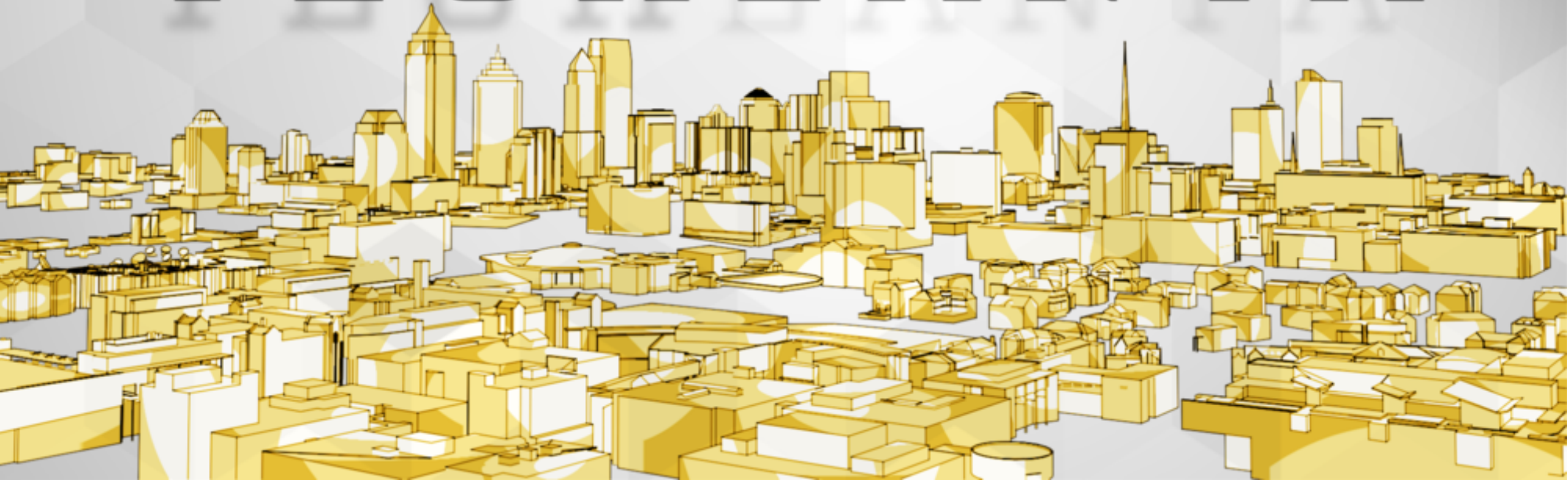


Digital Marketing Campaign

Cassandra Douglas

Digital and Social Media Strategist

TECH ATLANTA



Agenda

1. Business Objectives & Goals

2. Competitive Analysis & Market Research

3. Techlanta Digital Marketing Campaign Process

4. Digital Strategy

Techlanta Business Objectives & Goals

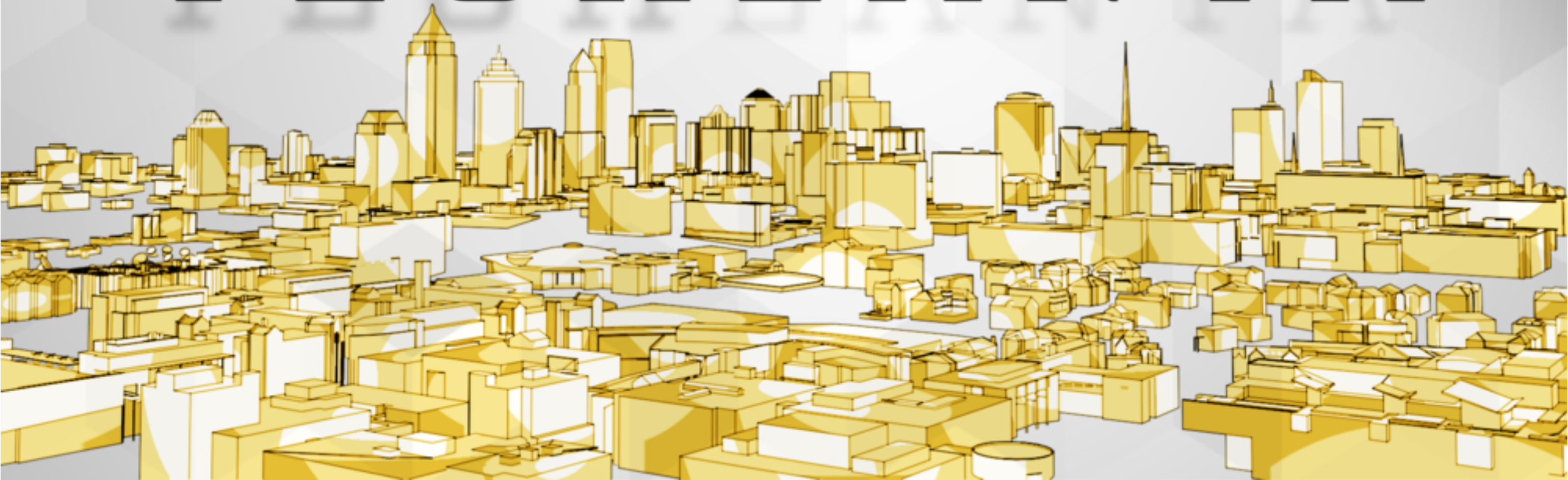
The mission of the “**Techlanta**” content campaign is to highlight the new technologies, talent, and job opportunities that are the results of collaboration between Georgia Tech’s innovation partners, startups, and public- and private-sector organizations.

Two key objectives of the Institute’s Strategic Vision are:

- Cultivate mutually beneficial partnerships
- Use innovation to amplify our local economic impact

- Competitive Analysis
- Market Research

TECH ATLANTA



Competitive Analysis: Identifying Similar Websites



gatech.edu



ADD COMPETITORS

Nov 2017

DOWNLOAD



purdue.edu



cmu.edu



gsu.edu



ramblinwreck.com



emory.edu



uga.edu



caltech.edu



stanford.edu



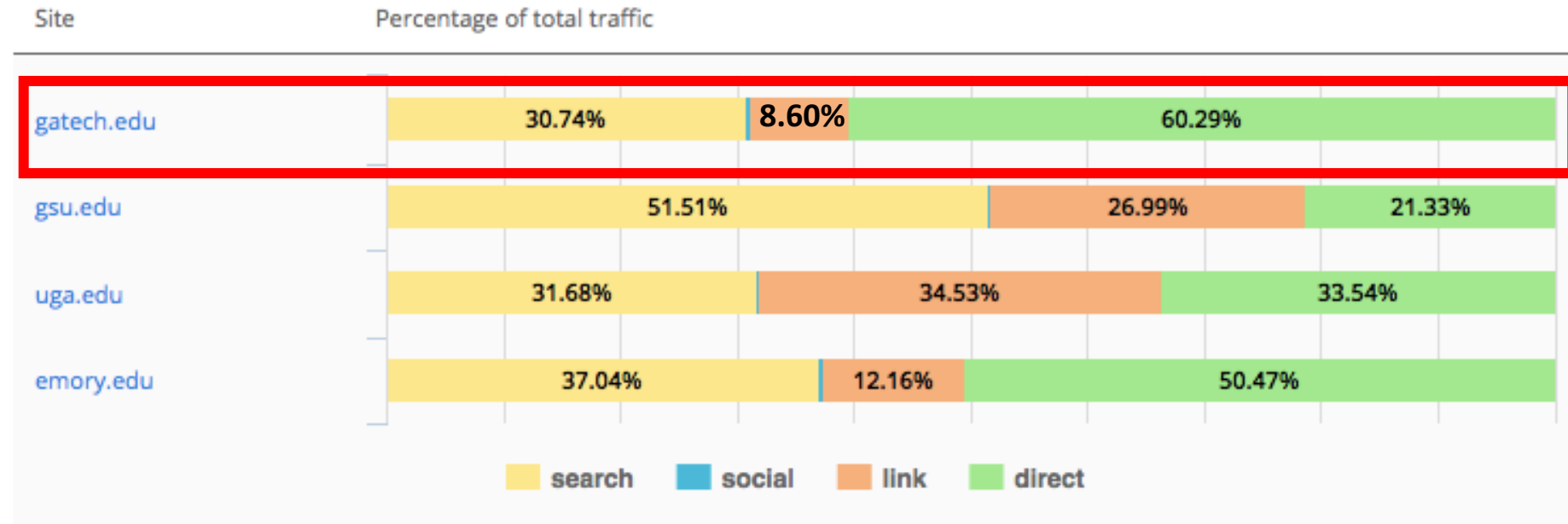
gtalumni.org



nomadix...

What You Should Know About the Competition

Traffic Sources



Search: The percentage of all referrals that came from Search engines

Social: The percentage of all referrals that came from social networks.

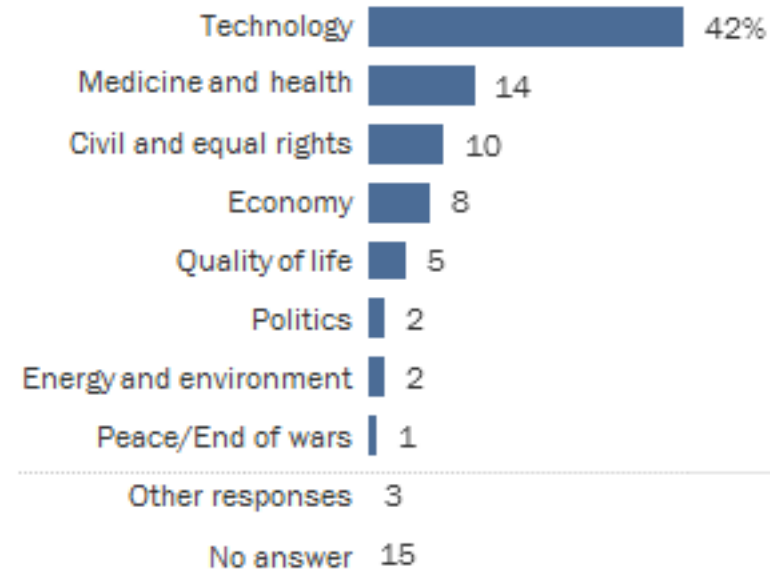
Link: The percentage of all referrals that came from other websites.

Direct: A count of all entries to the website that did not have a referrer.

Survey: Technology makes our lives better

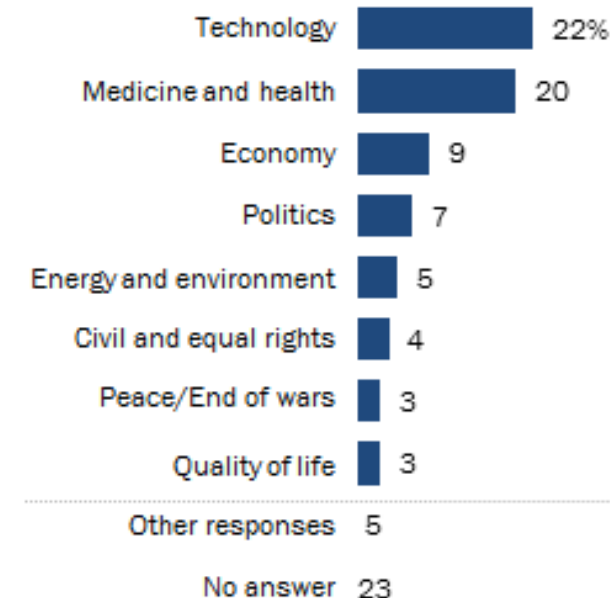
Looking back: Biggest improvement to life in the past 50 years

% of U.S. adults who said the biggest improvement to life in America over the past 50 years or so was related to ...



Expectations for the biggest improvement to life in the future

% of U.S. adults who said the biggest improvement to life in America over the next 50 years would be related to ...



Understanding Who Is Interested in New Technology

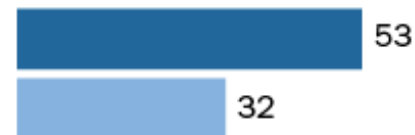
College-educated American workers are more likely to say technology has generally increased their opportunities for advancement and made their work more interesting.

PEW RESEARCH CENTER

Made their work more interesting

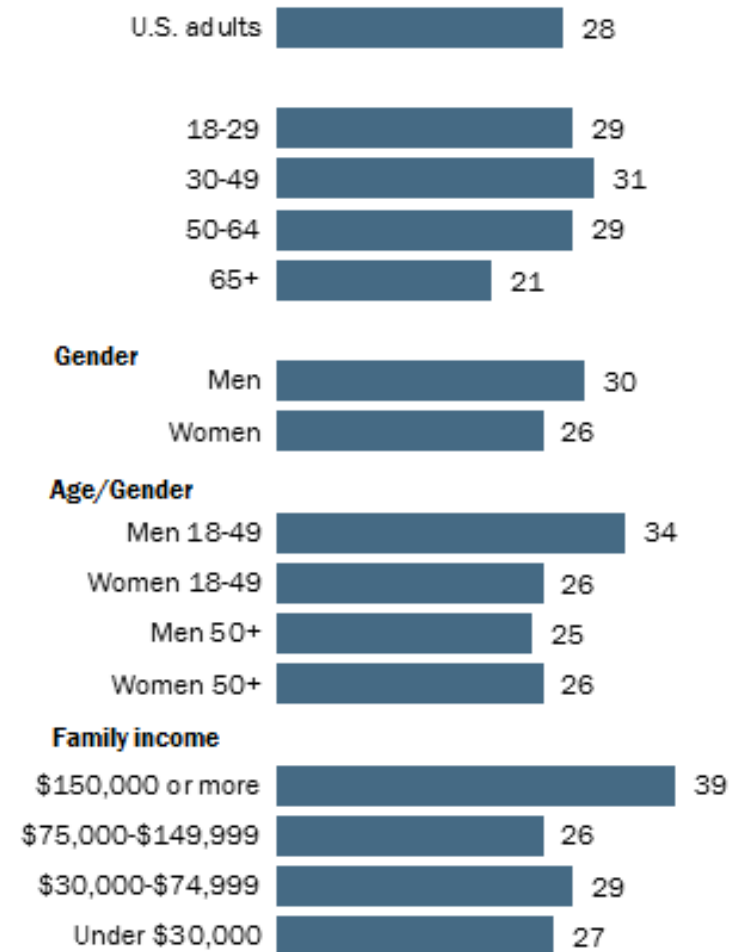


Increased their opportunities for advancement



Younger men, higher-income adults prefer to be early technology adopters

% of U.S. adults with a strong preference for new technology products on a 6-item index



PEW RESEARCH CENTER

GATECH Demographics Align with National Audience

Who visits gatech.edu?



Audience Demographics

How similar is this site's audience to the general internet population?

Gender



Age



Education



Income



Browsing Location

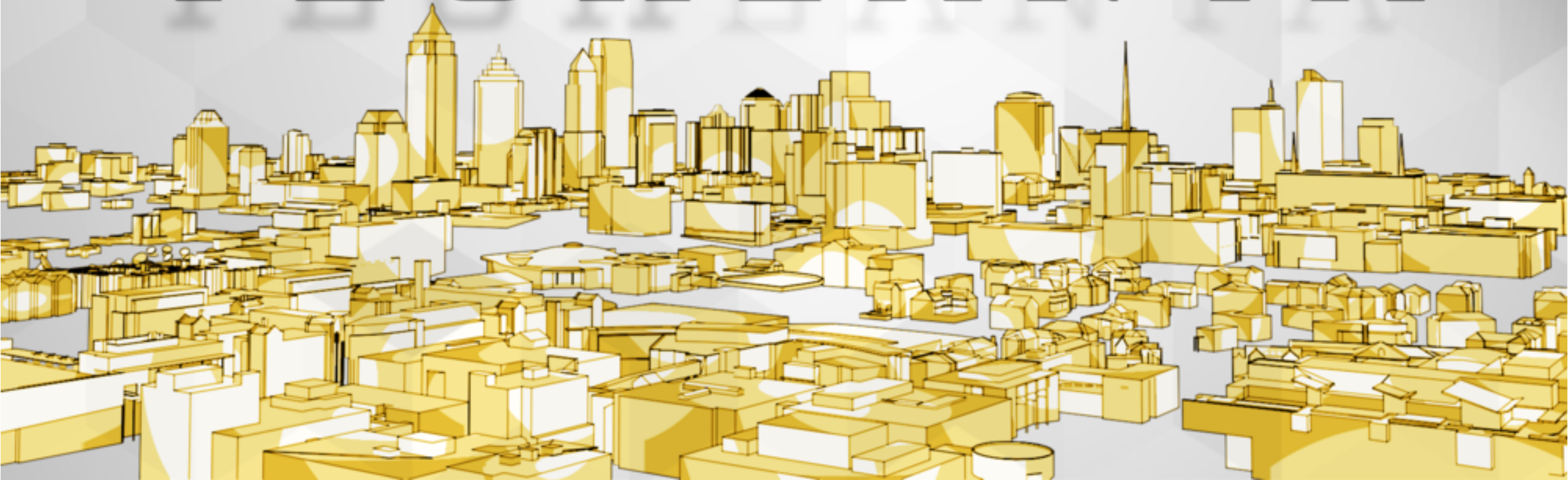


Ethnicity



- Digital Marketing Process
- Techlanta Digital Strategy

TECHLANTA



Techlanta Digital Marketing Campaign Process

1.

Business Objectives

Techlanta content campaign highlights:

- New technologies
- Talent development
- Job opportunities
- Technology collaborations

2.

Create Digital Goals & KPIs

(Using Business Objectives)

- Establish target audience
- Build content strategy
- Create distribution plan
- Optimize web pages

KPIs: Increase pages, collect qualified leads, increase SEO ranking

3.

Create & Implement Digital Strategy

4.

Measure Performance

Techlanta Digital Strategy

CONSUMER VALUE

Techlanta content is a visible and trusted source of technology information, talent and job opportunities

TECHLANTA GOAL

Elevate discoverability, awareness and audience growth by investing in 4 key areas:

Audience Targeting



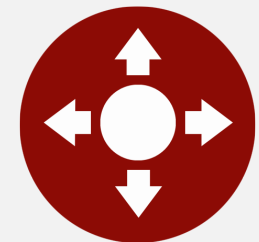
Content Strategy



Optimizing Web Pages



Content Distribution





Defining the Audience

Establishing a **target audience** is essential to creating successful content creation and distribution strategies.

Audience Targeting

Defined Audience

- Prospective industry partners
- Prospective students

✓ Demographic info

Age, gender, income, education, profession, location, etc.

✓ Understanding the Audience

- What websites do they use?
- How do they communicate?
- What are their most pressing problems or desires?
- How can Techlanta help?

✓ Develop Personas

Create composites of the target audience. Personas allow team members to understand who is being targeted.



Creating Content

Great content is the cornerstone of a successful digital marketing campaign. High-quality content attracts and engages a clearly defined target audience. Content that is relevant and meaningful to the target audience will drive sharing and inspire customer action.





Maximizing Web Pages

Visitors come to your website to find answers to questions, to find solutions to their problems, or complete tasks. An optimized website makes it easier for visitors to accomplish their goals. **Website optimization helps your audience be more successful with their visits to your website.**

Optimizing Web Pages

SEO (headlines, meta keywords, alt text, etc.)

Make content easy to share

Intuitive navigation

Exciting visuals that entice social sharing

Engaging design & presentation

Collect information for lead generation (forms, etc.)

Optimize for mobile

Delivering Content

To be seen, great content needs a distribution strategy. Promoting the right content to the right audiences is the key to audience engagement.

Content Distribution

Digital Platforms

Websites, Social Media, Email/Newsletters, Search Engines, YouTube, Apps, Mobile

✓ Owned Media

Includes your organization's owned media such as websites, blogs, email newsletter, landing pages and social media.

✓ Earned Media

Third-parties distribute your content through news coverage, guest article contributions, retweets or shares.

✓ Paid Media

Paying for content distribution. For example, Google AdWords, paid social media, paid search.

Thank You

Cassandra Douglas – Digital Strategist



Cassandra Douglas

Visit: cassandradouglas.com

Award winning Digital Media expert with a career characterized by an excellent track record in pragmatic digital strategies, creative insights and team leadership. Visionary leader capable of creating and communicating vision/strategy. Expertise and interest in creating audience-focused digital experiences and remarkable user experiences.