

Tips for Running Multi-Media Marketing Campaigns and Using Digital Signage



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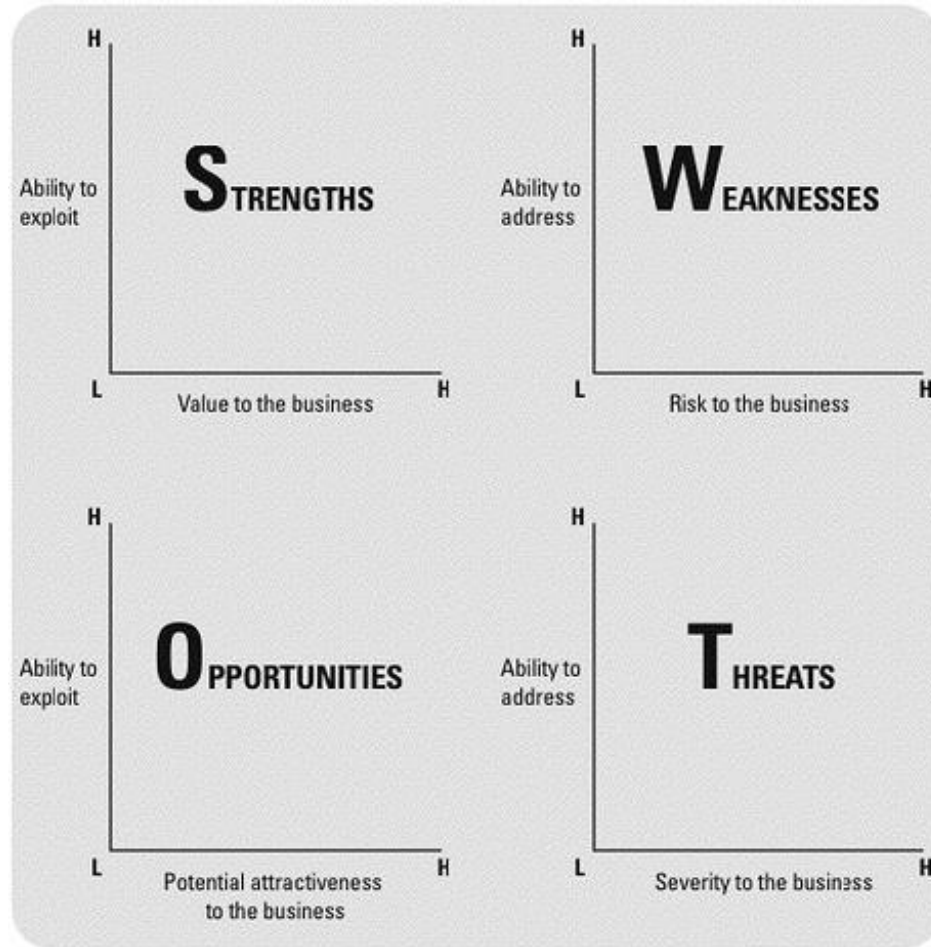
Today's Roadmap

- How to plan my digital marketing campaign?
- Who is my target audience/environment?
- What's a digital marketing mix?
- What's content marketing?
- How do I engage my students and community?
- How do I know if my plan is successful?
- What's all the buzz about AI? What's next?

Have a Plan Before You Start Running

- Business / Marketing goals
- Positioning / Messaging
- Competitive Analysis
- Target Audiences / Personas
- Marketing Strategy
- Tactics
- Budget (5% to maintain 10% to grow)
- Timeline and roles
- Metrics / KPI's

Perform a SWOT Analysis



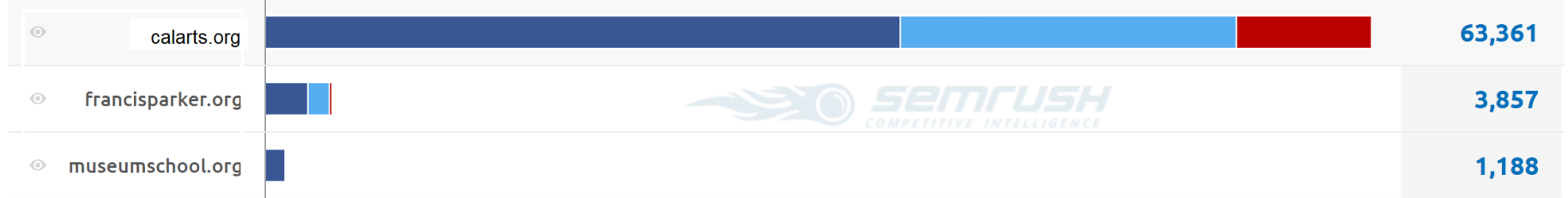
USING A SWOT ANALYSIS TO GATHER
AND ASSESS INFORMATION

Social Metrics

Comparison with competitors ⓘ

Audience Activity Engagement

Sort by: Total audience

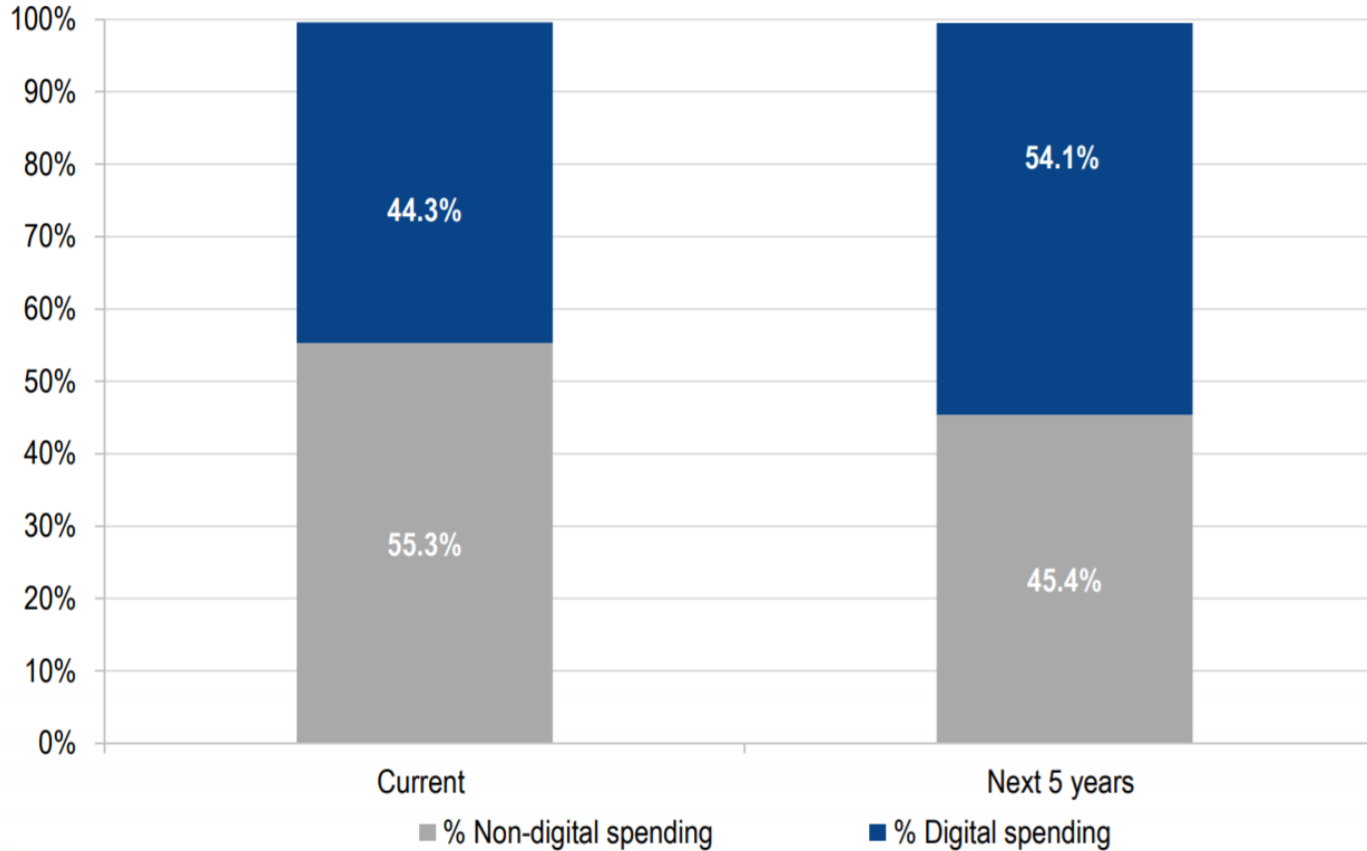


Facebook Twitter YouTube Google+



Understand How Digital Fits the Plan

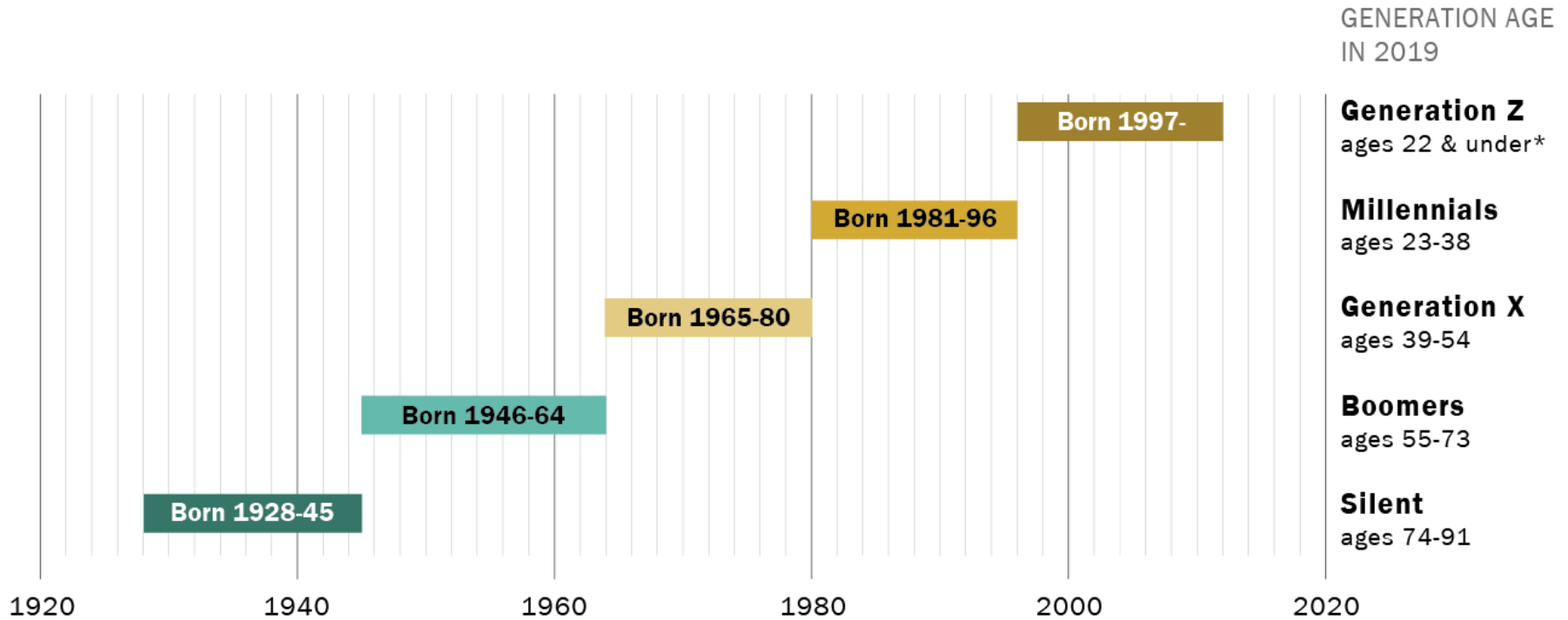
Percent change in digital vs. non-digital spending over the next 5 years



Industry Insight: B2B Service firms and those with revenues <\$25 million plan to be the most digital, at 61% in the next five years. By industry, Communications/Media expects to be 71% digital over the same time frame.

Source:cmosurvey.org

Define Your Audience and Messaging



*No chronological endpoint has been set for this group. Generation Z age ranges vary by analysis.

PEW RESEARCH CENTER

Define Your Audience and Messaging



80%

of prospective students who planned to attend an online university said that watching an online video influenced their application.

Source: Think With Google

Videos Don't Have to Be Expensive



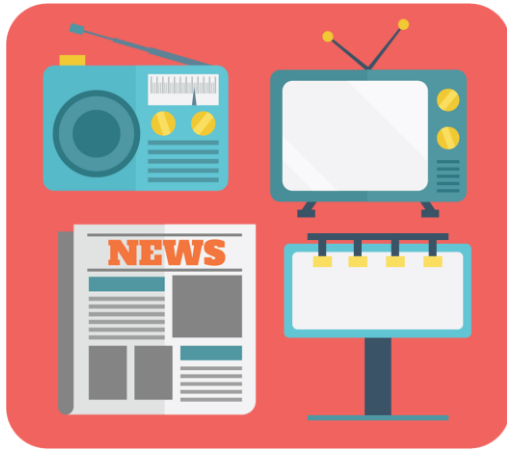
WHERE TO BUY SNEAKERS!

661,829 views

👍 10K 💬 243 ➦ SHARE ⌵ SAVE ⋮

[Watch Video](#)

List the Tactics You Will Use



Traditional

- TV
- Radio
- Print
- Outdoor



Digital

- Social Media (Organic and Paid)
- Search Engines (SEO and Google Ads)
- Email Marketing and Automation
- Content Marketing (Blogs, Video, Podcasts, Ebooks)
- User Testing
- Analytics

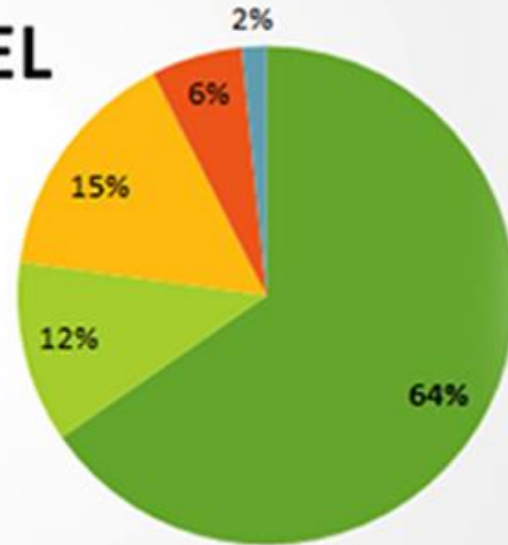
Website: (Brand, tone, dev issues to avoid / load time and HTTPS are paramount)

Top Traffic Channels VS. General Distribution



WEB VISIT CHANNEL DISTRIBUTION BY CHANNEL

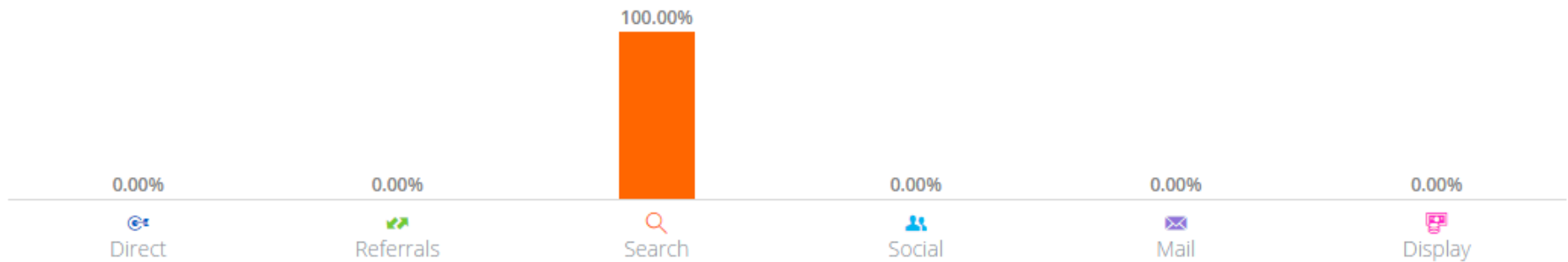
- Organic Search
- Direct
- Referral (w/o Social)
- Paid Search
- Social



Optimize for All Top Traffic Sources

Traffic Sources ⓘ

🖥️ On desktop



What is Content Marketing?

Blogging, podcasting, videos, ebooks, infographics, photo galleries, webinars...

- SEO
- Social Media
- Paid search / social to promote content
- Email Marketing to promote content
- PR / Guest Posting
- Getting links from influencers to content
- Conversion Optimization using content
- Tracking ROI – Analytics

Pick Content Formats

- Blog Posts
- Videos
- Podcasts
- Images
- Infographics
- Press Releases
- Social Media Posts for Events
- School Event Newsletters
- LED Sign Messages

Blogs

HOME ABOUT US RUNDISNEY RUNNING RACE RECAPS YOUTUBE CHANNEL OUR PODCAST DISNEY CHAT CONTACT
PRIVACY POLICY JOIN OUR FACEBOOK GROUP! BIBRAVE: LAURA BIBRAVE: JACKEY RACE DISCOUNTS

ENJOYING LIFE
ONE MILE AT A TIME!

Joyful Miles

100 Blog Post Ideas for Running & Fitness Bloggers

by LAURA BOWERS on JANUARY 10, 2017

in [BLOGGING TIPS](#), [GOALS & MOTIVATION](#), [RUNDISNEY](#)



Videos

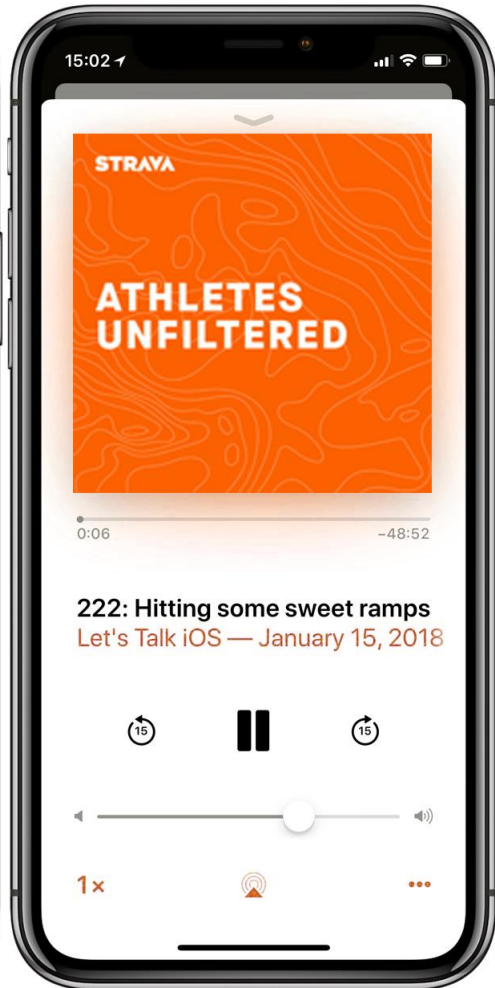
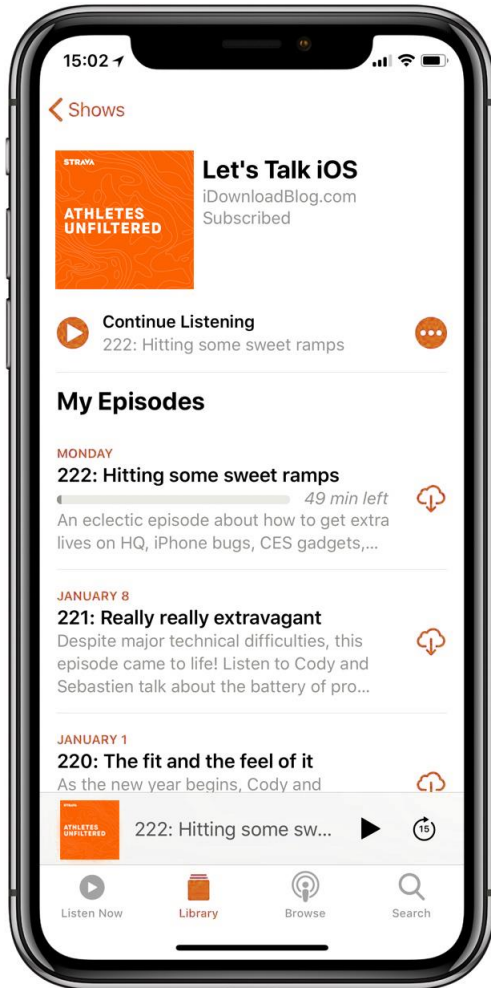


Travis Scott Air Jordan 1 - The Shoe of the Year?

19,690 views

👍 781 💬 22

Podcasts



Images

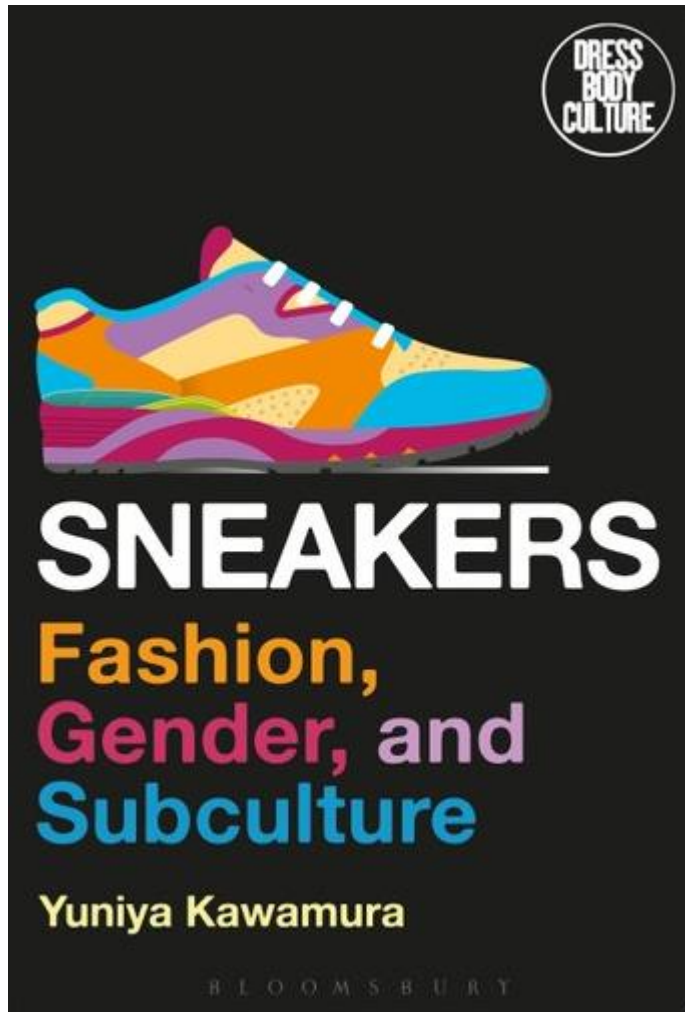
Images for marathon running



→ [More images for marathon running](#)

[Report images](#)

EBooks



BONUS \$76 VALUE IN DOWNLOADABLE CONTENT

Marathon Running

An **ARM CHAIR GUIDE**

Full of 100 Tips to Running a Marathon

- ✓ First thing to do to prepare for the race
- ✓ Simple way to make the grueling run fun
- ✓ Quick tip to beat post-race blues

OVER 50,000 SOLD

Infographics



Press Releases

8TH EDITION
7 - SEP - 2019
PATAGONIA - CHILE



THIRD PATAGONIAN INTERNATIONAL MARATHON

3rd October 2014

Matthew Flaherty breaks 63 km record at the 3RD PATAGONIAN INTERNATIONAL MARATHON

- 3rd The third edition of the Patagonian International Marathon featured 980 runners from 31 countries around the world running in four race distances: ultramarathon 63km, marathon 42km, half-marathon 21km, and a 10km distance race.
- Matthew Flaherty of the United States broke the 63k distance record with a time of 04:19:17.2, 5 minutes faster than previous record holder South African Ryan Sandes' time of 4:24:28.
- The 21km race distance finished in superb fashion, as the top three male racers all finished within ten minutes of each other, with Benjamín Maturana Tamargo of Chile claiming first place in a time of 01:18:45.9.

Torres del Paine, September 27, 2014 – The third edition of the Patagonian International Marathon officially came to an end last Saturday on a spectacular day in the majestic Torres del Paine National Park, recently voted as an eighth wonder of the world and located in Chile's extreme south, the Magellan and Antarctic region. The event,

Social Media Posts for Events

 **Patagonian International Marathon** February 18 at 8:41 AM · 🌐

PATAGONIAN INTERNATIONAL MARATHON® / Patagônia - Chile
8ª Edição: 7 de Setembro, 2019
42K-21K-10K
Inscreva-se agora: www.patagonianinternationalmarathon.com!...
[See More](#)
[See Translation](#)



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 Like  Comment  Share  Buffer 

School Event Newsletters



campussuite.com

Have a Plan to Get Important Messages Out

Monument Signs

Digital LED Signs

Changeable Letter Signs

Indoor Scoreboards / Video Walls



LED Sign Messages



LED Sign Messages

**YOUR SCHOOL
NAME HERE**

**SIGN UP FOR
WATER POLO**

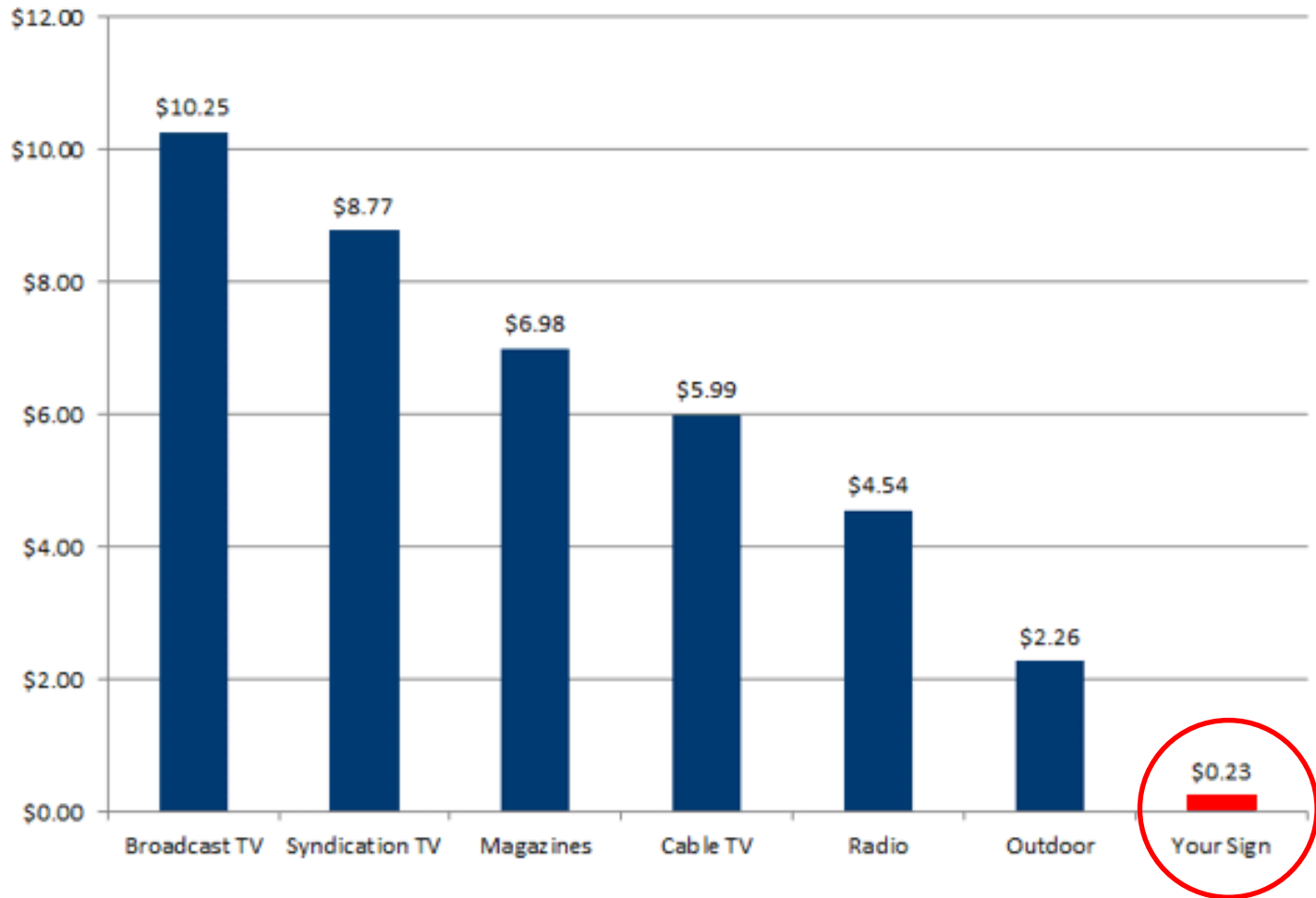


**YOUR SCHOOL
NAME HERE**

GET YOUR TICKETS FOR THE
PROM CRUISE



Have a Plan to Get Important Messages Out



Have a Plan to Get Important Messages Out

Social Media / Mobile Messaging

Twitter, Facebook, Instagram

Instant Messaging

Snapchat

Website Alert Tools

Hello Bar from Neil Patel installs easily
at the top of the site

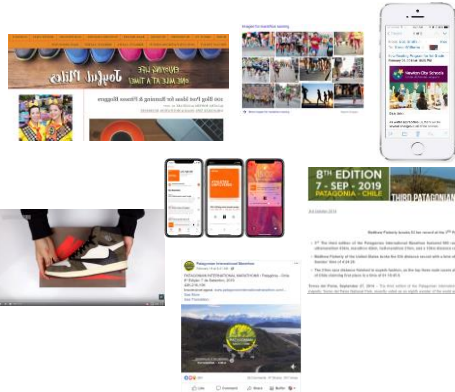
Content Management Systems

Chat bots



Use Multimedia for Events and Fundraisers

Digital Options



SignCommand









Learning Graphics



Protect Referrals and Your Brand

san diego private schools reviews  

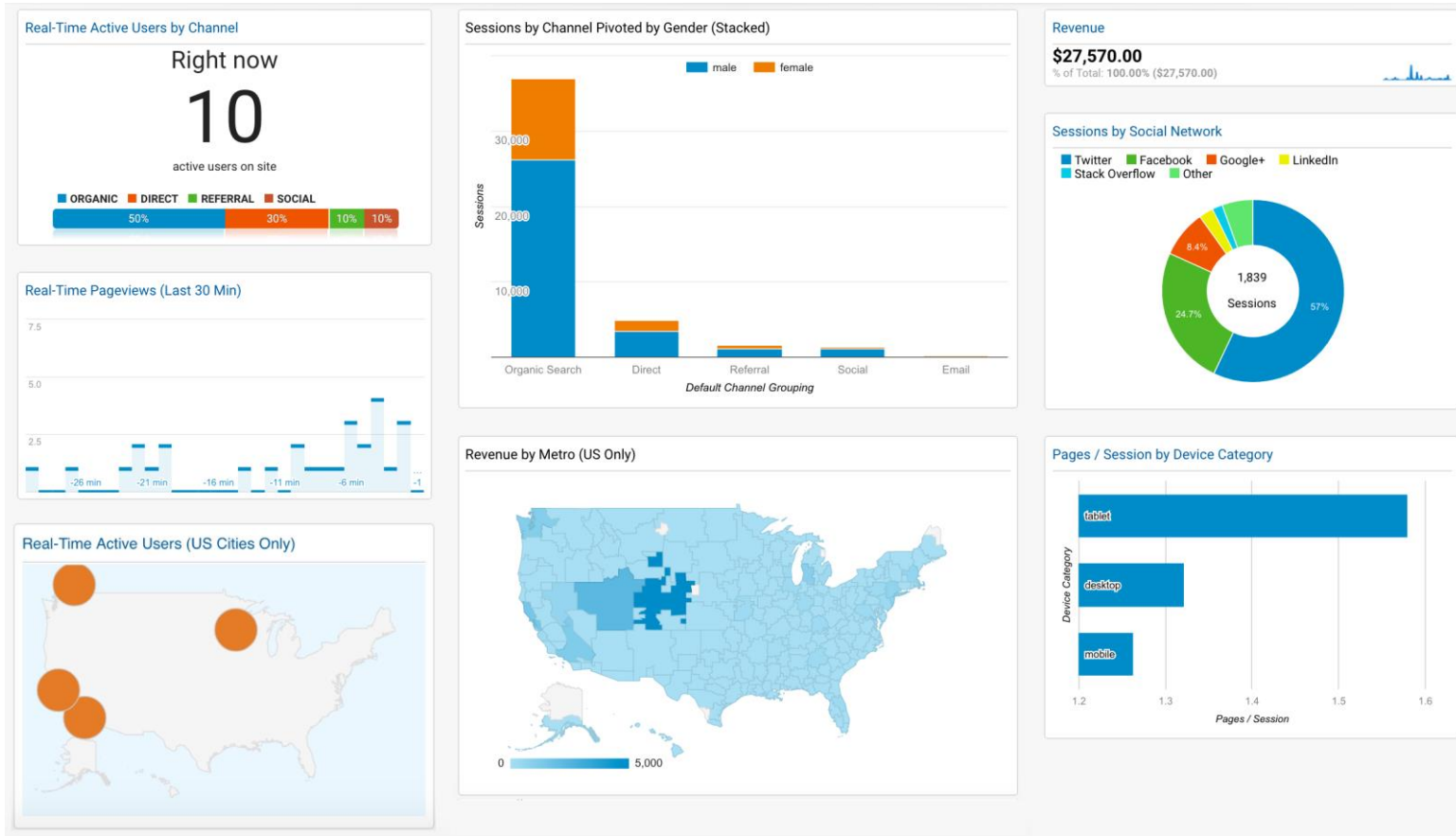


Rating ▾	
Maranatha Christian Schools 4.0 ★★★★★ (12) · Private school San Diego, CA · (858) 759-9737	 WEBSITE  DIRECTIONS
Futures Academy - San Diego 4.5 ★★★★★ (12) · Private school San Diego, CA · (866) 814-5517	 WEBSITE  DIRECTIONS
Waldorf of San Diego High School 5.0 ★★★★★ (4) · Private school San Diego, CA · (619) 287-3054	 WEBSITE  DIRECTIONS

Stimulate Referrals

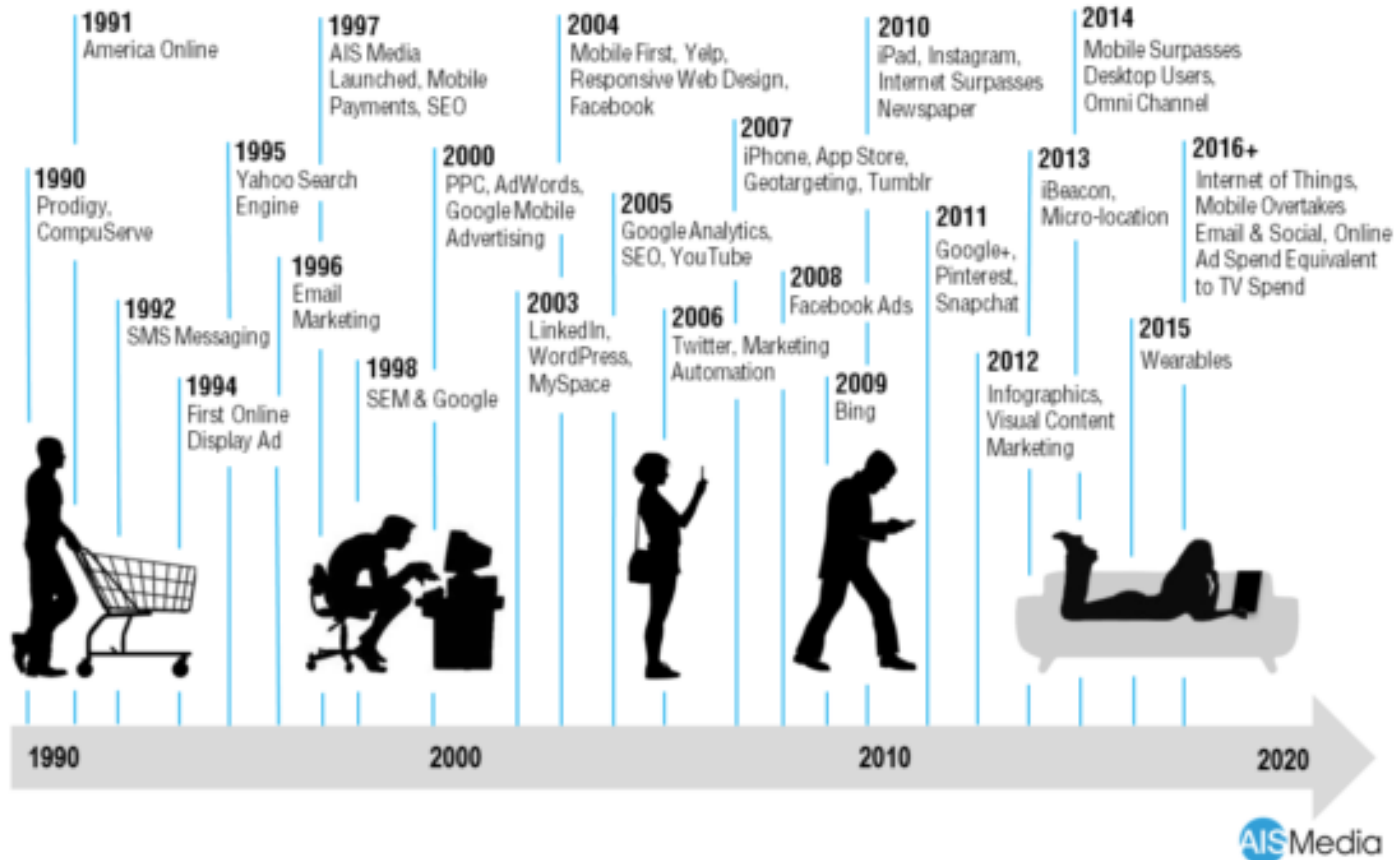


Track Results - TAKE ACTION from Data



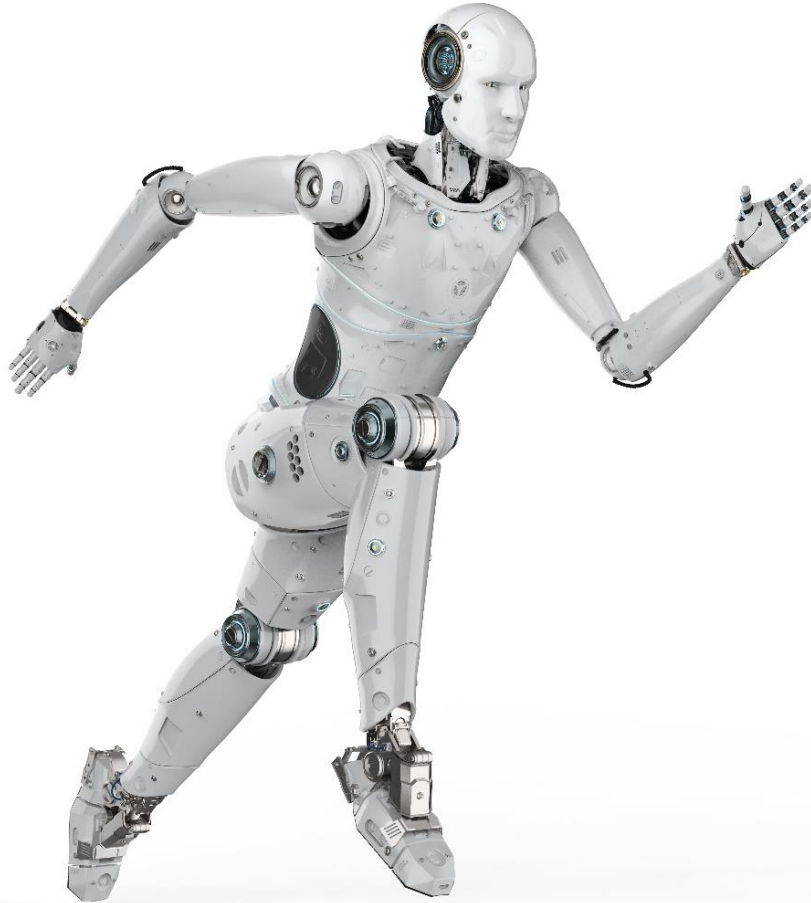
Keep Evolving as Tactics Quickly Change

EVOLUTION OF DIGITAL MARKETING



AISMedia

The Future of Marketing



- **Artificial Intelligence (AI)**
- **Voice Search**
- **Internet of Things (IoT)**
- **Video**
- **Apple Pay**

Takeaways

1. **Defining goals is as important as tying your shoes**
2. **Don't leap into tactics merely based on trends**
3. **Content is the energy food for your journey**
4. **Test your shoes before the big event**
5. **Train regularly**

Remember that marketing is a marathon, not a sprint.

Most importantly, stick to the roadmap and to the things that will have the highest impact.

Booth #318

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