Integrated Marketing

Creating Communities That Work

presented by Emerson College
and Northeastern University

Overview

- Two different schools - sizes, management structures

- How social media fits into integrated marketing

- Our successes and failures

- Playing fair - best practices

Social Media

- Listening tool

- Opportunity to quickly and easily share content

- Allows for robust integrated marketing approach - builds community and allows you to adjust messages or respond quickly

Goals for Today

- Share new ideas

- Discuss appropriate ways to use platforms

- Understand the risks and benefits

- Importance of creating structure and rules

Introductions

Emerson College

- MJ Knoll-Finn, Vice President for Enrollment
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- Mike Petroff, Web Manager for Enrollment
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Northeastern University

- Ronné Patrick Turner, Associate Vice President for Enrollment
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- Kerry Salerno, Director of Marketing Communication
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A Word on Northeastern University

To educate students for a life of fulfillment and accomplishment
To create and translate knowledge to meet global and societal needs

• Private, urban, research university, located in the heart of Boston's Back Bay

• University leadership focused last ten years on repositioning regional institution to global university

• A leader in the integration of study and practice: the world's most powerful way to learn

- Signature cooperative education (co-op) program
- Global experiences in 160 cities and 69 countries

• Approximately 19,000 full and part-time undergraduates, 4,500 graduate and professional students; on-campus population 7,400

- 43,000 applications for Fall 2011; 2800 freshman class; 550 Jan-Start (spring enrollment)

• Northeastern's neighbors include the Museum of Fine Arts, the Boston Symphony Orchestra, the Huntington Theatre Company, the New England Conservatory, and Fenway Park

Hybrid, Decentralized Marketing
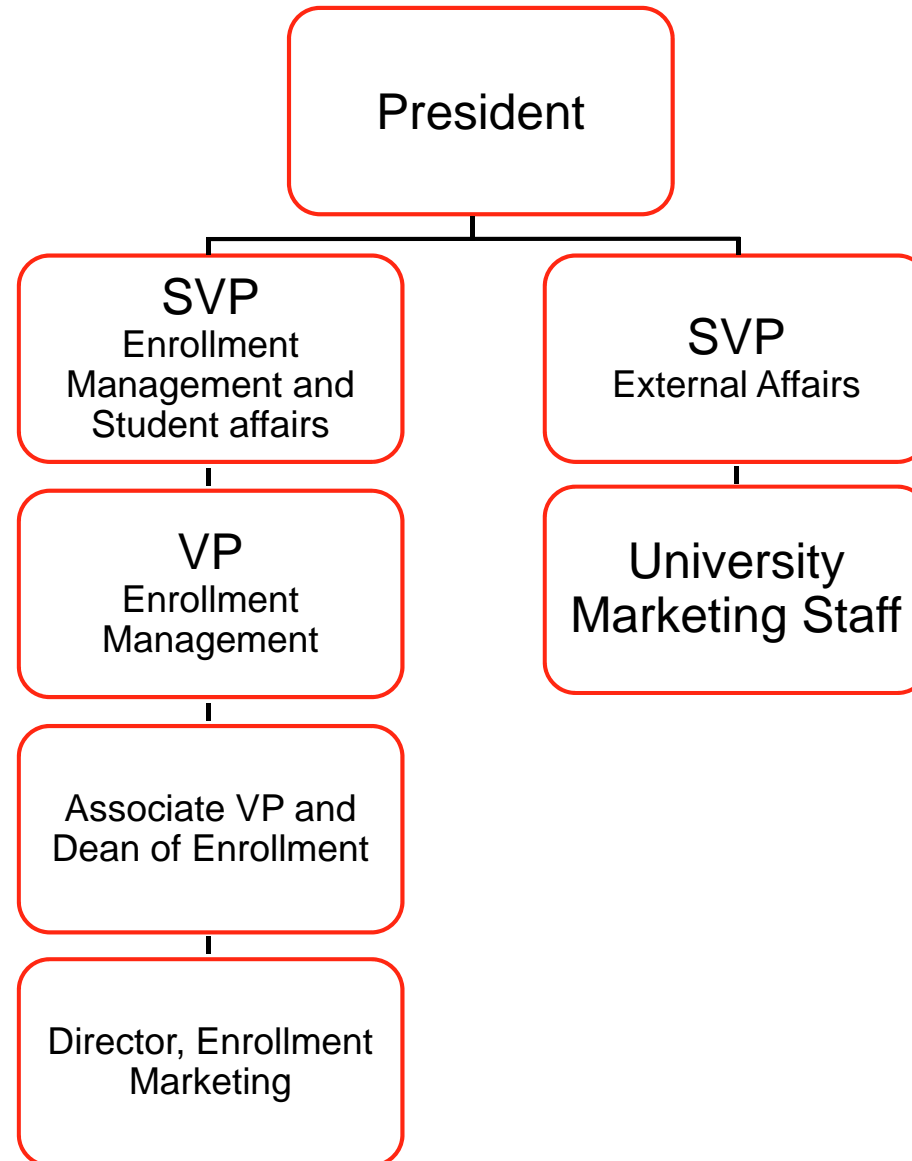
Enrollment Marketing

- Director and four professional staff members within Unit focused on marketing, communication, project management, technology and Public Relations

  - Admissions Operations unit reports into Director to ensure the efficient and accurate processing of inquiries, applications and communications to prospective students related to enrollment process

- Enrollment Marketing provides leadership for marketing and communications for the EMSA division as well as strategic direction and oversight for all marketing and communications plans for the Admission unit

  - (Undergraduate Recruitment, New Student Orientation, Parent Programs, International Student and Scholar Institute, outreach & Scholarship programs (Torch, BPHS) , International outreach programs (Global Pathways, USPP)

- Responsible for developing and implementing strategic communications and marketing plans to critical university constituents

- Director chairs a division-wide Communications Committee to ensure resources are maximized across division

A New Communications Architecture
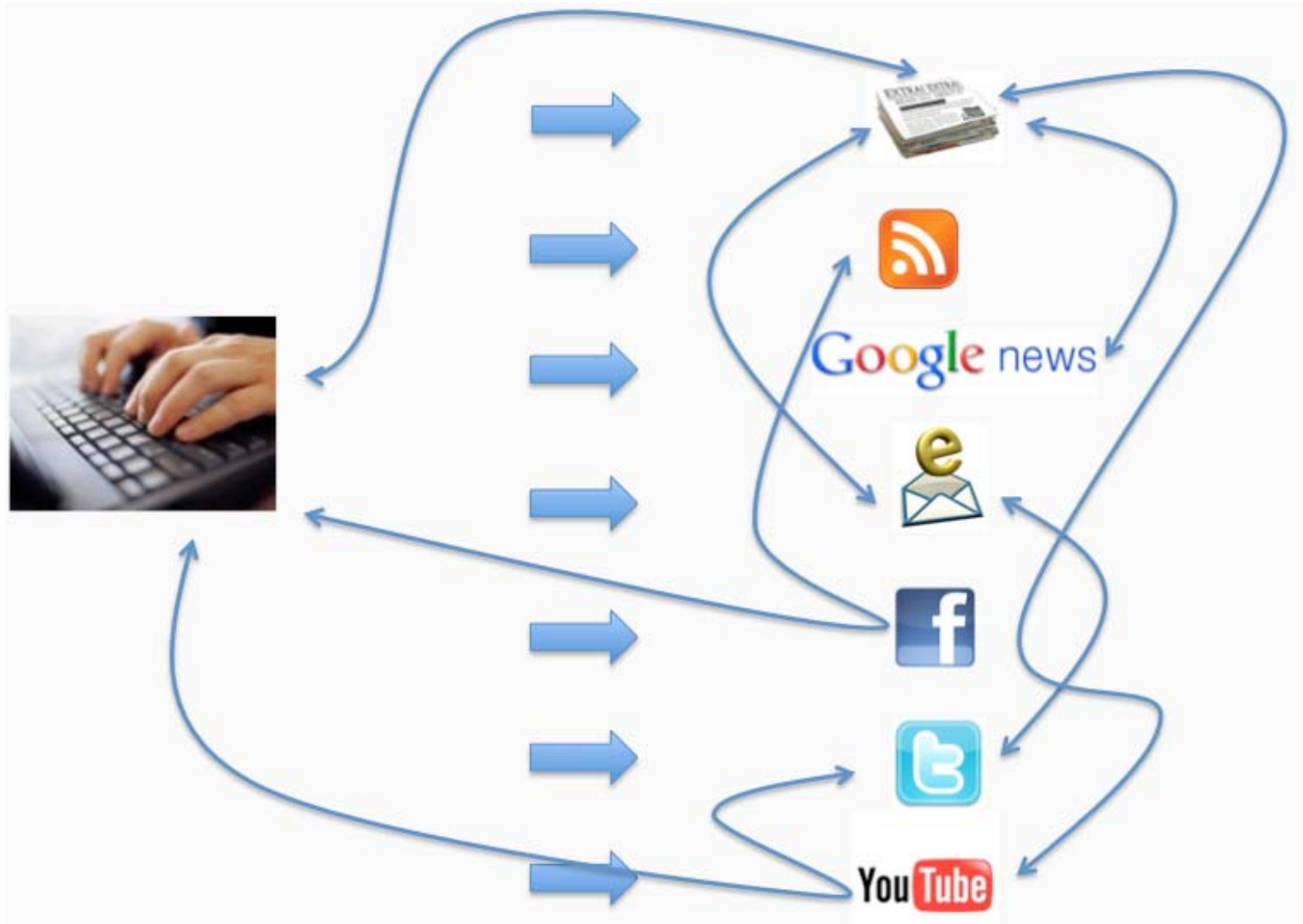
Strategic Approach to Understanding Perception
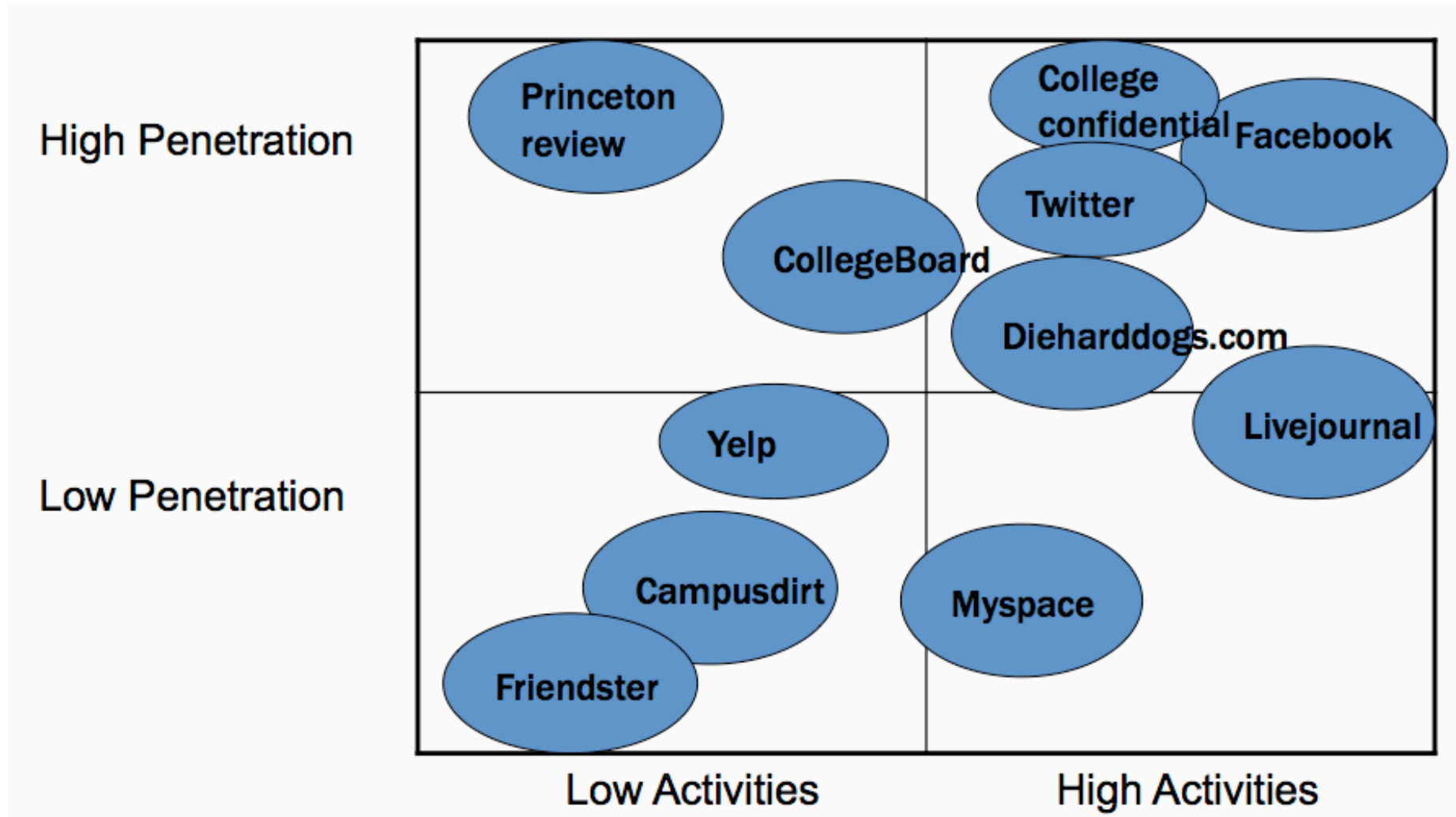
Monitoring Word of Mouth

Social Media's Value As Qualitative Data Source

- Test of messaging against 'reality'

- Monitoring competitive landscape

- Expanding primary audience viewpoint

- Anticipating emerging issues

- Gauging the need for action

Results and Challenges Ahead

- Message shifts with immediate results based on social media monitoring
  - Facebook chatter and online notification process
  - CollegeConfidential and Honors message
  - Housing changes based on social media monitoring

- Mobile Integration
  - Launched 'Discover NU' application; University pursuing unified mobile app

- Maintaining balance between push marketing and communication vehicle
  - Integrating 'conversation starters' and other techniques to create the conversations among users

- Advance leadership in brand monitoring
  - Expectations of 'keeping up'

- Social Media Guidelines and Policy Implications

EMERSON COLLEGE

1880

A Word on Emerson College

Bringing Innovation to Communication and the Arts

- Communication and Arts

- 3,500 Undergraduate Students

- 800 Graduate Students

- National Reach - Undergraduates

  - 83% applications from outside Massachusetts

  - 68% applications from outside New England

- 20% diversity

  - 8.6% Latino, 2.8% African American, 4.3% Asian, 2.6% multi-race, 1.7% other

Communication / Enrollment Management Structure
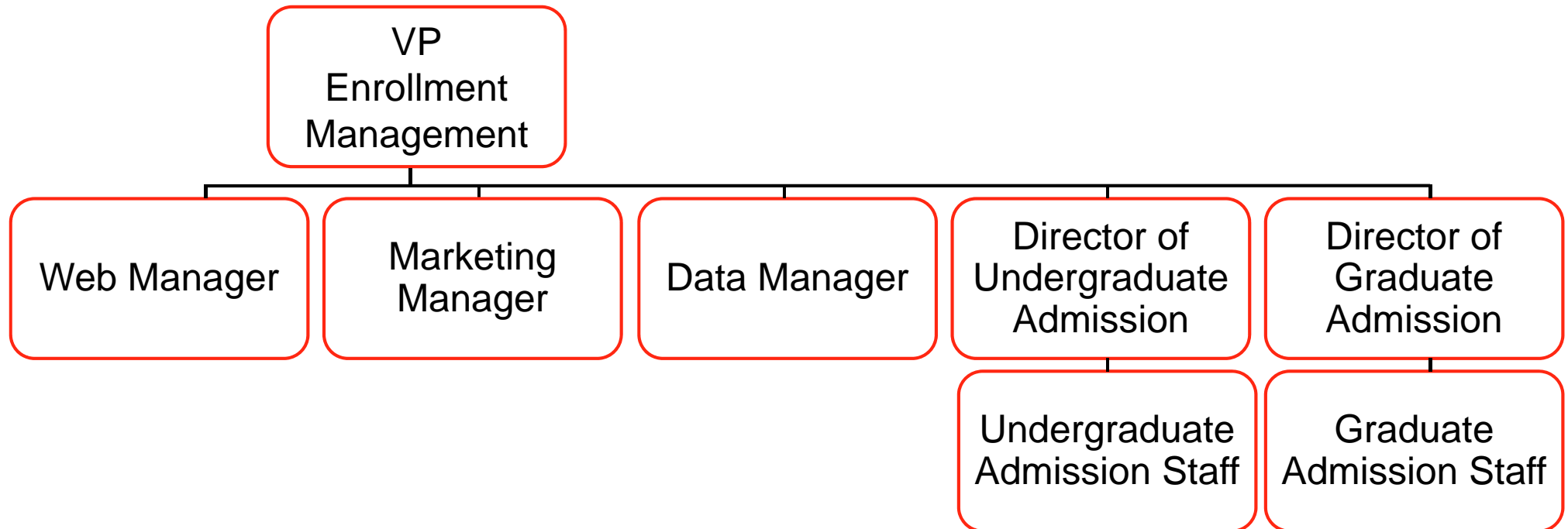
A Unified Social Media Presence

- Formation of the Social Media Committee

- Involvement from Communications/Marketing, Enrollment, Alumni/Development, Academic Departments, others

- Developing a strategy: Research, white papers, audiences, planning

- Learning process: Making mistakes and improving

Maintaining Audience Engagement

- Listening stations: Know the concerns of your audience

- Reporting structures

- Hiring student employees to assist with social media

- Creating conversations around news and events
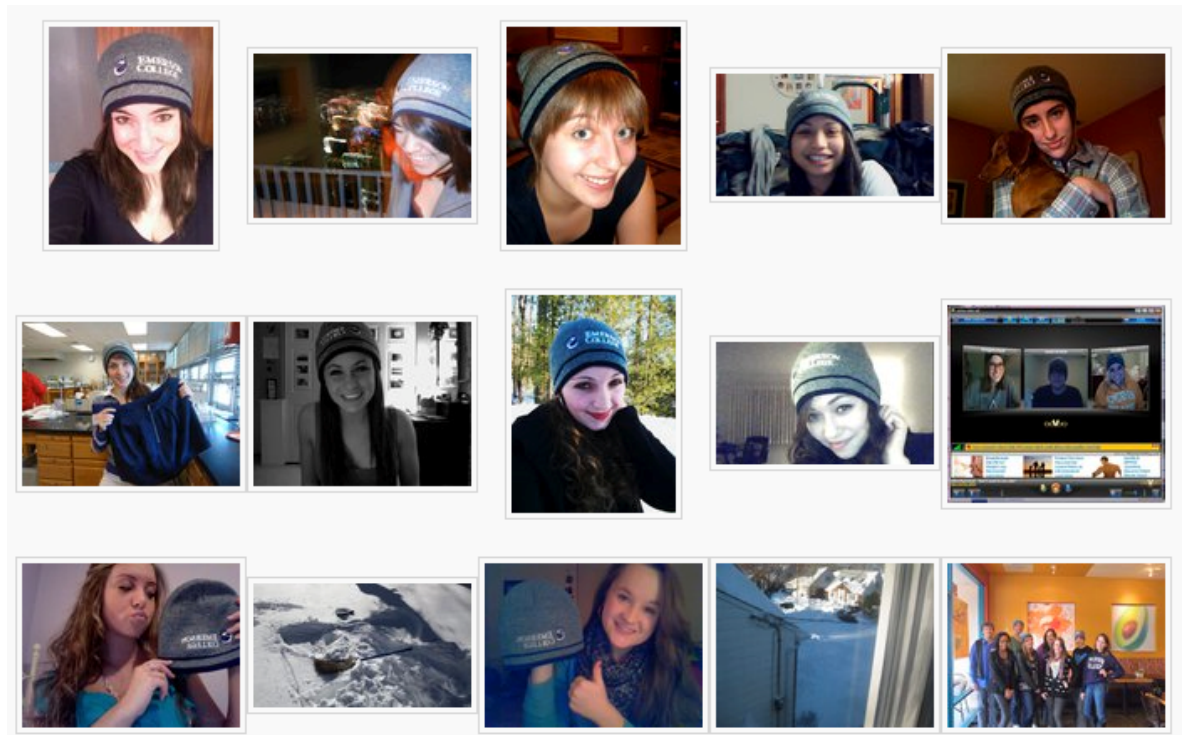
- Integration: Make it easy to find

FIND EMERSON ON...

Creating Communities

- Incoming student groups / blogs / etc

  - Success stories - stats

  - Expanding to orientation, on-campus

  - Twitter, tumblr, more

  - responding to their questions

Developing Policy

- How policy document developed (and continues to develop)

- Covers social media account creation policies, best practices, resources for administrators

- Resources for further reading:

  http://bit.ly/eduSMpolicy

Questions?

Contact Information

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