KIRKLEES COLLEGE

Using reputation to inform marketing

Michael Bennett, head of marketing and PR
Faye Mallinson, marketing and PR officer

Introduction

- annual market research study,
- £20,000 non-pay budget,
- external delivery.

Stakeholders

- enrolling students,
- year 11 pupils,
- members of the public,
- careers advisers,
- employers.

Methodology

- enrolment iPad survey (2,500),
- school focus groups (100),
- street survey in four locations (200),
- careers advisers focus group (25),
- employer online survey and telephone (100).

Embedding into strategic planning

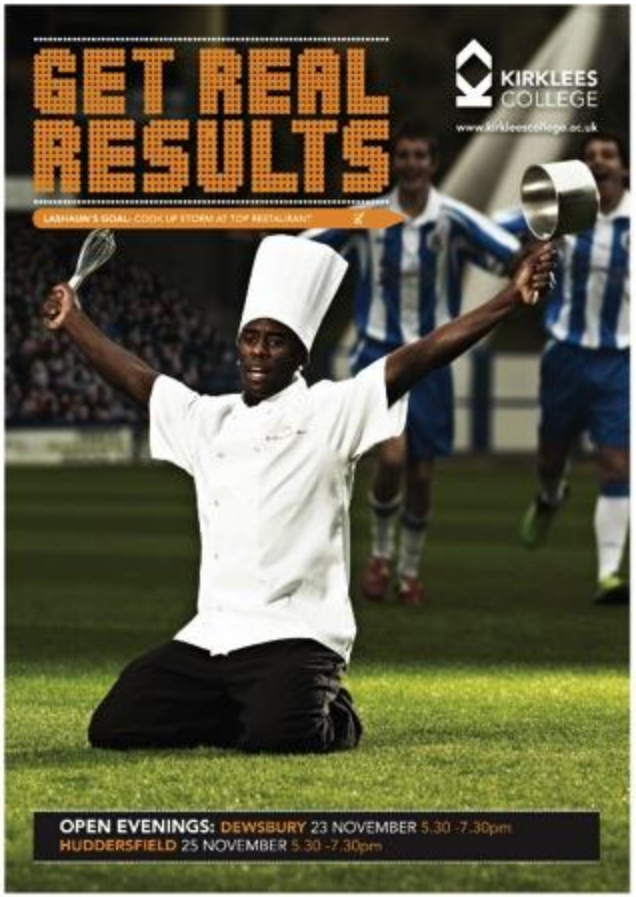
- dissemination to the senior leadership team,
- marketing and PR team away day,
- quality improvement plan,
- self assessment report,
- trend analysis.

Example 1: brand

- only 32 per cent of residents could recognise the college brand from six logos,
- more people searched for Dewsbury College, Huddersfield Technical College than Kirklees College on Google.

Example 1: brand

- education and training partner at Huddersfield Town football club, including the logo on the shirt,
- high profile campaigning, including event sponsorship, outdoor.


GET REAL RESULTS
KIRKLEES COLLEGE
www.kirkleescollege.ac.uk
OPEN EVENINGS: DEWSBURY 23 NOVEMBER 5.30 -7.30pm
HUDDERSFIELD 25 NOVEMBER 5.30 -7.30pm

GET REAL RESULTS
WILBY
GRAPHIC DESIGNER
5
WILBY
BEAUTY THERAPIST
3
KIRKLEES COLLEGE
www.kirkleescollege.ac.uk
OPEN EVENINGS: DEWSBURY 23 NOVEMBER 5.30 -7.30pm
HUDDERSFIELD 25 NOVEMBER 5.30 -7.30pm

Example 1: brand

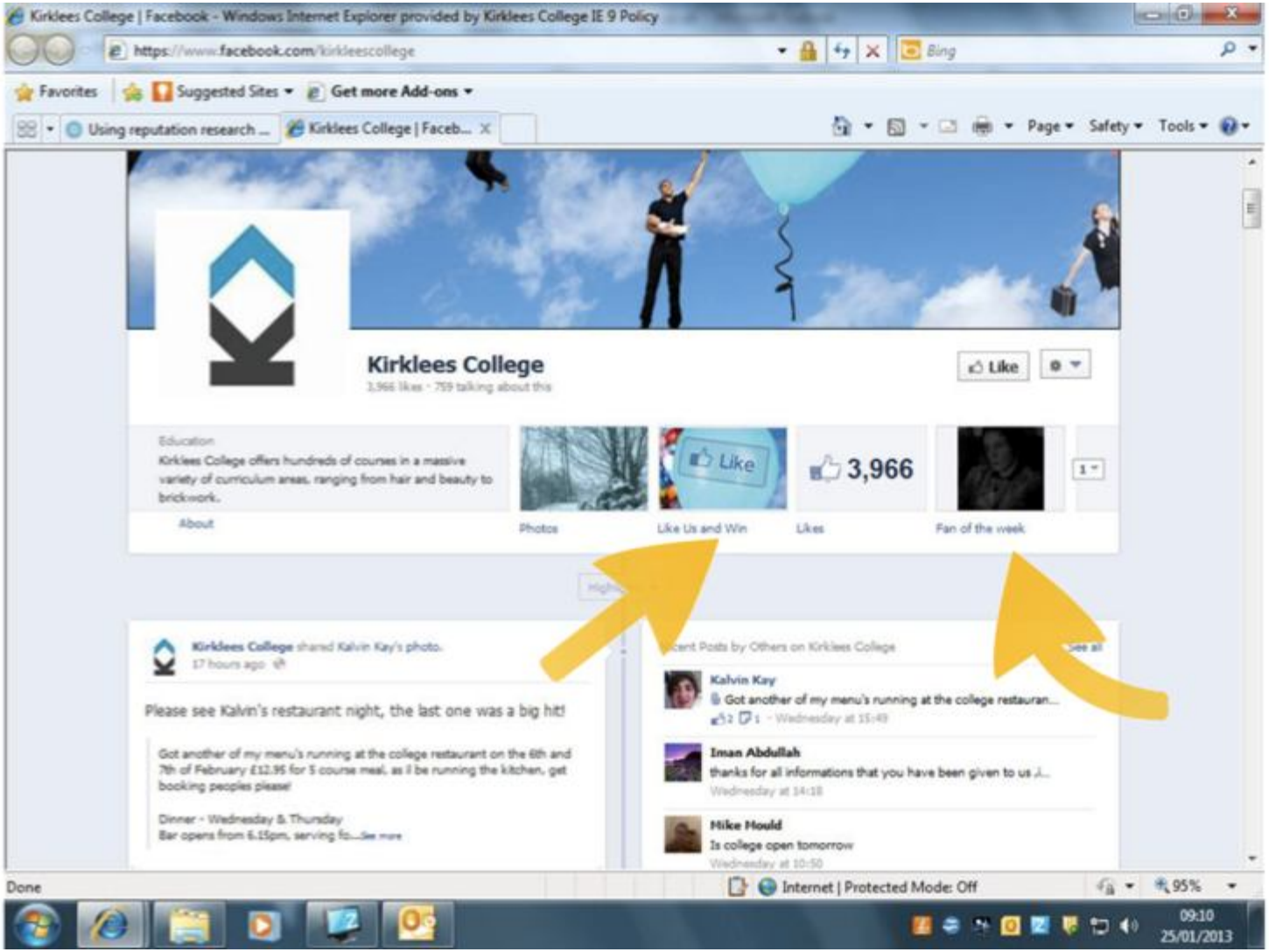
- three years on, brand recognition now stands at 82 per cent,
- Google searches for pre-merger college names down 80 per cent.

Example 2: facebook

- 33 per cent of enrolling students visited the college's facebook page prior to enrolment,
- 28 per cent of enrolling students have read the prospectus.

Example 2: facebook

- targets linked to facebook interactions and likes,
- facebook advertising to support growth,
- information and inspiration: competitions, Q&A.

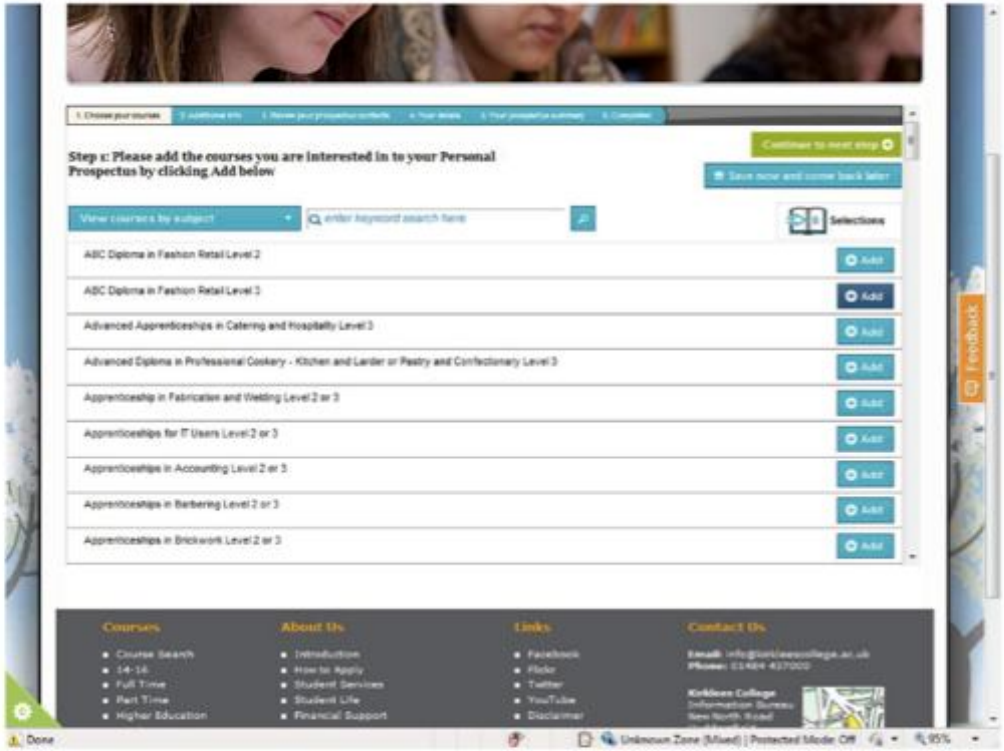

Kirklees College | Facebook - Windows Internet Explorer provided by Kirklees College IE 9 Policy
https://www.facebook.com/kirkleescollege
Favorites
Suggested Sites
Get more Add-ons
Using reputation research ...
Kirklees College | Faceb...
Page
Safety
Tools
Kirklees College
3,966 likes · 759 talking about this
Like
Education
Kirklees College offers hundreds of courses in a massive variety of curriculum areas, ranging from hair and beauty to brickwork.
About
Photos
Like Us and Win
3,966
Likes
Fan of the week
Kirklees College shared Kalvin Kay's photo.
17 hours ago
Please see Kalvin's restaurant night, the last one was a big hit!
Got another of my menu's running at the college restaurant on the 6th and 7th of February £12.95 for 5 course meal, as I be running the kitchen, get booking peoples please!
Dinner - Wednesday & Thursday
Bar opens from 6.15pm, serving fo...See more
Recent Posts by Others on Kirklees College
See all
Kalvin Kay
Got another of my menu's running at the college restauran...
Wednesday at 15:49
Iman Abdullah
thanks for all informations that you have been given to us ...
Wednesday at 14:18
Mike Hould
Is college open tomorrow
Wednesday at 10:50
Done
Internet | Protected Mode: Off
95%
09:10
25/01/2013

Example 3: careers

- college scores 2.8 (out of four) for the quality of information,
- college scores 2.6 for overall communication.

Example 3: careers

- nominated head of department as only point of contact for careers advisers,
- introduce personalised prospectuses for full time and higher education.



www.kirkleescollege.ac.uk/myprospectus

Example 3: careers

- college scores 3.3 out of 4.0 (Ofsted) for quality of information,
- experience communicating with the college scores 3.1.

Example 4: lifestyle

- online applicant profiling tool, like favourite places, TV show, film and music,
- informed decisions about marketing tactics,
- roll out into publications and online.

Business

Nikki Davis
Head of business and professional studies

"Develop business and retail skills and knowledge to give you the competitive edge in your career. The business and professional studies department provides dynamic, supportive and professional help to achieve this."

Otilia Manungo Fashion retail

Likes... Some Like it Hot • Marilyn Monroe • reading fashion magazines and novels watching films • Jimi Hendrix

Aspires to... become a fashion stylist

Share some of Otilia's likes? If so, keep reading...

Health and social care

Julie Pearson
Head of health and social care

"Courses in health and social care lead to a great diversity of interesting and fulfilling career and education opportunities. They help you to develop your skills, knowledge and experience so that when you leave us you will be well prepared for work or progression on to university."

Chesanco and Sanchez James **Social care**

Likes... The X Factor • playing rugby • going to the gym studying • Beyonce • Nicki Minaj • Drake

Aspires to... work in the police or ambulance service

Share some of Chesanco and Sanchez's likes? If so, keep reading...

Summary

- relentless annual study,
- strategic change,
- action plans,
- testing success.

Contact

Michael Bennett, South Essex College
mikebennett333@hotmail.co.uk

Faye Mallinson, Kirklees College
fmallinson@kirkleescollege.ac.uk