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

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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

<table>
<thead>
<tr>
<th>Audience</th>
<th>Activity</th>
<th>Engagement</th>
<th>Total audience</th>
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<tbody>
<tr>
<td>calarts.org</td>
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<td>museumschool.org</td>
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<td>1,188</td>
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</tbody>
</table>

- Facebook
- Twitter
- YouTube
- Google+
Understand How Digital Fits the Plan

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

Source: cmosurvey.org

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

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
Optimize for All Top Traffic Sources
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
100 Blog Post Ideas for Running & Fitness Bloggers

by LAURA BOWERS on JANUARY 10, 2017

in BLOGGING TIPS, GOALS & MOTIVATION, RUNDISNEY
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222: Hitting some sweet ramps

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JANUARY 1
220: The fit and the feel of it
As the new year begins, Cody and

222: Hitting some sweet ramps
Let's Talk iOS — January 15, 2018

iPhone
222: Hitting some sweet r
Let's Talk iOS — January 1!
Images for marathon running

→ More images for marathon running
Infographics

RISKY Running
A Look at the 7 Most Common Running Injuries

- 65% of all runners are injured within a given year.
- On average, every 100 hours of running equals 1 running injury.
- The average runner loses 5-10% of their year's workouts due to injury.
- Only 50% of running injuries are new; the other half are recurring.

Stewart Signs
AN EBSCO COMPANY
Matthew Flaherty breaks 63 km record at the 3rd PATAGONIAN INTERNATIONAL MARATHON

- 3rd The third edition of the Patagonal 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.


- The 21km race distance finished in superb fashion, as the top three male racers all finished within ten minutes of each other, with Benjamin 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 Patagonal 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® / Patagônía - Chile
8ª Edição: 7 de Setembro, 2019
42K-21K-10K

Inscreva-se agora: www.patagonianinternationalmarathon.com!
See More
See Translation

284
26 Comments 47 Shares 31K Views
Dear John,

As winter approaches us, there will be several changes at all of the schools.

Newton City Schools
Lead. Educate. Inspire.

Happy Winter Break!

Bob Smith
Have a Plan to Get Important Messages Out

Monument Signs
Changeable Letter Signs

Digital LED Signs
Indoor Scoreboards / Video Walls
LED Sign Messages

YOUR SCHOOL NAME HERE

BIG GAME TONIGHT

PROM TICKETS
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

- Broadcast TV: $10.25
- Syndication TV: $8.77
- Magazines: $6.98
- Cable TV: $5.99
- Radio: $4.54
- Outdoor: $2.26
- Your Sign: $0.23

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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

Maranatha Christian Schools
4.0 ★★★★☆ (12) · Private school
San Diego, CA · (858) 759-9737

Futures Academy - San Diego
4.5 ★★★★★ (12) · Private school
San Diego, CA · (866) 814-5517

Waldorf of San Diego High School
5.0 ★★★★★ (4) · Private school
San Diego, CA · (619) 287-3054

Map data ©2019 Google, INEGI

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Stimulate Referrals
Track Results - TAKE ACTION from Data
Keep Evolving as Tactics Quickly Change
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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