



DIGITAL TOOL BOX CONFERENCE – ‘LIVE BLOG’ NOTES

Monday 19 October 2015, Brighton UK (*Not for publication or distribution.*)

It was a pleasure to meet so many enthusiastic colleagues on Monday and Tuesday, all keen to further utilise digital tools for their marketing, admissions, communications and alumni relations and fundraising.

We hope you found the day interesting and the insights, tips and techniques shared by the speakers prove useful to you and your colleagues. We hope you enjoyed visiting Brighton too, we loved hearing that at least one delegate had been answering her emails from the beach early morning.

These ‘Live Blog’ notes (by Adam) of the speakers presentations should be read in conjunction with the presentation slides. We hope these, the slides and handouts (available to download from the website at: <http://www.clickrecruitenrol.com/en/conferences/digital-tool-box-2015-conference-notes-slides/>) and your own notes will serve as an aide memoir.

These notes have been produced exclusively for our conference delegates and their colleagues. Please feel free to share any of the conference materials with your colleagues in your organisation/institution, but please kindly contact us if you would like to discuss reproducing and/or distributing or publishing these notes, the presentation slides or workshop handouts in whole or part to any third party (other than your colleagues).

Our thanks to everyone involved in planning and delivering the Digital Tool Box Conference and post-Conference Workshops 2015, to our speakers and to you for participating. We look forward to seeing you at future events soon and if you have any suggestions on future event themes and/or speakers etc please don't hesitate to email us at: info@omtac.com

Matthew, Simon, Jane, Aaron, Adam, Ryan and all the Digital Tool Box Team, Click-Recruit-Enrol

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CONTENTS:

- 1.0 Customer Relationship Management (CRM) - Andrew Hancox
- 2.0 The DIY Approach To Web Presence - Dan O'Driscoll
- 3.0 Building (Or Rebuilding) Your Content Managed Website In Drupal - Alick Mighall
- 4.0 Blogging In The Social Media Age - Adam Tinworth
- 5.0 Making Apps For Education – James Hart
- 6.0 Online Payments - Dan O'Driscoll
- 7.0 Event Management Systems - Laura Bevans
- 8.0 Podcasting: An Introduction - Claire Wass
- 9.0 What's In My SEO Toolbox? - David Rosam
- 10.0 E-Mail Marketing, The Unsung Hero In Your Toolbox - Liz Boardman
- 11.0 Major Social Media Platforms & Top Tips - Clive Andrews
- 12.0 Future Social Media And Online Reputation Management – Christopher McCormick
- 13.0 Multimedia And Online Advertising - Matthew D'Arcy
- 14.0 An Introduction To Web Analytics - Julian Erbsloeh
- 15.0 Future Workshops & Seminars

1.0 CUSTOMER RELATIONSHIP MANAGEMENT (CRM) - ANDREW HANCOX

What is CRM? According to the textbook definition it's about organising your business around your clients... a data-centric approach. What can you use to support that? There's a huge range of technology...

The movement started in the business schools of the 80s, got corporate in the 90s, but became massive in 2007 with the launch of Salesforce, which made it accessible to all. A lot of things can be considered CRM tools. Most e-mail platforms ('Email Service Providers', ESPs) have CRM features. There are sector-specific database products like Raiser's Edge (Blackbaud) and webAlumnus (WCBS) used for alumni relations and fundraising. There are Microsoft Dynamics, Salesforce and other big players used commercially.

The big solution they offer is data warehousing - all the data you need in one place. In the CRM world everyone talks about a lead - in the context of education, that's prospective students or parents. A transaction takes place when someone attends an open day or requests a prospectus etc.

From there you get intelligence - data plus interpretation. CRM allows you to segment your public - and make marketing/student recruitment decisions based on that. The new theatre appeal should go to the parents of arty children, and former pupils working in the arts.

If you are tracking all the transactions you have with all people, you can see what stages of the process are working - and where people are getting stuck. You can then get others involved - Heads of Departments phoning those with a specific interest in their subjects, for example.

You also need integration - the data needs to be available everywhere that you create marketing collateral. Yes, you can move this manually. But it's laborious and error-prone. There are off-the-shelf tools that can do it. Process management tools allow you to encapsulate all of the processes you use - and allow everyone to see what's happening. The more you can share the data across the organisation, the more people can support you.

Then you can move to automation - where decisions are made automatically based on transactions triggering new contacts. Social automation is important - automatically re-tweeting positive messages about your school for example:

* 34% of people attending are using CRM. 40% of them are using a customer database.

* 28% are using Microsoft Excel spreadsheets.

* 92% of people do not get social marketing support from their Student Information Management Systems (SIMS).

There's low support for social or e-mail across most of the systems in use... although as many as 78% of respondents are using Twitter for marketing/admissions. Lots of people are using MailChimp and Hootsuite.

But there are tiny levels of integration with the Student Information Management Systems. Training levels are very low.

Salesforce and Microsoft Dynamics have revolutionised the CRM space. They compete on price, and relentlessly acquire and develop new tools and functionality. They have plugin ecosystems. You have your Core CRM - a dashboard showing what's happening across the company at any point. Real-time business intelligence.

Then there's Automated Marketing Campaigns... yes, you can do this in MailChimp - but if you can get it in one place, then the complex marketing processes can be orchestrated. Social marketing allows you to take a high-level view of the process - and see the connections between the tweets and the customers. If they say positive things - you want to promote that. If they're saying negative things - you want to deal with that.

Cost? Yes, a big issue. Salesforce and Microsoft Dynamics are both priced monthly, and start from about £25/month/user. Talk to your LEA - or Microsoft directly. They have education and non-profit pricing that can bring costs down to about £10 per month per user. There are other options, too, including Open Source ones. Raiser's Edge (Blackbaud) and Luminare are all really good - but can be quite expensive.

How do you get going? Start by improving your use of Student Information Management Systems. Integrate your systems, so you can start automating. Custom solutions will save money - but might cost you time and effectiveness.

*** Andrew Hancox, Technology Consultant (Data Capture & Management, CRM)**

Andrew Hancox is a technology consultant with experience in a range of technologies and tools and a specialist interest in Moodle.

Early in his career Andrew worked in the Education sector as a Network Manager at a large secondary school and as a software developer creating eLearning platforms and materials. Since then he has worked primarily in the commercial sector for a number of companies across a range of software development projects at strategic, tactical and operational levels. He was appointed Chief Technology Officer at the Friday Media Group in 2012, leaving in 2014 to found his own company and to work freelance as a Technology Consultant.

Andrew's career highlights include the delivery of a platform to provide web sites for over 300 car dealers using Drupal and Aegir, managing 30 people across six departments and £1.5 million of supplier relationships at Friday Media Group and serving as Lead Developer at Guardian Jobs.

2.0 THE DIY APPROACH TO WEB PRESENCE - DAN O'DRISCOLL

A lot of Dan's local primary schools don't have a website. Those that do aren't mobile-friendly. It's possible to do this on a budget - as a DIY website. There are plenty of platform services that support doing that. They give you the tools to build your own website but it's best not to use them... there are large on-going costs associated with them.

Instead we're going to talk about three content management systems are:

- * WordPress
- * Drupal
- * Joomla

You need a number of layers:

- * Hosting - server space to store what's on the web - including the CMS. You might already have this - and you can get it for as little as £2 a month. But be aware of performance limitations with cheaper packages. How much space do you really need? For most, you won't need more than a few hundred megabytes - but 'unlimited' is pretty affordable.
- * The Content Management System (CMS) – the CMS allows you to make changes to your website in a user-friendly way. That includes all the content on the site - publishing or editing it. It also allows you to categorise and tag data - creating pages based on the content, bringing together different information. They also have user-control functionality, allowing you to specify what users can do. CMS's like WordPress, Drupal and Joomla are 'open source' and free to use.
- * Themes – themes provide the look and feel of the website. It comes "out of the box" and most are built by experienced designers, taking into account mobile friendliness and accessibility. Sometimes they include design tools which allow you to customise them. Free themes tend to be fairly basic, while premium ones cost money but have more functionality - and you get support. You can also have ones developed specifically for you, by agencies.
- * Plugins – plugins are extra bits of software built by experienced developers to extend the functionality of the CMS or the theme. Plugins can also facilitate integration with other services. You don't need technical knowledge.
- * **Dan O'Driscoll, Project Manager at Singularity (Web Development and Online Payments)**

Having worked in diverse industries as both a Project Manager and Specialist Trainer, Dan O'Driscoll now splits his time between his own businesses and helping others to achieve success using technology.

As well as managing projects for Singularity (www.singularitycreative.co.uk), a brand experience and digital design agency, Dan also works with a large health & safety software provider in addition to owning an international musical instrument manufacturing business.

Dan is an experienced web developer but primarily takes a management role on everything from start-up brand design and website projects, through to software design and development for FTSE 100 companies.

3.0 BUILDING (OR REBUILDING) YOUR CONTENT MANAGED WEBSITE IN DRUPAL - ALICK MIGHALL

Why would you use Drupal? Well, what are your requirements? Who is going to build you site? The people involved will shape your choice. Could you, for example, pool resources from the locality.

You probably don't want to build a CMS yourself. You're not a software company - you're in education. Paid systems are interesting - but limited and often you're paying for functions you don't need. If your needs are likely to outstrip the budget - then 'open source' is the way to go.

In 2015, you can take many things as a given - mobile responsive, good for SEO, preview-able, image galleries and the like. Don't spend too much time on requirements that all systems offer out of the box.

Umbraco is one system often used by charities, which runs on .Net, as well as all the others listed by Dan.

Where does 'Software As A Service' (SaaS) come into play? They include payment functionality (Tucasi), communications (ParentMail), ticketing (Eventbrite) etc. There's no point in building these things when you can get them as a SaaS.

You can get special distributions of these products. Like WordPress, Drupal is free and open source. You can use it freely - and redevelop it freely. It has a lean, simple core, and you add functionality with plugins and modules. That helps you only run what you need - and reduce the need for custom development. And that reduces the technical debt associated with the project. You're less tied into your suppliers - there are tens of thousands of developers skilled in Drupal, so you can switch fairly easily if you need to.

*** Alick Mighall, Managing Director at Miggle (Web Development)**

MD and founder of miggle (www.miggle.co.uk), Alick Mighall has over 20 years' online experience including seven years' product management, development, board level and international experience at Yahoo! – with 5 years broadcast experience prior to that.

Since forming miggle in 2007 Alick has built a successful team which manages content and development for a number of prestigious clients, such as Air New Zealand, NBC Universal and Yahoo!. In the last four years miggle have gained a reputation as leading Drupal specialists.

Alick's own specialism is product management, UX, IA, online planning and delivery. As a consultant he has scoped products for organisations such as the BBC, DHL and The Collections Trust. He has also delivered large-scale projects for NHS, Fitness First and AOL. Alongside these activities, Alick advises on effective content, site monetisation and social media strategies, and speaks at a number of industry events.

4.0 BLOGGING IN THE SOCIAL MEDIA AGE - ADAM TINWORTH

The old model of blogging was all about building a website. The blog platforms of that era all supported that. But not everyone wants to build a site. And finding an audience is the biggest challenge in the social media age. Sometimes it's better to go where the audience are than try to drag them to your site.

- * Tumblr started the move towards blogs with integrated social networks. It's also a great place to reach out to teens and those in their 20s.

- * Medium is the latest iteration of that - and it's proving an attractive and powerful platform by piggy-backing on Twitter to create a ready-made audience.

- * Facebook Notes is now a rich blogging platform integrated into your Facebook feed.

- * LinkedIn Posts can also be useful for reaching business communities

- * **Adam Tinworth, Blogger & Trainer (Blogging)**

Adam Tinworth has been a blogger for nearly 15 years, and a journalist for over 20 years. In the late 2000s he built a network of business blogs that were driving over a million page impressions a month. He currently works as a consultant and trainer helping all sorts of companies and organisations do better digital publishing. Recent clients have included The Times, The Telegraph and The Straits Times in Singapore.

He is a Fellow of the RSA and a visiting lecturer at City University, where he teaches social media, community management and content strategy in a journalistic setting.

You can find out more about Adam at 'One Man & His Blog' (www.onemanandhisblog.com), and on Twitter as @adders.

5.0 MAKING APPS FOR EDUCATION - JAMES HART

Apps are a 'wild west' compared to everything that we've seen before. Apps are a really rich experience - richer than the web – as they utilise all the phone functionality. You get access to the photo library, you get push notifications etc. But how do you take advantage of them?

Think about minimum viable products - MVPs - what's the most useful thing? Maybe it's push notifications - "Hey, it's a snow day today... sports matches are cancelled".

There are a plethora of platforms for creating apps. A few are usable but none can be recommended or endorsed. Some of them have useful education templates - but are best for producing simple apps. Tapestry gets an honourable mention in the school-specific app space. Agencies will give you bespoke development, but can be eye-wateringly expensive and on-going maintenance costs are an issue.

You might have in-house resources - but they might not be able to support all mobile platforms. There are four main ones:

- * iOS
- * Android
- * Windows 10
- * Blackberry

Even after you've built an app, you have to deal with:

- * App store management - iOS approval times, multiple Android app stores
- * Platform update
- * Marketing
- * Analytics

*** James Hartt, Freelance Mobile Apps Developer (Mobile Apps)**

James is an iOS Engineer addicted to the simple aesthetic that the iOS platform provides. He has over 5 years experience creating and maintaining apps with massive breadth and has been swiftly writing Swift since attending WWDC 2014.

Recently James has worked at 6Tribes, Smart Focus, Betfair and the Metropolitan Police.

His next assignment will be with News UK, working on their Times iPad app.

6.0 ONLINE PAYMENTS - DAN O'DRISCOLL

In considering how to take payments or donations online, cost is an obvious consideration. How much will it cost you - and what is the cost model? Some

services charge a percentage of a transaction. Some of them have a fixed transaction cost. Others have a monthly fee, with transaction limits. Oh, and there might be a set-up fee.

You need to consider both technology and compatibility. Can the system integrate with what you already use? Is it well-documented? Is the service going to pull users out of your site - and your branding? If they do, could that potential confusion put off users? Of course, you should check their reputation and reliability.

Many of these services don't give you the money particularly quickly - 7, 14 or 30 days. Is that going to be an issue? PayPal is the major online payment processor. It has a host of features and makes it really easy to take payments on your sites. It gives you almost instant access - but you have to manually transfer the money to your account.

Security is massively important. Reputation is a guide, as is accreditation. And watch out for hidden costs or problems in the terms and conditions.

Let's compare Stripe and PayPal... Stripe has a simple transaction model and is designed for developers so it has a rich API. There are available plugins for WordPress and the like. It does require a secure certificate on your website. There is no Stripe branding, and it has test modes. Payments arrive after 7 days.

PayPal has two integration options - either a code snippet button, or Pro, which allows a developer to hook in to it. Their pricing model is variable, decreasing with volume. They do offer a flat rate for non-profits. There are lots of plugins available, and the security issues are solved by transactions happening off your site. And you have instant access to the money.

How about unusual payment methods? For example, you might want subscriptions or delayed payments. Maybe you want two stage payment: deposit and final payment. Maybe you want to generate invoices. Most of these are possible - but you need a good, experienced developer to make the most of them.

7.0 EVENT MANAGEMENT SYSTEMS - LAURA BEVANS

There are three key things to consider:

- Functionality - both your needs and the attendees' needs.
- Cost - the bigger the organisation, the more costs you can support.
- Usability – can you and your users to use the registration tool easily?

Events that educational organisations tend to run include:

- Open Days - who is coming? What do you have to offer? Can you capture data from them, and register attendance? Can you communicate?

- Music and Drama productions - tickets and seating, as well as communicating.
- Parent Evenings - ticket appointments with individuals, with various ticket types. Good reminder e-mails. Rebooking admin.
- Sports Days - informal open platform for communications.
- School Trips - paid and unpaid ticketing systems. Communications with parents, registering the children.
- Reunions - paid, with a targeted attendee list.

From these we can draw up a big list of potential needs. Integration with websites is quite important. Here are four key platforms:

Eventbrite

Very popular and easy and free to set up, and free for free events. Small fees for paid events. They have good social media integration. Integrates well with other platforms, and has a mobile app for attendance management. A fully developed Eventbrite event has SEO benefits, incorporates ticketing etc.

Cons: Lack of community aspect.

MeetUp

Free community management tool. Less of a ticketing system, more of an open forum meeting system.

Cons: No e-mail data capture. Regional restrictions. No multiple ticket types. 'Comment on event' feature can't be turned off.

Eventzilla

Free for free events. Cheapest platform for paid events. Easy to customise for events. Good social sharing, and QR scan and check-in.

Cons: Organisers need a PayPal account. While it's cheap, PayPal adds fees.

EventAlpha

Comprehensive system, with complete website creation and branding. SMS and e-mail marketing, alongside a blog and discussion forum.

Cons: Fee-based and a tiered service. Needs comprehensive training.

*** Laura Bevans, Events Manager at Wired Sussex (Events)**

With over 7 years of event management experience, Laura Bevan's expertise spans across private, corporate and public events, working for event management agencies and in-house.

At Wired Sussex (www.wiredsussex.com) Laura is responsible for strategically planning, managing and delivering over 30 events per year for Wired Sussex members and the wider digital, media and technology community, from informal networking meet-ups, workshops, project launches and speaker events to conferences, a jobs fair & more.

8.0 PODCASTING: AN INTRODUCTION - CLAIRE WASS

Now is a great time to create audio content. The technology allows us to be really innovative. At Downside, Claire's school, there are a community of monks competing for SoundCloud ratings... they're upping their game in reading the Sunday homily!

Podcasting is a series of audio episodes usually available for free. Why should you bother fitting something else into the working week? Because there's something special about the human voice - you can't cheat with the voice. The numbers of people subscribing to podcasts are huge - and growing.

Recording

You can record and edit lectures, or talks. You can do voxpops. You can get going with just a smartphone for recording... all the major hosting sites have apps which allow you to get the audio online. You might need a quiet room or an external mic, though. And the basic editing tools are very limited.

Tascam and Zoom brands are great audio recorders for those with more budget. They have lapel mic support and omnidirectional microphones.

Some hints:

- * Check the recorder is working.
- * Nod and react to the speaker - but don't make sounds (but your lip!).
- * Ask open questions.
- * Research your interviewee.
- * Pre-record supporting sounds.

Some other advice: listen to loads of Radio 4 and other podcasts. Learn from them.

Editing

Audacity is free to use and download for Mac and PC - and can do everything you need. Plan your editing in advance, so you can record what you need.

Key skills:

- * Cutting elements
- * Fading in and out

- * Boosting quiet audio

Twisted Wave is a good alternative on mobile.

Broadcasting

You need to upload your audio to a hosting platform such as:

- * Audioboom
- * SoundCloud
- * Spreaker

All offer a free service, analytics and embed well in websites. Greater usage will require payment - but will bring more detailed analytics. AudioBoom allows multiple users - and user contributions. SoundCloud is really easy with great support. £75 buys you unlimited use and analytics. Speaker looks cool if broadcasting live. (Listen: <https://soundcloud.com/mrswass/podcast-practical-example>.)

- * Make sure you do social media promotion automatically.
- * Copy and paste an RSS feed and add it to Stitcher and iTunes.
- * Try to avoid repetition in your copy on the podcast - including show titles.
- * Spend effort on the album artwork - Canva has templates you can use.
- * Consider recording a standard intro.
- * Market it - and monitor the stats to see what works.

* **Claire Wass, Marketing Manager at Downside School (Podcasting/Audio)**

Claire Wass is the Marketing Manager for Downside Abbey and School (www.downside.co.uk), a Benedictine organisation set atop the rolling hills of Somerset. Her experience has traversed both Broadcasting and PR: she worked for several years at the BBC, mainly within Radio 3, the Proms and the Performing Groups, but also within television, behind the scenes for BBC One's Antiques Roadshow.

Having originally trained as a violinist, Claire worked within the world of Classical Music PR representing the Orchid Classics record label, plus artists including Maxim Rysanov, the Endellion String Quartet, Ashley Wass, the Brodsky Quartet and Trio Apaches.

Claire now enjoys working with the monks of Downside, looking for excuses to learn about new gadgets and ways of communicating with the world.

9.0 WHAT'S IN MY SEO TOOLBOX? - DAVID ROSAM

Just writing good content for your website isn't enough. You need to plan your content - and figure out what your audience actually wants. Research gives

you an understanding of the marketplace, their interests and needs. But choose your tools wisely.

The free SEO tools give you lots of useful options but the 'Rolls Royce' tools require some money and offer:

- * More detailed data
- * More useful data
- * Better planning
- * Time saving - they allow you to do things with a click of a button

This should mean better results.

You're looking at \$60 to \$90 per month for a suite of tools. However you may only need the occasional month or two of use now and then.

* Keyword research - Google Keyword Planner is free - but requires sign-in to the Google AdWords tool. Ubersuggest is also free as is Keywordtool.io, and they both give more data.

* In-depth competition analysis - Google Keyword Tool will do this, as will the paid version of Keywordtool.io. SEOmonitor is worth a look. LongTailPro draws data from Moz and is useful, but SEMRush is best - paste your key phrases in there. (The lower the estimated advertising cost, the lower the competition.)

* Competitor analysis - look at Google in your browser, remembering to turn off personalization (if you are signed-in to Google your results are personalized). See how you rank - and how others do.

* Link analysis - tools tracking the links you have. Quality of links to your site is more important than the raw numbers. Open Site Explorer is great for most. Majestic is paid and good, but Ahrefs is the Rolls Royce.

* SEO Audit – the Screaming Frog SEO tool/spider is free for up to 500 pages - but the information it provides is quite geeky. Woorank is more user-friendly. And SEMRush is great here again.

One general hint: think about searches as implicit questions. What questions are people looking to have answered? You are looking for the themes and content that match to your audience needs. Be aware of the language they actually use. Gather similar phrases/themes together on the site.

*** David Rosam, Head of SEO Copywriting at Web Positioning Centre (SEO)**

After a decade or more of freelance direct marketing copywriting, mainly for tech companies and financial services institutions, David Rosam was seduced by the Web in the mid-90s. He's been working online full-time for 12 years.

At the turn of the millennium David was one of the UK's first SEO Copywriters, preaching to the unconvinced. In these days of content and content marketing he has been proved right.

As the Web has evolved, so has David. He has become an SEO consultant who specialises in Online Business Strategy, Content and Pay Per Click. During the Digital Tool Box conference he will be sharing and demonstrating some of the tools he uses across these different parts of his business.

10.0 E-MAIL MARKETING, THE UNSUNG HERO IN YOUR TOOLBOX - LIZ BOARDMAN

Here's a fact: e-mail conversion rates are 40 times (40x) those of Twitter and Facebook.

The right e-mail at the right time to the right people can have a huge impact.

One e-mail can generate £40,000 for Goodwood in 24 hours. And it's a low-cost medium (on a cost-per-send) basis.

You know who you are talking to. You know what they're interested in. And the results are fast.

However, using Outlook for bulk messages is a terrible idea. It's too easy to hit CC rather than BCC, for example. Sending email through a CRM can be iffy. They can work well, but tend to lack stats and fine controls.

Images make e-mails much more scannable than text-only ones. 80% of people only scan your e-mail. We process images 600x faster than text.

Email Service Providers (ESPs) all do a range of broadly similar things, but they differ in how much they offer on top of that. They make bulk sending safe, and are whitelisted to ensure delivery of the e-mail. They give you analytics figures, like open rates, forwards, link clicks - and unsubscribes.

Mailchimp is free for less than 2000 people in your address book. That's really cool - and makes the service popular.

YLMP is free for 1,000 subscribers. It's more basic than Mailchimp - but easier for beginners. Campaign Monitor and Constant Contact are more mid-range tools.

Emma is featured and interesting - and it has a University edition. It's geared up for non-profits and educational institutions.

Pure360 and Dotmailer are comprehensive tools for larger organisations.

Putting an e-mail together is easy once you have a template. The more often you do it, the quicker you become. But bear some things in mind:

- The footer needs to include your registered address and your social links
- Don't forget the unsubscribe link - there are legal ramifications if you don't.
- View in browser is useful, especially on older mobile phones.
- Please don't use all images. Sure, it looks great, but it's useless if people have their images turned off. There are accessibility issues, too.
- Make sure you're mobile optimised.
- Put calls to action in there - make it obvious what you want them to do.

*** Liz Boardman, Email Marketing Producer at The Goodwood Estate (Email)**

Liz Boardman is a passionate marketing professional and self-confessed "tech-geek" who has been working in the field of marketing and graphic design for ten years and in the niche field of digital and email marketing for over 5 years.

Her broad knowledge and experience includes the Education sector, having previously worked in a further and higher education college as part of the Marketing Team - a role which she dubs as "one of her favourites".

Going from email coder to strategist, Liz has worked on every possible type of email marketing campaign from large event promotions to regular newsletters and product launches, using testing tools and good process to achieve great results. She has learnt that good preparation, attention to detail and taking the time to analyse results are all vital aspects to a successful email marketing campaign.

11.0 MAJOR SOCIAL MEDIA PLATFORMS & TOP TIPS - CLIVE ANDREWS

* Facebook... it's ubiquitous, it's everywhere. Create good content, provide good photos - make it engaging. But only 15% to 30% of your followers may see those updates. That can be disappointing. Don't overlook the potential of spending a little bit of money by advertising ('boosting' selected posts), it can make a big difference. You can target by age group, location, parental status and so on.

Groups are the over-looked siblings of Pages. They have a lot of uses that Pages or Profiles aren't right for - like a group of people working together. They have polls which Pages don't.

* Twitter is also hugely popular. It's so simple it's easy to miss a trick. The biggest mistake people make is to broadcast on it. It's about conversation. One of the simpler things you can do is run a question and answer session. They enable the voices of non-digital people to get put in front of people.

Hashtags are frequently misused. They group posts together. Don't use it to emphasise words you think are important - or brands - that's not how they work.

Direct Messages (DMs) are under-used. You can move customer service conversations there when private information needs to be exchanged. Sometimes people need to be coached to go private. You can also change the defaults so anyone can DM you - not just those you follow.

Do you have a single account? Or multiple for departments or users? Make sure you have a deliberate decision - and some guidelines.

- * LinkedIn - useful for alumni relationships - and some uses in university selection. It works best when left to individuals, and it doesn't really favour corporate posts. If you have good people - show them off. Encourage them to shout. Advertising may be an option for student recruitment.

- * Pinterest - have an experiment, if you can see a way with the visual curation. Recognise the community aspect, don't just pump out your own content.

- * **Clive Andrews, Social Media Consultant (Social Media)**

Clive Andrews is a consultant and trainer on social media. He works in sectors like education, travel, government and charity, helping people to use digital tools in smart ways. He has trained the Foreign Office on how to tweet to Britons in trouble overseas, and has helped the BBC News team to better understand the way they use social media.

Clive really believes in the power of social to improve relationships between organisations and their customers, but he knows this isn't always easy. Clive's training helps cut through the hype so that individuals and companies can use social media in ways that work for them.

Clive encourages everyone to get to know the social media tools available, but to think strategically about which ones they use, and how they use them.

12.0 FUTURE SOCIAL MEDIA AND ONLINE REPUTATION MANAGEMENT - CHRISTOPHER MCCORMICK

Some speculative trends:

- * Dark Social: Untrackable, peer2peer activity, things like WhatsApp, or login-based forums.

- * Anon.Social: comes in blasts, and sometimes by accident. Heavily used for bullying. YikYak and Ask.fm.

- * Online Bullying - growing and something you should be aware of.

As you should:

- * Lust: inappropriate aged people on online dating site - it happens.
- * Limitations - Twitter's 140 characters, Vine's 6 second videos. Why the limitations? Well, people like to show off their creativity. There's a first mover advantage, but the first platform doesn't always stick. Friendster, MySpace and Bebo are all gone.

And now some reputation stuff:

Why should you care? It's your reputation! Why are they talking about you? Where? What are they saying? What's the sentiment?

Free Tools: Google Alerts, Twitter Analytics - gives you 'real reach' figures based on eyeballs, as does Facebook Insights. Twitter and Facebook are basically paid sites now - if you want reach.

Freemium Tools:

- * Hootsuite - one dashboard for all your social platforms. You can schedule posts and analyse reports.
- * Social Crawlalytics - it'll crawl you whole site, and find all the social shares of pages.
- * Followerwonk - allows you to analyse influencers on a network
- * Buzzsumo - great for content creation. Allows you to find what's popular and rip it off.
- * Topsy - does much of what Followerwonk and Buzzsumo do.
- * Moz - good for finding mentions of your site.

Enterprise Solutions:

- * Brandwatch is a cool, Brighton-developed tool. Gives very advanced searching and monitoring.
- * Spredfast - is basically the enterprise version of Hootsuite.

* **Christopher McCormick, Social Media Consultant**

With a history as a marketing generalist eventually veering toward social media, Chris McCormick has worked across a host of FTSE 100 and S&P 500 companies, helping them implement social listening and engagement tools to better handle brand management, message amplification and crisis reaction.

Recognising that social platforms are increasingly where the public spend time (a trend that will only increase in the future) Chris believes dealing with the next generation of use cases will be essential for those working in Education communications.

Chris believes staying on top of developments and remaining pro-active will help Education communications professionals and colleagues to recruit and retain students, inform parents and engage alumni, as well as monitor PR, buzz and relevant news and developments.

13.0 MULTIMEDIA AND ONLINE ADVERTISING - MATTHEW D'ARCY

Video Content – YouTube & Vine

Content across your website, social media, email etc is everything... 'curating' content is the name of the game now... and video content should play a key role in your marketing strategy. Creating professional videos is still a big budget spend, if you're getting a production company to come in. In the past, they'd all produce something very similar for every school but they are getting better. Push them hard to be creative, and expert help with producing different versions, with distribution, with social media etc. But 30 seconds of student- (or alumni-) produced video could be just as effective.

We can use video as part of our strategy to excite, engage and inform. But where do you host it? Well, YouTube is the second most used search engine in the world, free and highly functional - so you should be there. But remember that YouTube is a community, too. And you can learn from them... follow popular vloggers (YouTube celebrities). Look at their language of video - the direct-to-camera, and the selfie-style walking and talking.

Get people just to talk to camera. It works. And it works for younger generations. People get together to meet these vloggers just as they used to pop stars. "Merch" is a big thing - merchandising as it used to be known - and you could make that work for you. It's not just young people. There was Peter Oakley, The Internet Grandad. He got millions of views just from talking about his past.

What comes up if you search for your institution in YouTube? Is it stuff you approve of - or not? Take care naming your channel, make sure to put your institution/organisation's name first in the title for all your videos, and always provide a detailed description with each video describing your institution as well as the video content (view it as a mini-website)... it will help your SEO effort. Push links to your social media - use cross promotion. YouTube channels should be set up with decent branding and social media links.

If you have comments on - monitor and respond to them. Time is the problem, of course. But it can create supporters who share things for you. Devote an area of your website to your videos as well as featuring them as relevant

around your website. Use the YouTube embed code to make sure you pick up traffic. Create an introductory video for your YouTube channel - maybe out of the best bits of existing videos.

YouTube analytics have got much better - use them to understand what your viewers like - and don't.

Don't neglect Vine - it has a huge audience amongst the young. It might be a good place to experiment.

Online Advertising

Traditional off-line advertising is expensive and largely ineffective. It is easy to give in to the pressure from determined print sales teams, or to worry about not being where your competitors are, but try to resist!

Online advertising can be great value for money, if you target carefully. It is also much easier to measure your return on investment.

The cost with online advertising is in part the time and expertise needed to set-up the targeted campaign(s), the landing pages, the analytics etc.

With Google Adwords 'Search Network' advertising ('Paid Search') you're targeting people by the keywords and phrases they are using in search.

If prospective students, parents and advisers don't see your institution in the first page of 'natural'/'organic' Google results (the first 'Search Engine Results Page' or 'SERP') they may never consider you. Google AdWords gives you the chance of being discovered when your target audiences are looking for what your institution does (but not searching for you by name) and your website is not ranking sufficiently highly to be seen.

Advertising with Google AdWords means you are in front of people looking for what you offer, when they want it. You will only pay when they click on your advert (if you are paying by 'cost per click' or 'CPC'). Be sure to measure what works - and what doesn't.

Facebook advertising is targeting by demographics rather than by search results. It offers unique opportunities to quickly and easily target people according to their location, age, sex, interests etc. The 'Click Through Rate' (CTR) for Facebook advertising may be lower than with Google AdWords, much of your advertising may serve as brand building and awareness-raising (but at no cost on a CPC basis), but when that person is suddenly interested in what you are offering... they may see your advert and click through for information. Boosting your posts on your Facebook Page can be an inexpensive and effective way to promote your Facebook Page to a larger audience of potential fans.

LinkedIn allows you to target by professional/work-related criteria such as location, age, job role, employer/organization, sector and seniority. Again, the

'Click Through Rate' (CTR) may be much lower than for Google AdWords and it may serve as brand building and awareness-raising for a period, but over time it could prove an effective way to target large employers and prospective parents. Certainly worth exploring, depending on your needs.

Google 'Re-marketing' means adding Google code to your website to track visitors to your website. If they don't follow through with an action on your site (ie. 'converting' by requesting a prospectus, or making a donation or booking for an Open Day or Reunion) you can pay to "follow" them with advertising around the web. Set it up now... then it will be available when you want to use it in the future.

Facebook does something similar, called 'Re-targeting', with sponsored appearances in the newsfeed. Again, set it up now so you have the option in the future.

If you are not already using Online Advertising... try it. Test it with a small budget (you can advertise with a budget as small as £10 a day, for as long as you wish) and see what results you get. You may soon be moving most of your budget from off-line to online advertising. (For more on this see: <http://www.clickrecruitenrol.com/en/services/online-advertising-services/>)

*** Matthew D'Arcy, Managing Director at Click-Recruit-Enrol (Multimedia and Online Advertising)**

Matthew D'Arcy is the managing director of OMTAC Ltd and leads the delivery of training and consultancy services by Click-Recruit-Enrol (www.clickrecruitenrol.com) to schools, colleges and universities and other learning and training organisations.

Over his career to date Matthew has worked in a number of sectors (recruitment, travel, retail, snowsports, brand development, education) and is a former Director of Marketing & Careers for an independent secondary school and a former Enterprise Project Manager at the University of Surrey.

For the last 16 years Matthew has delivered training workshops, seminars and in-house training seminars in Internet, social media and mobile communications and has spoken at various conferences and expositions. Consultancy clients have included educational organisations and institutions working in online learning, primary, secondary, further and higher education.

14.0 AN INTRODUCTION TO WEB ANALYTICS - JULIAN ERBSLOEH

If you can't measure it, you don't know if it's working - and you can't optimise it. Google Analytics is a commonly-used analytics tool. It's free and really powerful, if you can configure it properly.

If you use Google Analytics now there are a number of reports you may not have come across - like an overview of landing pages with high bounce rates. (Bounces are people who visit one page and leave.) Can you figure out how to stop that happening? Tree reports give a quick understanding of two metrics in context. Behaviour Flow allows you to understand how visitors move across the site. Don't try to use this tool for the whole site at once - just targeted sections of it.

Alongside Google Analytics you might use a tool like Clicktale or CrazyEgg which give you heatmaps - pictures of where people click or hover when they visit your site. They give you a strong sense of how people interact with your site - and help you identify the missing functionality they are expecting.

Facebook's own Insights give you loads of data, especially demographics.

Yandex Metrika is the Russian search engine's version of Google Analytics. It has a number of additional features not included in Google Analytics, like free access to heat maps and form analytics. The webvisor option even gives you recordings of complete user visits to your website.

Most analytics packages are added by embedding a little bit of code on your page. Google Tag Manager is a great tool for centralising and simplifying that process.

*** Julian Erbsloeh, Head of Insight at Fresh Egg (Analytics)**

Julian's career in digital marketing started at a Brighton-based online jewellers where he took charge of all aspects of digital marketing (with a specific focus on SEO and data analysis) while studying in the evenings for an MBA at the University of Brighton. Looking for a bigger challenge and to apply his knowledge across industry sectors, Julian joined the digital full-service agency Fresh Egg (www.freshegg.co.uk) in 2012 as an SEO engineer.

Within a year James transferred into the Analytics & Insight team at Fresh Egg, supporting other departments with data and insight, ensuring a truly data-driven culture at the agency.

Julian now heads up the Insight Team at Fresh Egg, specialising in the customised set-up of web analytics, performance reporting and the extraction of insight from data for a range of clients. As an advocate for teaching companies to master their data self-sufficiently, Julian is also often involved in training teams and individuals in the effective use of web analytics platforms.

15.0 ABOUT CLICK RECRUIT ENROL (OMTAC LTD)

Click-Recruit-Enrol (www.clickrecruitenrol.com) and Click-Engage-Alumni (www.clickengagealumni.com) provide training, professional development and networking opportunities and consultancy services in digital marketing, admissions and former student and parent communications for those

responsible for pupil and student recruitment and enrolment, communications and alumni relations & fundraising in the UK, Europe, Middle East and Asia.

OMTAC Ltd (established in Brighton in 1999) also organises the www.clickrecruitenrol.com and www.clickengagealumni.com events, providing learning and networking opportunities for the Education sector.

BOOK NOW FOR FUTURE WORKSHOPS & SEMINARS

'Early bird' discounts are currently available for the following Workshops & Seminars, to book online now and **save at least £50 per person** please see:

www.clickrecruitenrol.com/en/training

or

www.clickengagealumni.com/en/training

Individual and team bookings are welcome. Refreshments, venue and training notes are all included. Most events are in London UK or Brighton UK. If you have any questions or any difficulty booking or making payment please don't hesitate to email us at info@omtac.com

*** 1 day 'Managing Bad News & Crisis Online Reputation' seminar:**

Every week we see schools and colleges (and their staff and students) unexpectedly thrust into the regional, national and international spotlight because stories have 'gone viral' on the Internet and in social media. This seminar will help you anticipate, plan and prepare... because stuff happens and when it does... the impact on your community could be huge.

*** 1 day 'Digital Education Marketing/Admissions' introductory seminar:**

This is THE comprehensive introductory/intermediate training day developed specifically for the Education sector, focusing on how you can use digital channels and platforms to engage and inform prospective and current parents and pupils/students/staff. (For those relatively new to marketing, admissions and communications or relatively inexperienced with digital communications.)

*** 3 hour 'Hootsuite - Social Media Management' masterclass workshop:**

Most schools, colleges and universities have now overcome initial reticence to start using social media but having set-up your institution's social media presence you must manage it well day-by-day, week-by-week to really succeed online. Hootsuite is the answer.

*** 3 hour 'Online Advertising' masterclass workshop**

Your target audiences have moved online. Instead of spending your promotional budget on 'hit & miss' newspaper and magazine advertising etc, consider using online advertising to precisely reach prospective parents, students and other opinion formers. It costs less than you think and it works.

*** 1 day 'Website Commissioning & Development' seminar**

An unmissable day for anyone responsible for improving an existing website or commissioning and developing a new website for their school, college, university or training organisation. Before you spend £1000s and 100s+ hours on your website, invest in preparation and learning to save time and money and achieve the results you want.

*** 1 day 'Google Analytics & Facebook Insights' seminar**

With the central role digital communications (website, social media etc) now play in your communications it is vital that you regularly review, test and improve... over 1 day learn how analytics can help you be more effective.

*** 1 day 'Advanced Google Analytics' seminar**

This advanced seminar has been designed to give more experienced Google Analytics users practical knowledge in what the system offers, teaching the more advanced aspects of web analytics interface, metrics, journey tracking.

*** 1 day 'Introduction to Alumni Relations & Fundraising Online'**

This seminar has been developed over 10+ years to help staff and volunteers at schools, colleges and universities to create and expand former student relations and fundraising. Over this 1 day seminar you will gain an overview of best practice, tips and techniques to help you create or extend a thriving network of former students and to begin or extend a fundraising programme.

