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Marketing Effectiveness; Thoughts and reflections

Vince Mitchell
Sir John E Cohen Professor or Consumer Marketing

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Agenda

1. Why is HE Marketing so challenging?

2. Some marketing KPIs HE can’t use and some they can

3. How innovation and creativity can help effectiveness

Why is Biz School Marketing so challenging?

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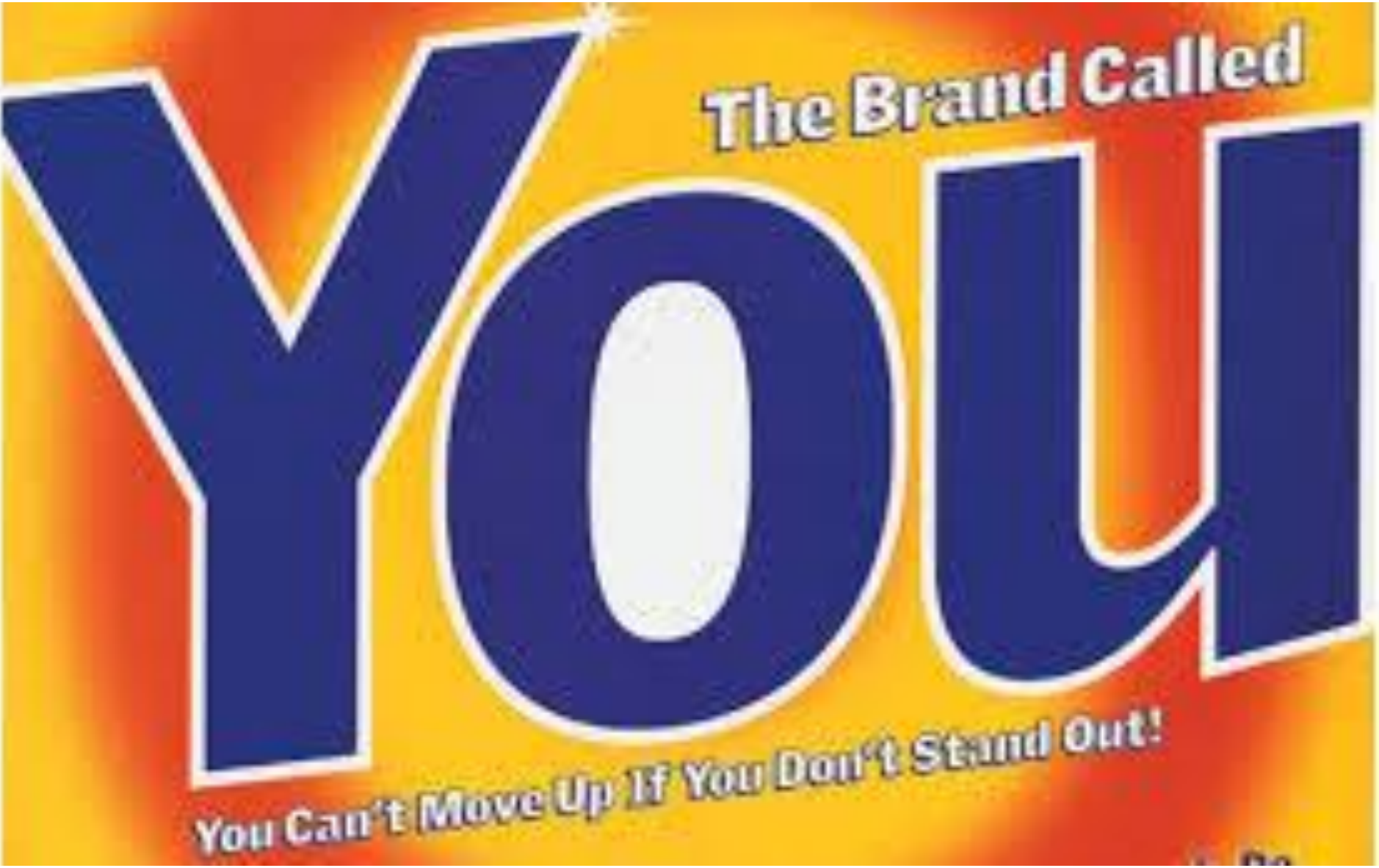

Why is Biz School Marketing so challenging?

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- Not understand the difference between customers and clients
- There's so little marketing budget, there's none left measuring marketing effectiveness
- Marketers don't control the marketing mix
- Communicating with our Gen Y students is more complicated

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The student journey

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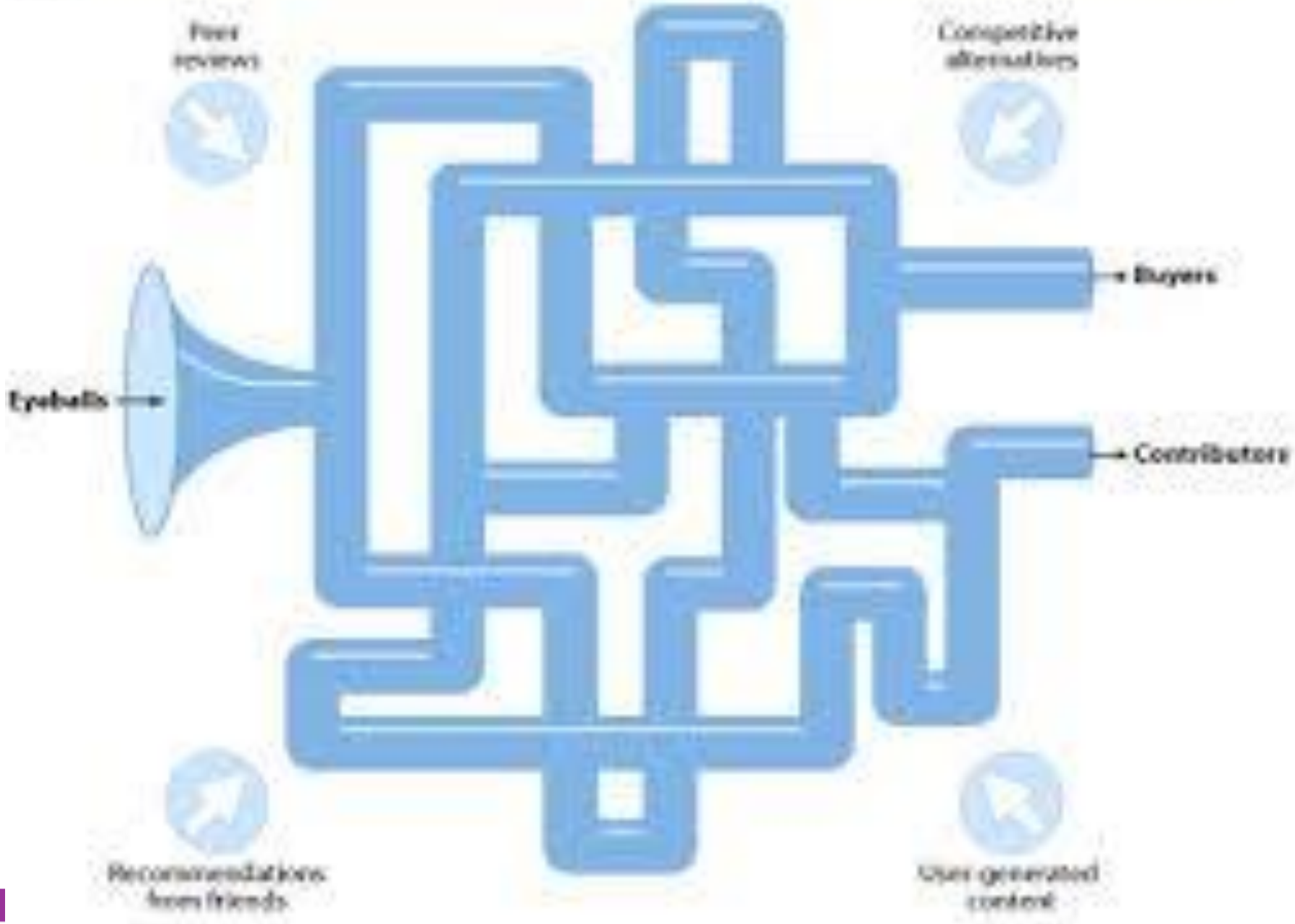
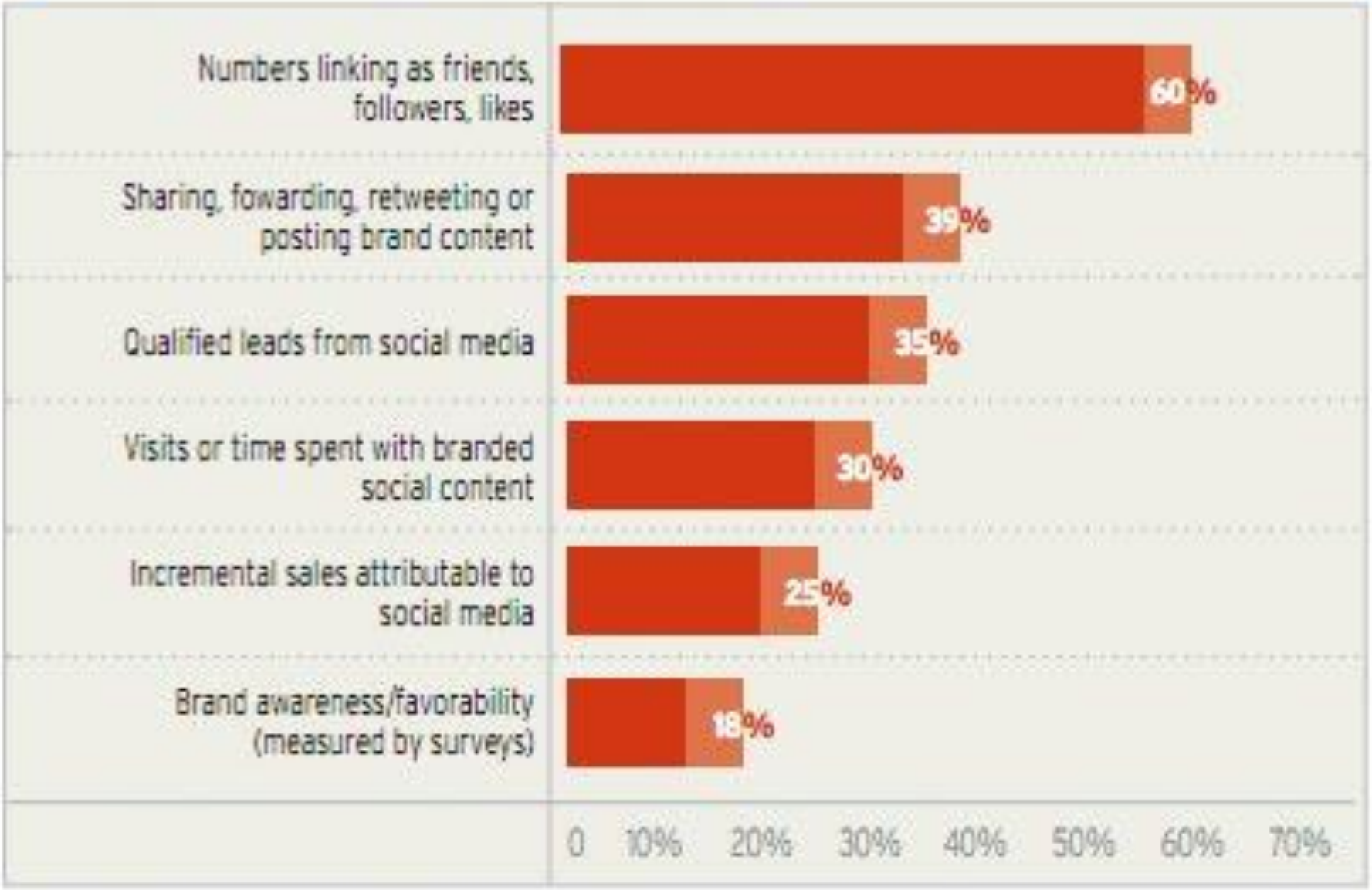
1-3 Complexity lies at the center of the marketing funnel



HOW DO YOU MEASURE SOCIAL MARKETING SUCCESS?



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1. Media measures

- Visits
- Unique Visits
- Pages Visited
- New Visitors
- Page views
- Average time spent
- Competitor online news activity

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Case study; to promote the good about Cass and London as a City

- Facebook community grew by 181%, adding 5,523 new Cass fans
- · LinkedIn members grew by 115%, a total of 3,603 new members
- · Twitter community grew by 312%, 6,447 new followers
- · 169,681 recorded views of videos on the Cass Programmes YouTube ch

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2. Media measures from PR

- Print and online coverage
- Broadcast coverage
- How people feel about Cass and competitor sentiment analysis

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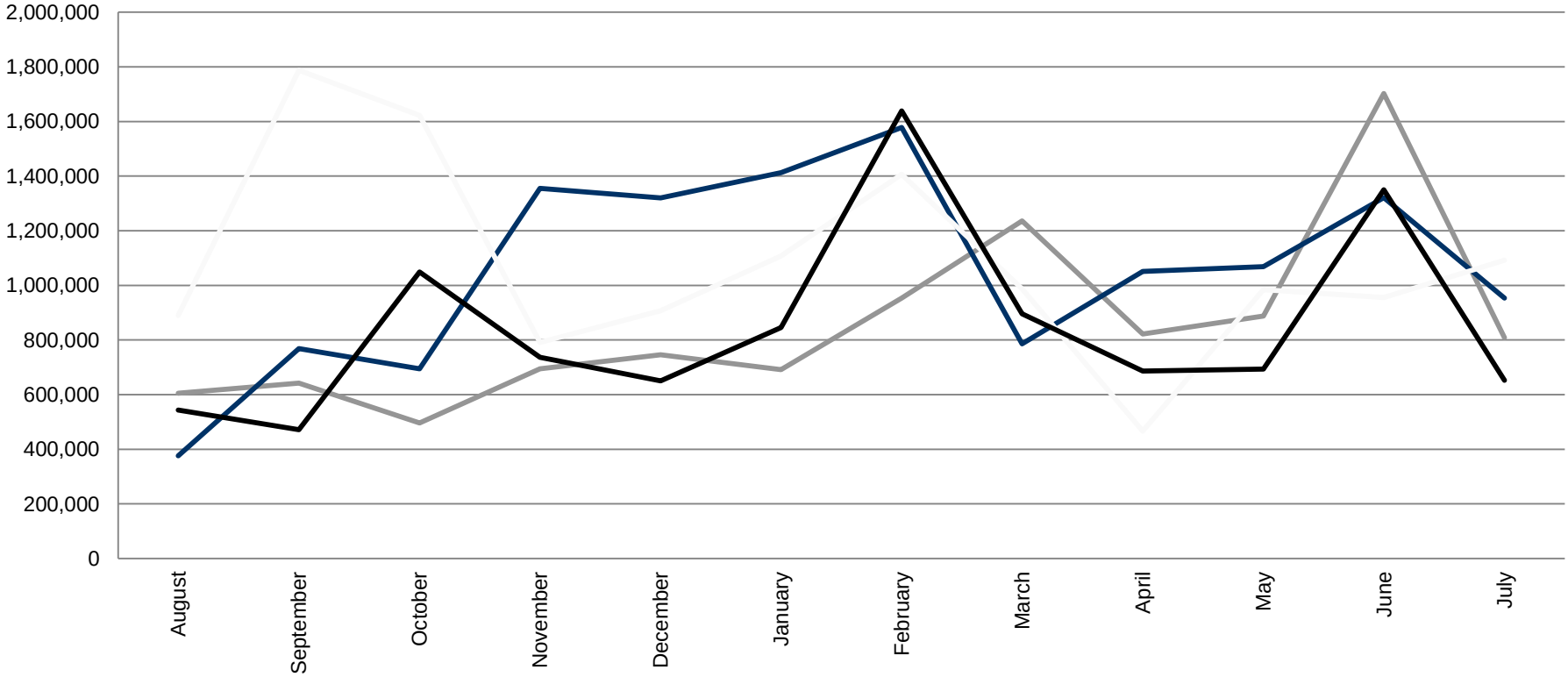
Case study; UK annual ave online and offline print coverage media value £



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3. Recruitment events

- Nos registered
- Nos attending
- Nos applying
- Nos accepting offers
- Nos actually coming
- Where did they hear about us?

9 marketing metrics found very useful by marketers

1. Net Profit 91%;
2. Return on Investment 77%;
3. Customer Satisfaction 71%;
4. Target Revenues 71%;
5. Return on Sales 69%;
6. Loyalty 69%.
7. Market Share 67%.
8. Brand Awareness 61%,
9. Consumer Beliefs 48%.

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Latest Updates | Free Tuition

Free Tuition

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Cardiff University events

Cardiff University Choir and Symphony Orchestra - talented students play the Millennium Centre, Cardiff Bay

July 2012 – Olympic outdoor campaign