

Marketing & Communications Update

January 10, 2019

Amy Bolton, MBA
Chief Marketing & Public Information Officer
Office of Communications & Marketing

Agenda

1. Team Overview
2. Business Drivers
3. Where We're Going, Why & How
4. Web & Social Stats
5. Looking Ahead

Office of Communications & Marketing



Amy Bolton
CMO/PIO

Ranae Kaufmann
Office Manager &
Employee
Engagement

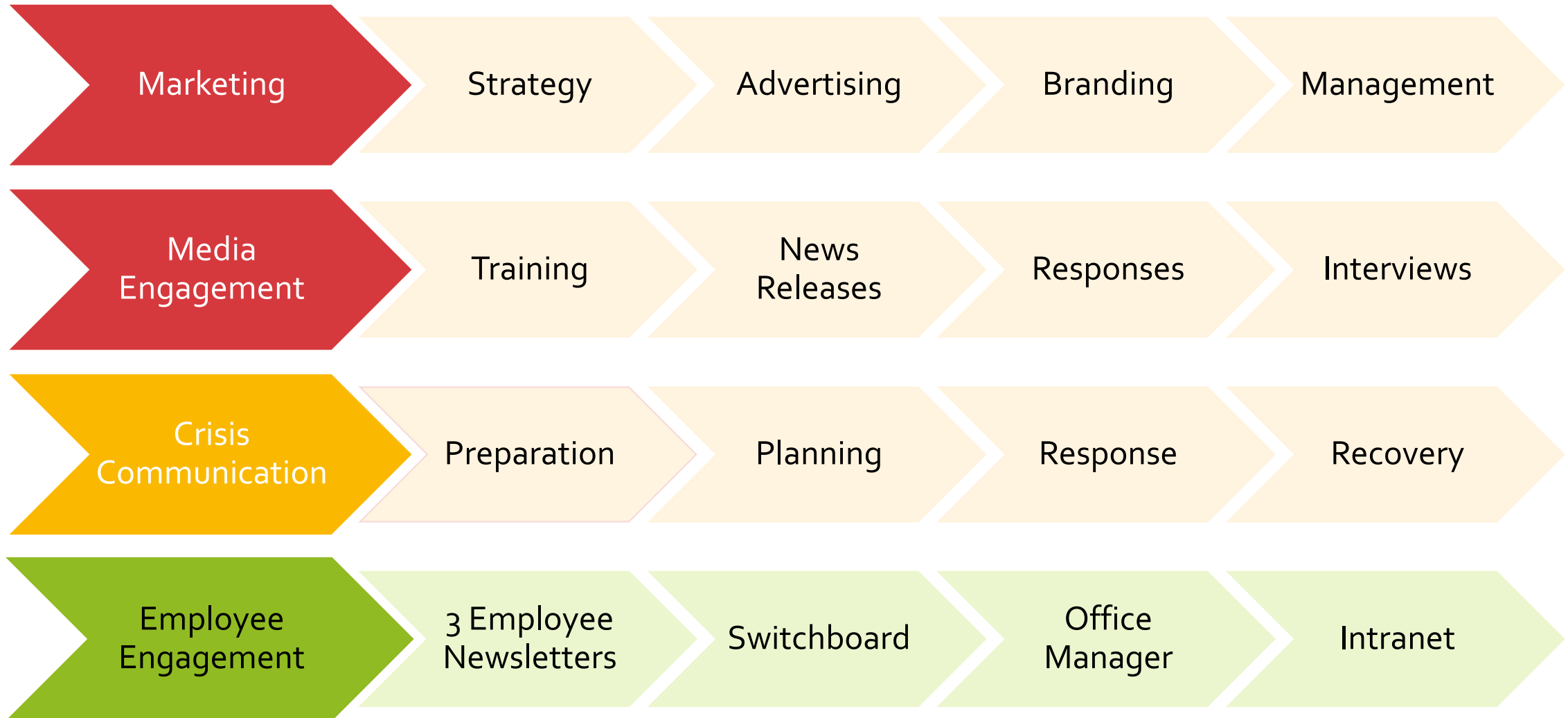
Nancy Norman
Community
Engagement

Victor Bobbett
Visual Engagement

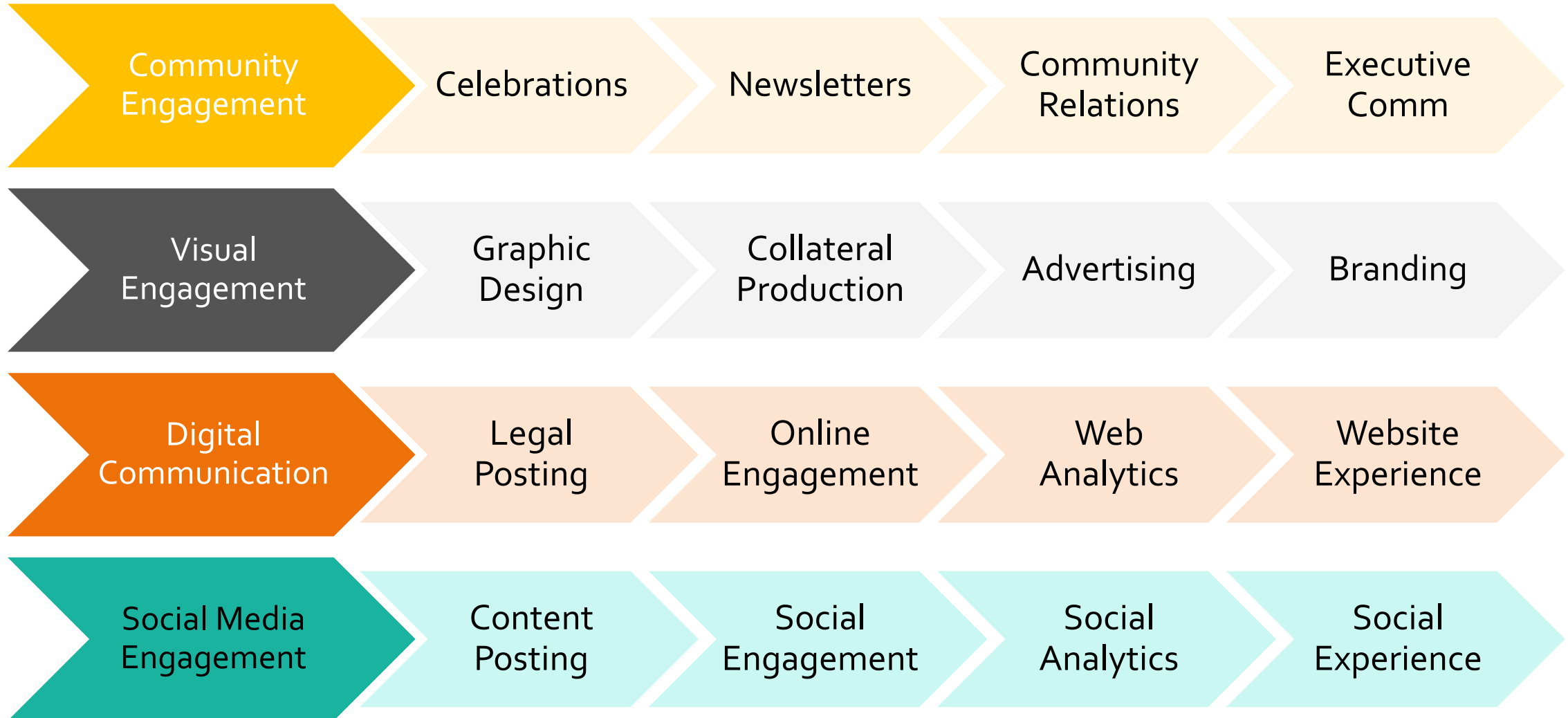
Joe Manna
Digital Engagement

Ashley Wallinger
Social Media
Engagement

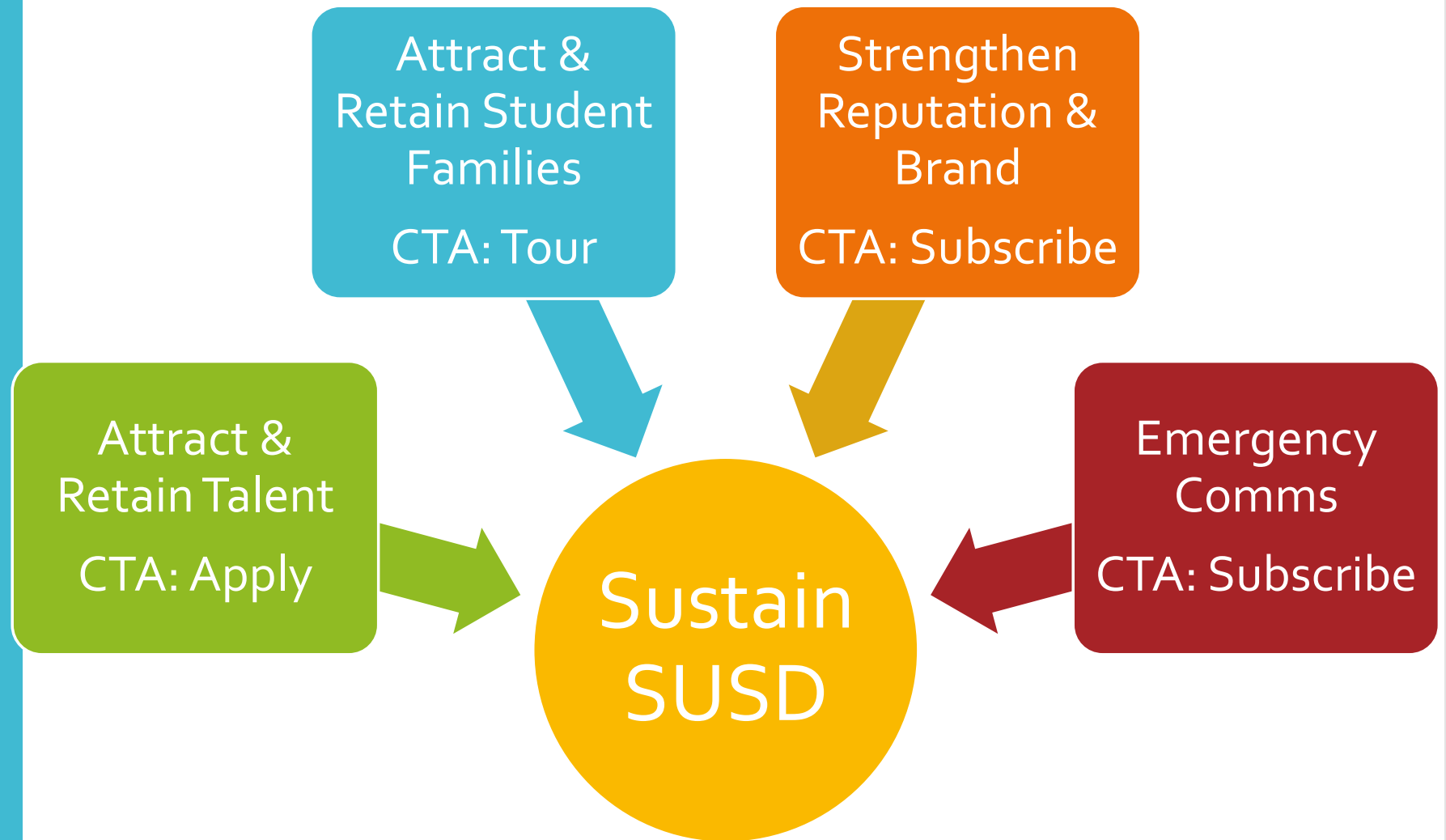
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Business Drivers



5 Generations

Generations	Birth Years	2019 Age	Student Role	Employee Role
GenZ, iGen	1996 - TBD	18 - 23	Pre K – K Parent	Early Career
Gen Y, Millennial	1977-1995	24 - 42	All Grade Parent	Early-Mid Career
Gen X	1965-1976	43 - 54	All Grade Parent	Mid-Late Career
Baby Boomer	1946 - 1964	55 - 73	Guardian-Parent-Grandparent	Late Career - Retired
Traditionalist	Before 1945	74+	Grandparent, Taxpayer	Retired

“The **three key trends** that shape generations are **parenting**, **technology**, and **economics**.”

– GenHQ.com

Digital Marketing Journey

Online PR, News, Ads,
Magazine, Podcast, Videos

Web Design & CMS

Content Marketing (Blogs, Landing
Pages, Tours, Success Stories, E-Book,
Webinars, Events, Testimonials, Email
Marketing, Photos)

Search Engine Optimization

Marketing Automation

Digital Analytics

Social Media Marketing: Follow,
Share, Apply, Tour, Subscribe

Awareness

Build Traffic

Evaluation

Build Engagement

Application

Build Pool

Experience

Build

Reputation

Traditional

2017



VS

Digital

2019



Newspaper, Magazines, Brochures, Postcards, TV, Radio, Print Ads, Flyers

Websites, Social Media, Content Marketing, Video, Banner Ads, Email Campaigns, Blogs

Physical Materials with Longer Shelf Life and Higher Cost

Digital Materials with Shorter Shelf Life and Lower Cost

Physical Distribution Limits Quantity, Reach and Interaction

Digital Distribution: Unlimited Quantity, Reach, Interaction

Vendor Print Ad-Centric, "Hunch" Metrics, Low Equity Built

Audience Centric, Data Driven, Analytics, Brand Equity Built

Audiences of Rented Platforms is Built, Generates Revenue

Audiences of Owned Platforms is Cultivated



Traditional Marketing

Digital Marketing

Calendar

384 Campaigns

12 Months

8 Audiences

48 Weeks

7 Days

3 CTAs

Scaling Response for Efficient Operations

Blue
\$

- Smaller Impact
- “Self-Checkout” Theory

Gray
\$\$

- Medium Impact
- 1-2 Resources

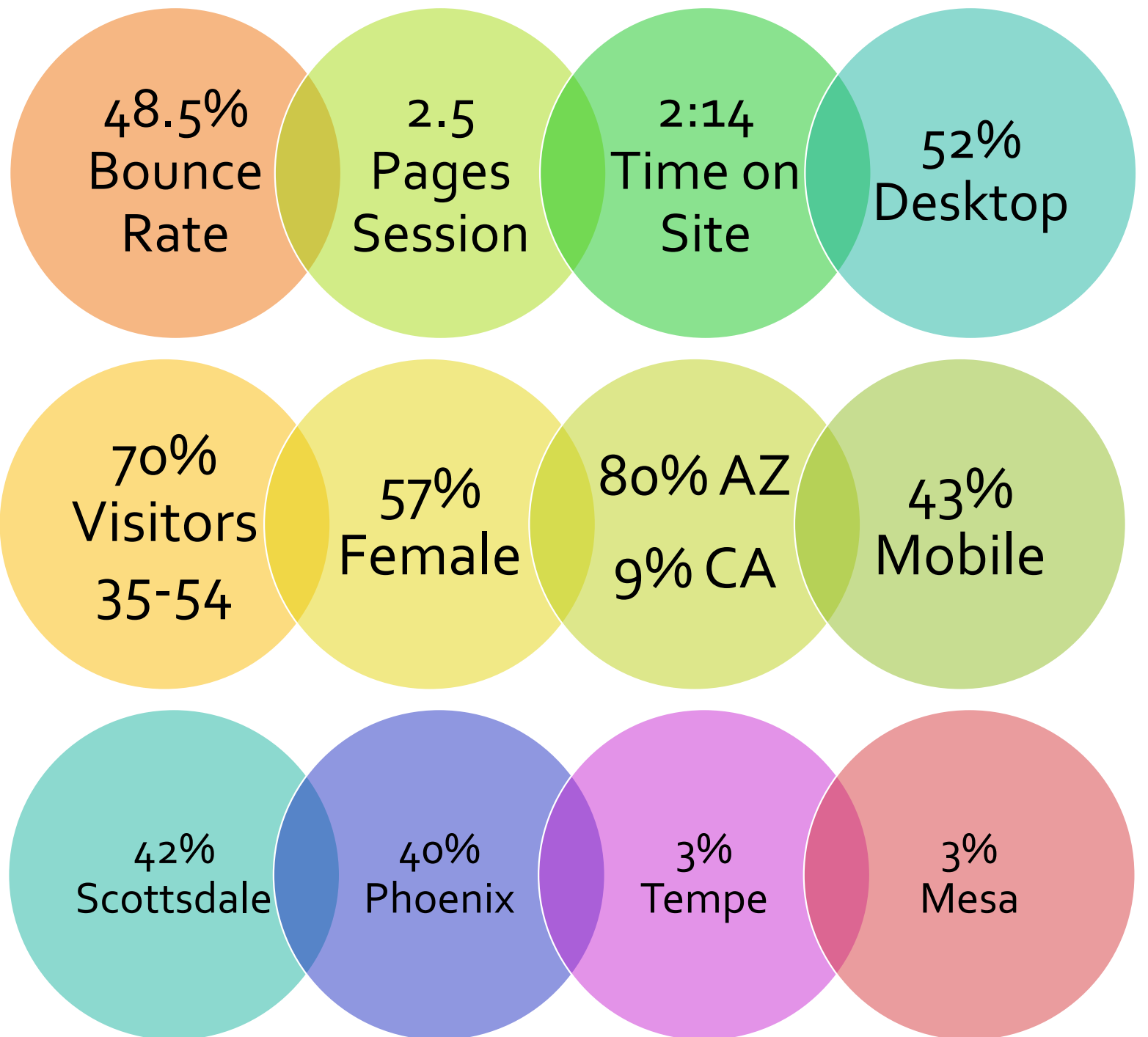
Green
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- Large & Legal Impact
- Most Resources

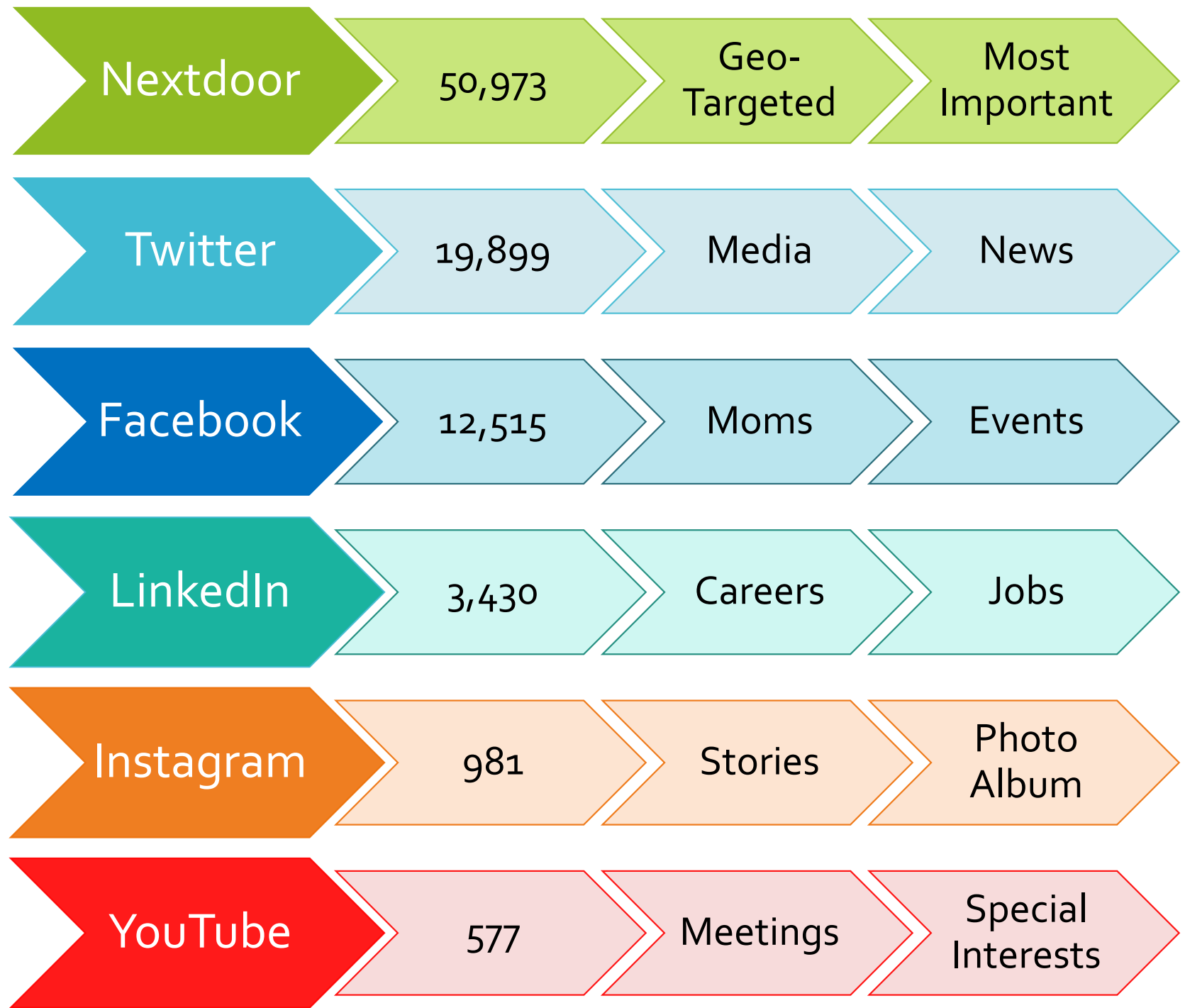
Gold
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- Vast Impact
- All Resources

Web Metrics



Social Media Insights



Key Outreach Technology



Website Revamp

Web-Centric Approach: Solving for Future

User Interface

Families, Students, Employees, Public

Content Strategy
Business Goals

Platform

Industry Standards, Peer Districts

Visual Design

Accessibility

Usability
34%

Information Architecture

25%

Functionality

Content Management
28%

In Progress

Tech

- Website Platform
- Emergency Comms Platform
- School Comms Platform
- 1 Button Push

Tools

- Stationery
- Templates
- LinkedIn
- Yammer
- Light Pole Banners

More Tech

- Email Automation
- Marketing Automation
- Webinar Series
- Video Equipment

Training

- How To
- Tips
- Impactful Content
- Toolkits
- Video
- Vanity URLs

Content

- Ed Calendar
- Blogs
- Pages
- News
- SM Graphic Library
- Zenfolio

Feedback

- Showcase
- Web
- EE Comms
- Highlights

Looking Ahead

Fewer Ads

Yammer & LinkedIn

Webinars

Topic Focus Groups

Alumni Program

News Casts

Showcase Magazine

EE Focus Group

Web Platform

Mobile App

Drip Emails

Videos

Subscribe
Tour
Apply

Intranet

Toolkits

Light Pole Banners

Thank You!

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Q & A