



**STAY STRATEGIC  
WITH DATA**

# Intros

St. Edward's University

Since 2012

Vice President for Marketing  
and Communications

Team of 15



# Our conversation today

Why Analytics? Why does it matter?

What does a scalable approach look like?

What are some best practices and tools to get started?

We are going to cover high level concepts and real world approaches.

Lessons learned from the trenches!

— **Why oh why?**



# The reason and value

Investment: It's not always obvious!

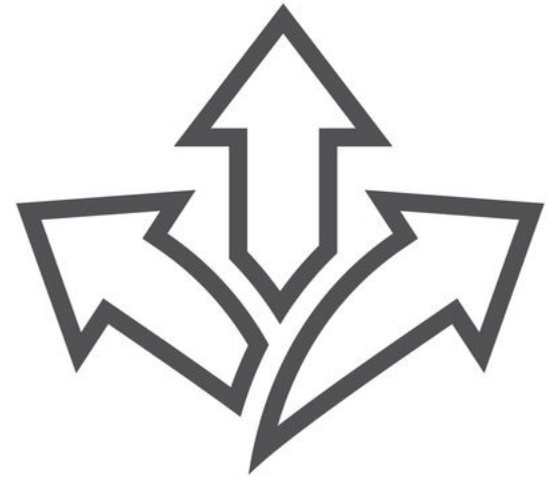
The "so what" for course correction

Learning

Own your destiny and help shape future strategy

Trust and collaboration: build it and find it

The Main Point (especially for leaders)



# Your role or someone else?



Proactive or reactive?

Clients or partners?

Center of Excellence?

Seat at leadership table or not?

The audience matters!



— **What can I do?**



# Different reports and reasons

Timing

Monitor or change

Moment or trend

Strategy or execution

Different audiences





# The big things



Channel or campaign

Easy to consume

Big win

Key stat(s) and learning

Next steps

## TEMPLATE

### EXAMPLE CHANNEL SLIDE

**Recap what you were were supporting**  
**1-2 sentence bullets of the month**

**Big win:** what is the biggest WIN for the Month?

#### Key Stats:

- use this section for % changes and rounded, raw number details
- This can call out metrics or top content
- Should be 5-6 key stats that you want the group to know about
- x
- x
- x



#### Key Learnings and Next Steps

- High level updates go here
- include the “so what” from the month
- you can also mention things that need to be flagged or areas that need to be discussed, need resources, etc.
- **You can link to other resources uploaded to a shared drive, or a google doc if necessary**

# Executive Summary for August

**Social:** Engagement rate 5x benchmark. Move-in and Anchors/First Day of school pulled in high engagement and interest.

**Email (Retention)** - Strong click to open rate for "Your Top 5 Click" at 9.4%, indicating effective and timely content.

**Google/Organic traffic up 36%** in Users (10k users) and 47% in New Users (10k new users) Y/Y, bouncing back from July.

**Email (Recruitment): Freshman** - Successful FA23 Aug 1st application open + ontime launch of engagement stream with 35.1% open rate; **Transfer** - 4x open KPI boosted by late-cycle TR Yield efforts.

**Content:** Story "Students from Uganda studying at St. Edward's after covid restrictions lift" ran >20 times; strong national reach outside of Texas.

**PR this month:** 4x more media clips vs July '22 with a total online+print+TV media value of more than \$550k!

**LinkedIn playing valuable role** in sharing wider spectrum of content that supports our brand tenets.

**Content Learning:** momentum with Roundup stories, e.g., "Your Guide to College Applications Essays." Next up: roundup of Breakout Students stories.

**Seasonality:** Recruitment content (apply, visit, housing, Common App, Test Optional) showed steady engagement, supporting the seasonal cycle

# What's next? Upcoming initiatives

Some things you will see in next month's report:



## Social

Hispanic Heritage Month celebration

November 1 deadline

Scholarship Announcement

Magazine Content Distribution

World News & World Report

## Email

Scholarship Announcement

Net Price Calculator Promotion

Continual fine-tuning of segment quantities

## Paid Media

TRAD and Transfer support continues with Snapchat, YouTube, TikTok and SEM in mid-September.

## Workplace

U.S. News and World Report posts (Campus News and In the News)

President's group: Thanking our faculty & staff post

## Media

U.S. News and World Report

Potential CBS CAMP story

## Siteimprove

Duplicate Title and Empty Header fixes

## Wrike

More in-progress projects from the Marketing team

— How do I ...?



# Discovery

Who is our audience?

Which questions are we trying to answer?

Which channels do we care about?

Which time period do we want to cover?

Be consistent - with room for flexibility

What is the ideal output?



# Process



Champion – Project leader

Timeline - How long is needed for data pull and analysis? For deck creation?

Roles - Who is pulling what data?

When is the presentation review/practice run?

When is the final presentation?

Too close to the data - have others look at it!



# Tested tips



# #1

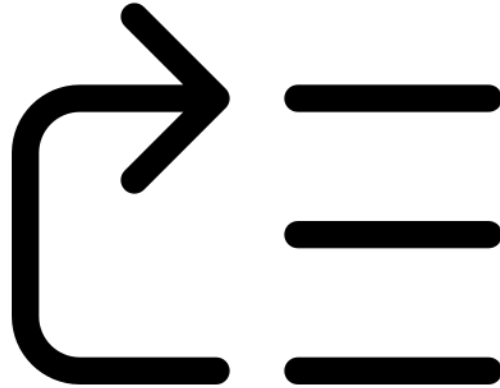
Audience First.





# #2

Prioritize.



# #3

Make it Meaningful.



# #4

Include Key Takeaways.



# #5

Iterate. Iterate. Iterate.



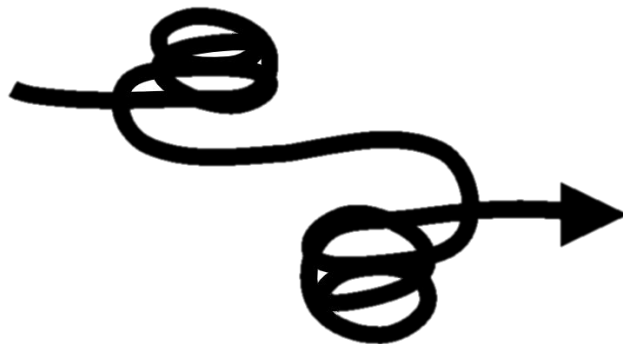
# #6

Always Circle Back.



#7

Simplify.



# #8

Focus on the Presentation.

#9

~~Accurarcy~~ Accuracy Matters.



# #10

Coaching is Key.





**Thank you!**  
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