would like to do differently or more of? How do we implement those new tactics/strategy?
- What resources do we need to accomplish the new strategy?
## Your Turn!

<table>
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BUILDING A MARKETING BUDGET
## Marketing Budget Matrix

<table>
<thead>
<tr>
<th>Target Audience</th>
<th>Goal</th>
<th>Channel</th>
<th>Platform</th>
<th>Tactic</th>
<th>Expense</th>
</tr>
</thead>
<tbody>
<tr>
<td>First-time to college students</td>
<td>500 clicks, 30 conversions (conversions in this case are visits to the application webpage)</td>
<td>Digital marketing</td>
<td>Google AdWords</td>
<td>PPC (pay per click)</td>
<td>$3,000/mo.</td>
</tr>
</tbody>
</table>
Guiding Questions For Discussion – Activity 3

1. What are your short term or long term goals?
2. Who are you trying to reach, and where can you find those people?
3. Which is the preferred channel and platform for this target audience?
4. What is my total budget available for the year, or for the specific campaign (in order to meet my short term goals)?
5. How many clicks or new leads do I expect this tactic to generate?
CUSTOMER RELATIONS MANAGEMENT (CRM)
• Relational Database
  – Track market segments
  – Track communication touch points
  – Track enrollment behavior
  – Move applicants to enrollment
Prioritize Activity 4

• What can you start doing immediately to build or implement your marketing communications plan?
Promising Practices

College
DeAnza College

College of the Siskiyous

Practice
• Cluster Analysis for Segmentation
• Outreach and Recruitment, Marketing and Lifelong Learning

https://prolearningnetwork.cccco.edu/ask/topic/sem/sem-promising-practices
For more information about the SEM-ASK visit:

https://prolearningnetwork.cccco.edu/ask/topic/sem