Office of Communications & Marketing Playbook

Prepared for

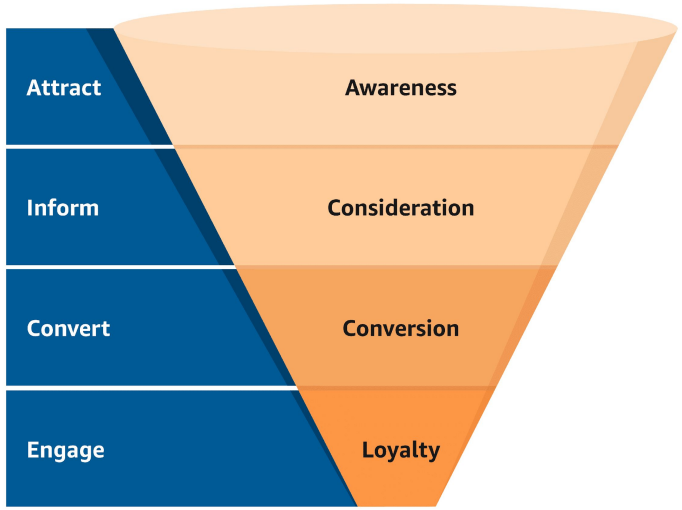
Date

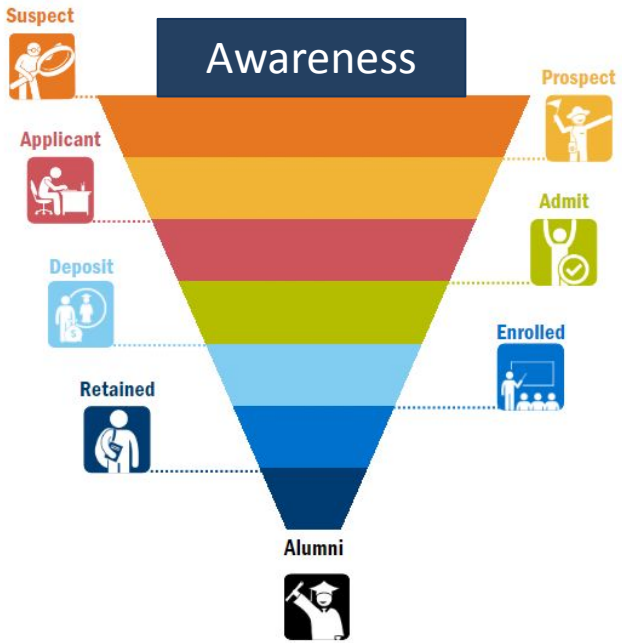
Purpose of This Document

- Understanding Marketing Terms and Best Practices
- A Brief Overview of Saint Peter's University Marketing Strategy
- Integrated Approaches
- Tactics by Individual Team Member
- How to Work with OCM

Marketing is a funnel, designed to pull the consumer downward and get them to act through messaging and tactics.

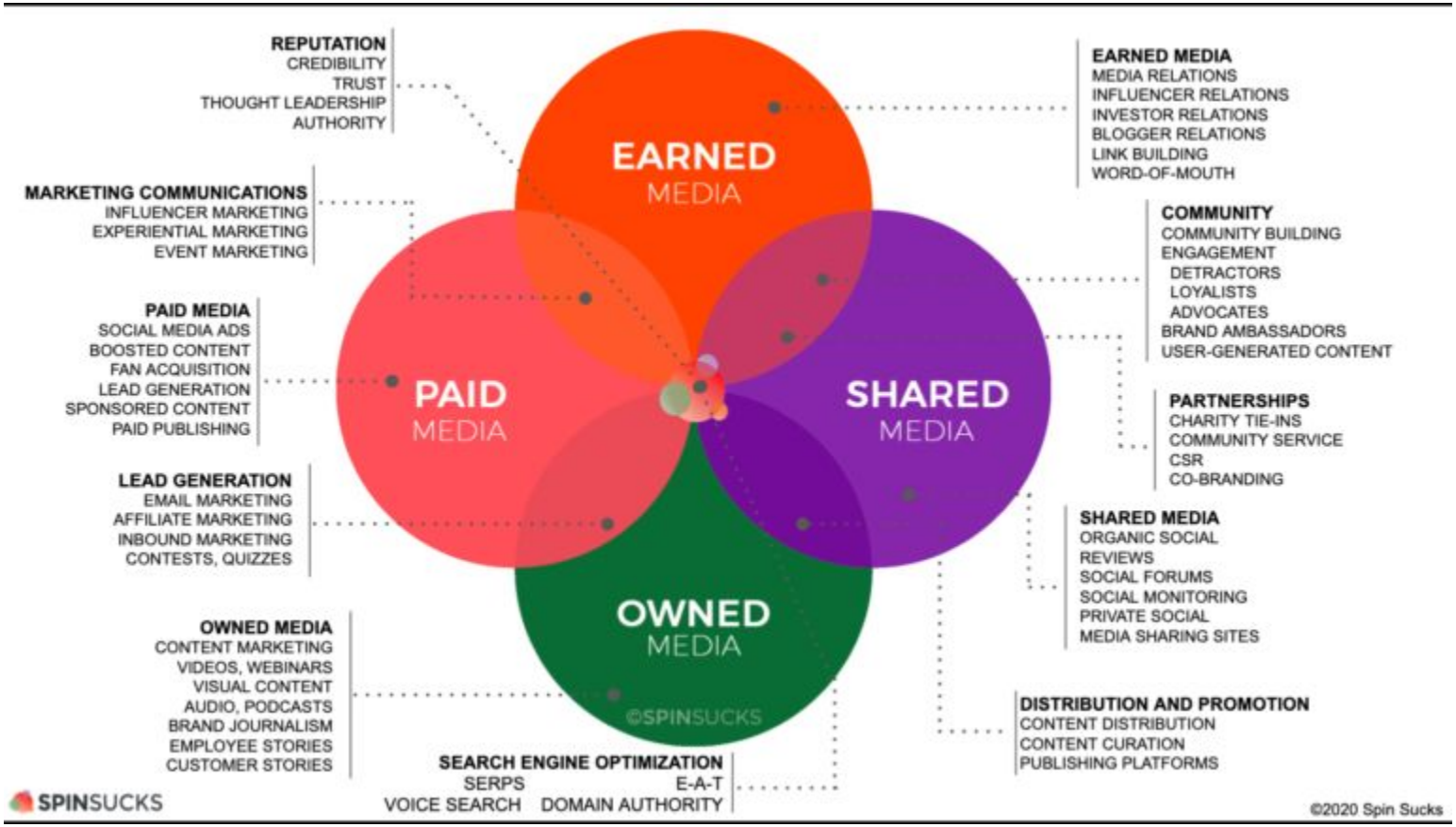
- While not everyone served an advertisement will convert, those who do need to be nurtured to stay interested. They are now aware of the brand and considering, but not yet ready to take an action (convert).
- Higher education journeys require additional nurturing for conversion at more points in the funnel. Their journey is also over several years given the various ages of potential students.
- Marketing can only go so far – consistency in messaging across the funnel and by tactic is key to keeping interest and pull them further down the funnel.





To drive people down the funnel, a series of tactics are used across Paid, Earned, Shared and Owned Media (PESO).

- Messaging across each should be tailored according to best practices, but tell a consistent story and build on each other.
- Not every tactic is right for every organization/consumer - use market research, audience insights and budgets to create the right mix.



Where the audience takes an action shifts their point in the journey and team role.

- SPU does not currently use all of these tactics. This is an example for illustrative purposes only.

Awareness

PAID

- Print Ads
- Broadcast TV
- Connected TV
  - Hulu
  - YouTube
- Out of Home
  - Billboards
  - Bus Shelters
- Paid Search
  - Google
  - Bing
- Paid Social
  - Facebook
  - Instagram
  - LinkedIn
  - TikTok
- Digital Display
- Audio
  - Radio
  - Streaming
- Partnerships
  - Influencers

Consideration

PAID, EARNED, SHARED, OWNED

- Retargeting
- Content
  - Website
  - News Articles
  - Subject Matter Experts
  - Organic Social
  - Testimonials
- Public Relations
- SEO
- Events
- Giveaways
- Referrals

Conversion

SHARED, OWNED

- Email/CRM
- Direct Mail
- Testimonials
- Events
- Scholarships
- Outreach
- Referrals

Loyalty

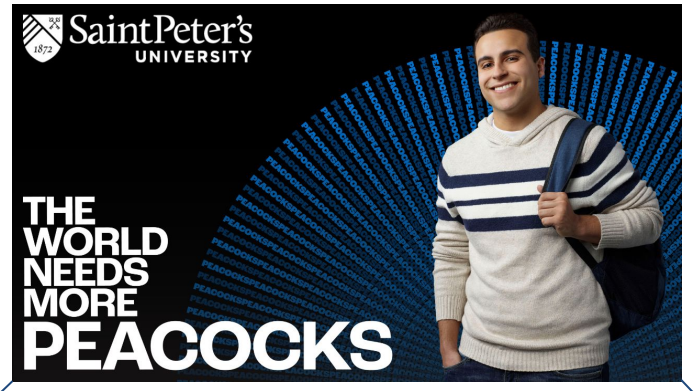
SHARED, OWNED

- Email/CRM
- Direct Mail
- Magazine
- Giveaways
- Outreach

Student/Parent/Alumni/Community takes action here (RFI)

Communications & Marketing → Enrollment, Admissions, Alumni Engagement

For Saint Peter's, people need to know our name and who we are. We need continue growing our awareness at the top of the funnel to nurture later.



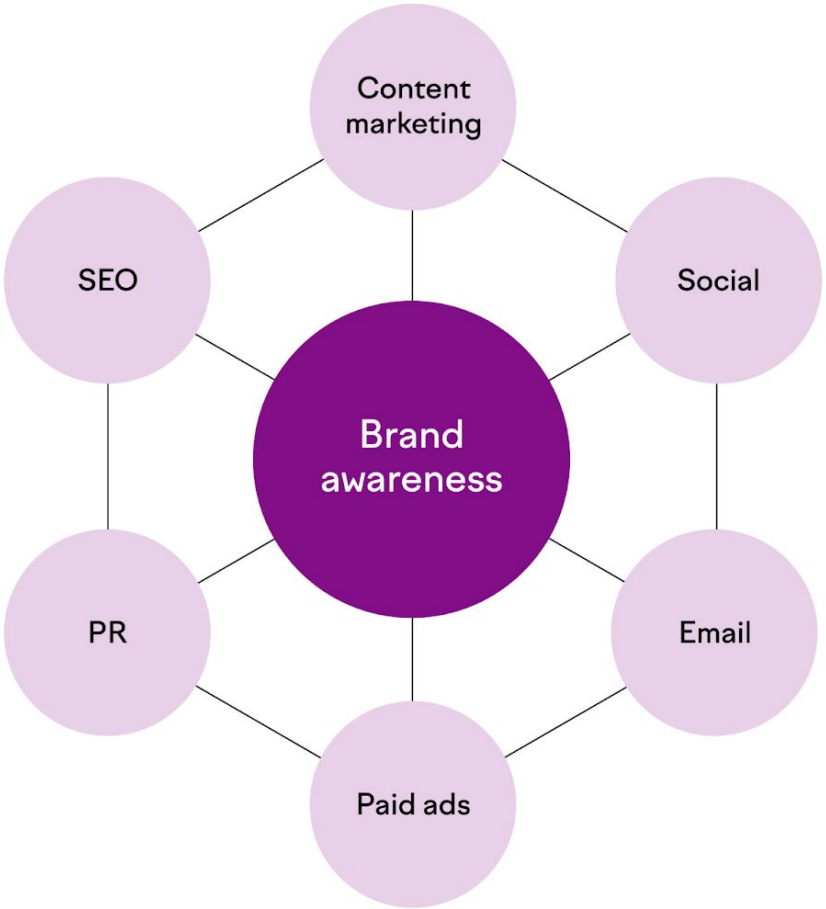
Undergraduate

Graduate

- Program specific marketing would be costly. Focusing on brand awareness allows us to reach more audiences and spend more efficiently.
- Our current "The World Needs More Peacocks" branding creates a halo effect for Saint Peter's. The overall look and feel can work for undergraduate or graduate audiences.
- The difference comes in how we target audiences - age, interests, professions and channels (more on that later).
- By channel where more messaging is available, we can include program or graduate level language.

Our team takes an integrated approach to ensure everything is on-brand, timely and consistent in messaging across our tactics with the website at the center.

Saint Peter's University

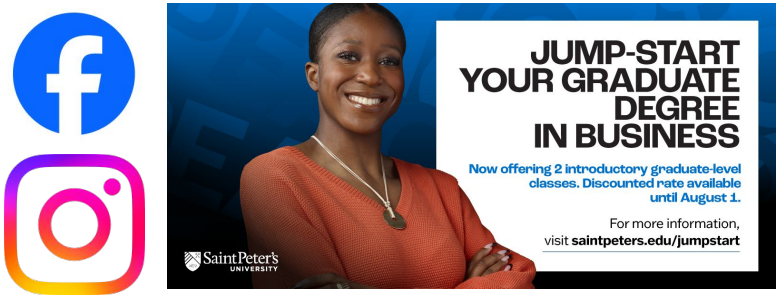


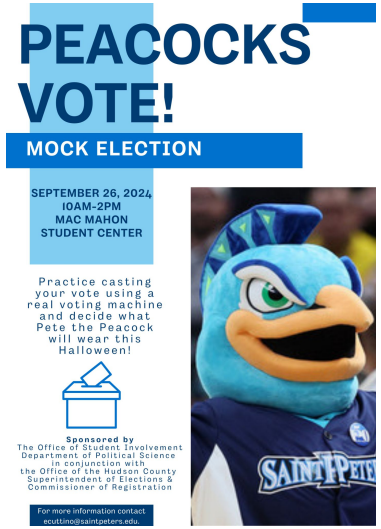
Questions to consider when working with our team.

- What are you looking to accomplish/what does success look like to you?
- What audiences are you looking to reach?
  - Are you looking to reach external audiences or internal audiences?
- Are there any important messaging considerations we need to discuss?
- Who are the key stakeholders/approvers for this project?
- Do you have the required specifications (size, file type, etc.) or other content available like copy and images for our team to use available?
- What date do you have in mind for completion/live? OCM team may make suggestions based on other priorities/communications going out that are already planned to avoid overwhelming audiences.

An Integrated Tactical Approach by Team Member

- Dan
  - Web Page Creation / Updates / Writing
  - Intranet Updates
  - Pop-Up Modal
  - Alert Banner
  - Press Releases
  - Internal Communications
- Meghan
  - Paid Media
  - Branding
  - LED Board / Graphics
  - Content Planning / Writing
  - Downloadable Content
- Grace
  - Social Media Content / Integration
  - Short Form Video
  - User Generated Content
- Paul
  - Printed Materials
  - Digital Graphics
  - Logo Design
- James
  - Emails
    - Peacock Press
    - Magis





- If a request is outside our scope, we may engage a contracted agency partner for assistance.
- We manage the process of working with them.
- Budget and costs associated with the project will be discussed up front before the agency begins working on it.

Web request process

- Launched August 7, 2024
- Leverages existing IT architecture/help desk system (saving time and $$$) called Team Dynamix/Service Desk
- Allows for better tracking, reporting, and ticket related communication
- To be used for Intranet and saintpeters.edu updates
- Replaces multi-step Google form

Team Dynamix Web Update Request Form

- **No need to login (SSO)**
- **Accessible outside SPU network**
- **All faculty/staff have access automatically**