

Marketing & Advertising FY20



Plan: FY20

Marketing Budget: **\$150,000**
\$125,000 – digital marketing allocation

- New 1-year digital marketing contract with **Carnegie Dartlet** (effective 7/18/19)
 - Renewable for 4 additional years
- Digital marketing allocation (**\$125,000**) to include:
 - Display/retargeting
 - Search engine marketing
 - Social media advertising
- Remainder of budget (**\$25,000**) to be allocated to local/regional publications, summer session advertising, and miscellaneous/TBD marketing
 - *The State Newspaper* – Fall/Spring Education Guides
 - *Greenville News* – Opportunity 101
 - Promotional items
 - Other



- Higher education-exclusive firm
- Data-centered approach to marketing & branding
- Proprietary research methods
- Dedicated team of digital marketing experts

University Communications & Marketing

News, Information & Communications

- Develops messages and content for a variety of uses
- Issues management/crisis communications
- Responsible for Winthrop's social media accounts, media relations, and photography services
- Produces the Winthrop Magazine and Winthrop Insider

Printing & Creative Services

- Manages design, production and printing of projects for departments across campus
- Protects brand through identity system adherence and approval of printing projects/promotional products

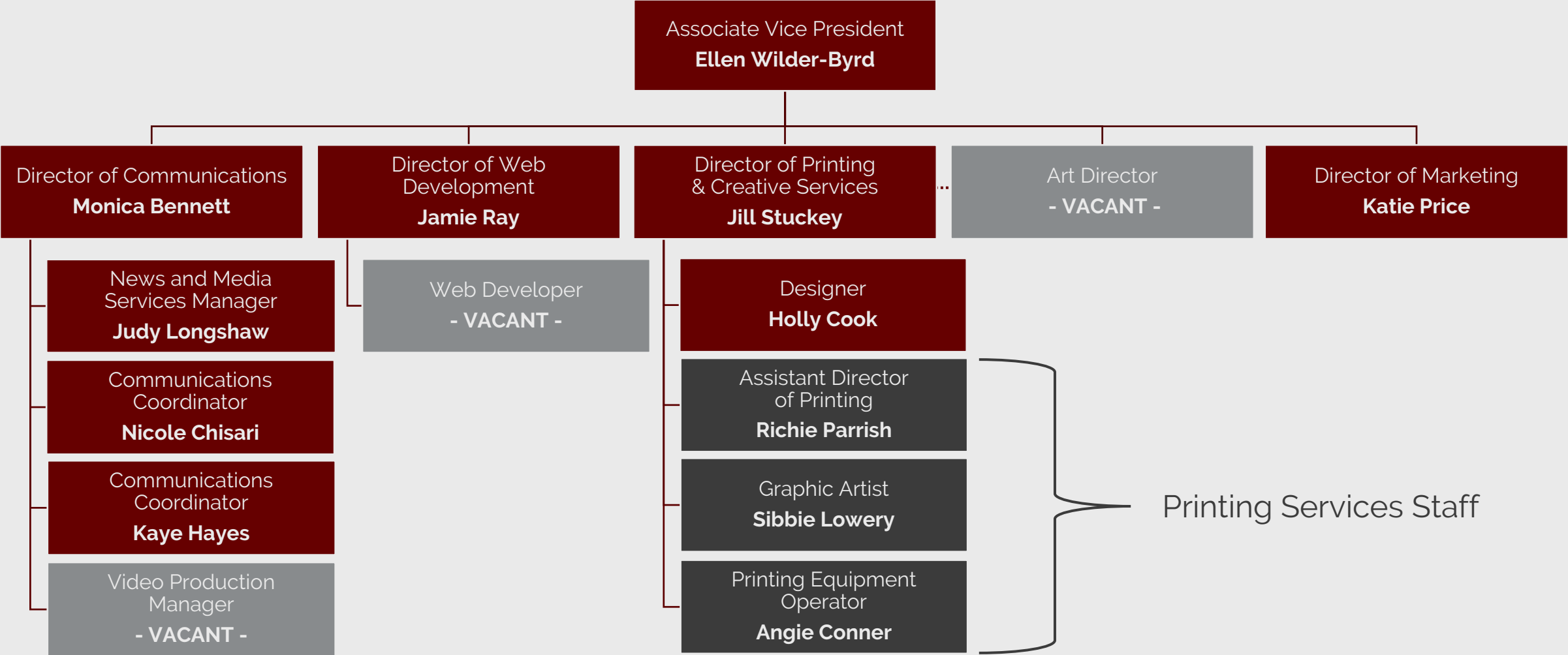
Web Development

- Maintains Winthrop website
- Administrator of our content management system
- Provides support and training to 136 web authors across campus

Marketing

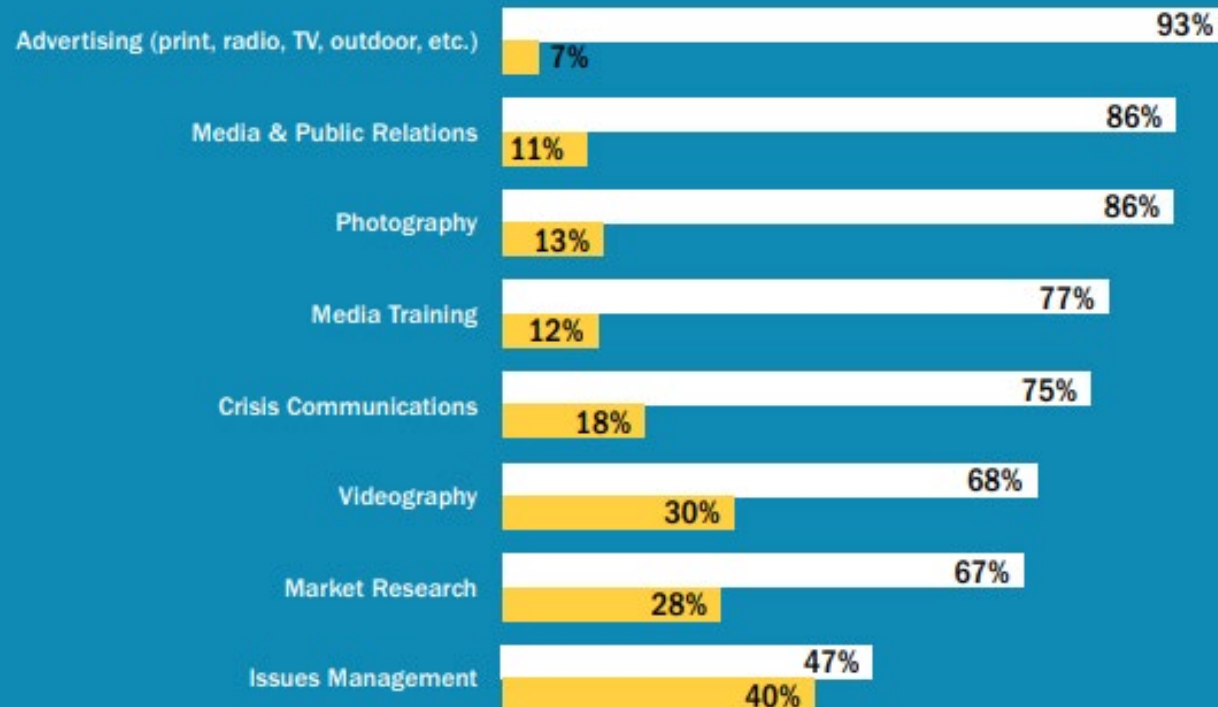
- Supports brand consistency across campus
- Manages paid marketing and advertising for the university
- Provides marketing support to departments

UCM Team



The Role of UCM – Other Institutions

RESPONSIBILITIES OF MARKETING DEPARTMENT FIGURE 2



Other functions that UCM departments play a secondary/support role in:

- Major campus events
- Homecoming
- Commencement
- Open houses
- On-campus recruitment events
- Alumni/fundraising events
- Student orientation
- Employee orientation
- Sports information

"Higher Ed Marketing Comes of Age" (2014)
The Chronicle of Higher Education and
SimpsonScarborough

Top Areas of Focus This Year

- Launch of digital marketing with Carnegie Dartlet
- Rebranding wrap-up (outstanding signage and branding updates)
- Improved collaboration across campus
- Marketing of colleges/destination programs
- Marketing of special events
- Continue to update and enhance YouVisit virtual tour
- Explore new marketing opportunities as budget allows