

EDUWEB SUMMIT WORKSHOP

# Measure & Improve Your Marketing Effectiveness



# Whitney Larimer

Senior Partnerships  
Manager - Higher  
Education, Mighty Citizen  
20+ years of experience

## **Strength:**

Building relationships

## **Weakness:**

Not being comfortable with  
vague instructions



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**We're the improvement agency that advances mission-driven organizations through strategic thinking, engaging creative, and digital transformation.**

- Research & Analytics
- Branding & Strategy
- Marketing & SEO
- UX Design & Content
- Web Development



# Today's Agenda

- Understanding the value of measuring marketing effectiveness. *(10 minutes)*
- Take The Mighty GPS *(10 minutes)*
- First breakout discussion *(15 minutes)*
- Walk through of university The Mighty GPS self assessment scores *(20 minutes)*
- Second breakout discussion *(15 minutes)*
- Wrap up/questions *(10 minutes)*



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A large Ferris wheel with yellow and blue cars is the central focus, set against a dramatic sky with orange and blue hues. In the foreground, there are various carnival games and stalls, including one with a rainbow sign and another with a life preserver. People are seen enjoying the rides and games. The overall atmosphere is festive and lively.

Let's go to  
a carnival.





RING A BOTTLE  
TO WIN!

7 RINGS	\$3
24 RINGS	\$5
60 RINGS	\$10

Bring people to  
play this game.



Bring people to  
play this game.



**Was our marketing  
effective?**



Marketing effectiveness  
is *hard* to measure.



# Does your marketing work?



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# Why understanding your marketing effectiveness matters

- Capitalizes on what's working
- Uncovers low-hanging fruit
- Saves time and money
- Shows you how to augment your team
- Helps you understand your return on investment
- Helps you ask for investments where needed



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So...  
How do I measure it?

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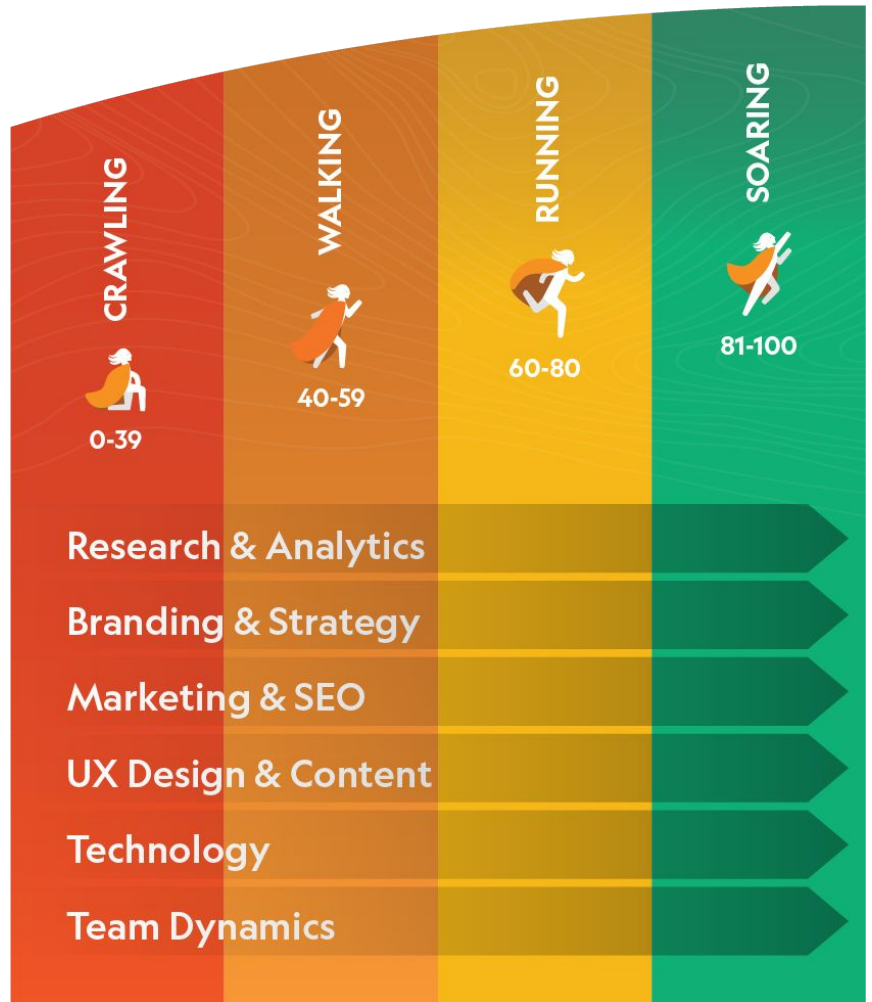
# Take The Mighty GPS

To make the most of this workshop, **take The Mighty GPS** and access your report to receive:

- An overall marketing maturity score and stage for your university.
- Scores across six categories to identify areas of strength and opportunities for improvement.



# Marketing Categories & Maturity Stages







# What are universities scoring?

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# Public University

Well staffed

Aligned with  
strategic plan

Supportive leadership

Well funded



# Private University

Moderately funded

Highly competitive  
location

\$300k annual  
marketing budget







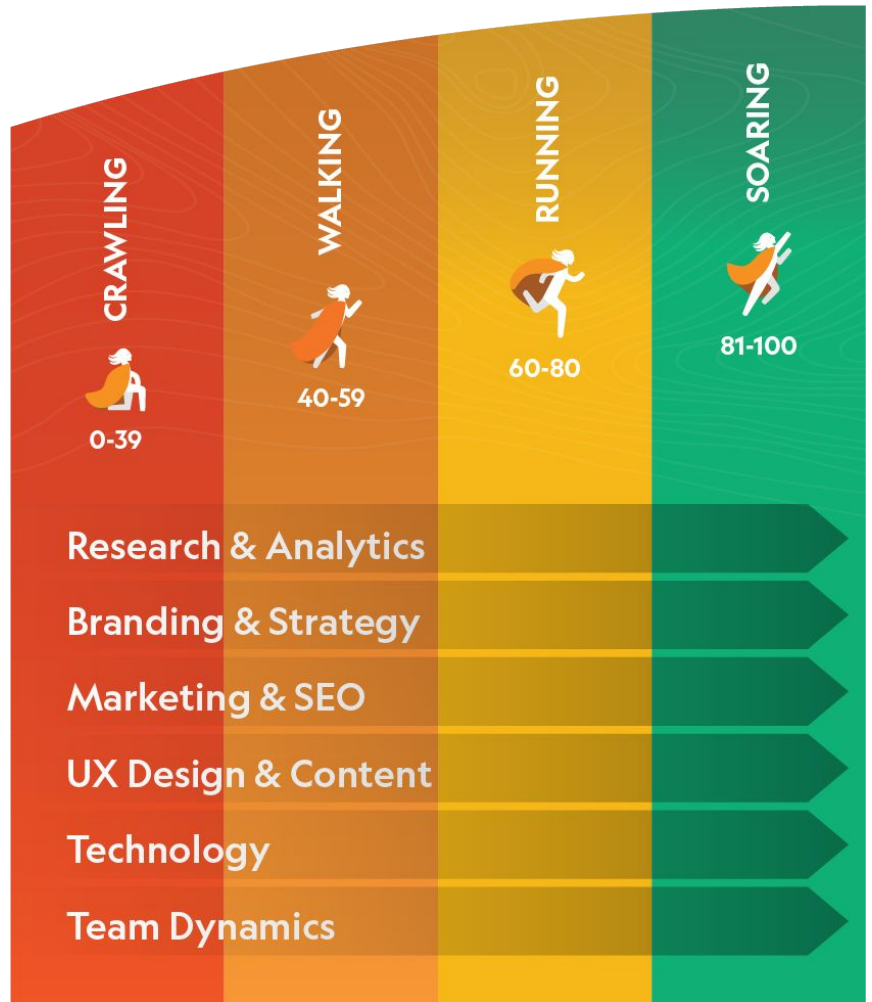
# Public University

Under funded  
& under staffed

Predominantly  
in-state students

\$135k annual  
marketing budget

# Marketing Categories & Maturity Stages







	SMALL PUBLIC	PRIVATE	LARGE PUBLIC
OVERALL MATURITY SCORE	 <b>CRAWLING</b> Score: 23	 <b>RUNNING</b> Score: 65	 <b>RUNNING</b> Score: 73
Research & Analytics	<b>CRAWLING</b> Score: 25	<b>RUNNING</b> Score: 68	<b>RUNNING</b> Score: 61
Branding & Strategy	<b>CRAWLING</b> Score: 30	<b>RUNNING</b> Score: 75	<b>RUNNING</b> Score: 60
Marketing & SEO	<b>CRAWLING</b> Score: 25	<b>RUNNING</b> Score: 71	<b>WALKING</b> Score: 57
UX Design & Content	<b>CRAWLING</b> Score: 18	<b>RUNNING</b> Score: 75	<b>RUNNING</b> Score: 72
Technology	<b>CRAWLING</b> Score: 21	<b>RUNNING</b> Score: 71	<b>RUNNING</b> Score: 71
Team Dynamics	<b>CRAWLING</b> Score: 21	<b>RUNNING</b> Score: 71	<b>RUNNING</b> Score: 67

# Breakout 1: 15 minutes

- What was the biggest surprise from your Mighty GPS scores? Why?
- If you showed these results to your leadership, would there be alignment? Why or why not?





# Research & Analytics



Go beyond demographics.  
**Understand behavior.**

# This is Joshua.

## DEMOGRAPHICS

- Cis male
- Lives within 50 miles
- High-school grad
- Top 10%
- Immigrant parents
- High family income
- Religious

## PSYCHOGRAPHICS

- Extroverted
- Assertive
- Loquacious
- Progressive
- Family-focused



## ONLINE BEHAVIOR

- 6+ hours of screen time per day
- On TikTok, but not a creator
- Rarely checks email
- Trusts influencers over ads

# Research & Analytics

## Quick wins:

- Leverage your marketing automation platforms
- Dig into Google Analytics
- Run a 5-second test
- Plan to get info where they already are! Campus events. RFI forms, tours, etc

## Invest in success:

- In-person interviews
- Focus groups
- Audience surveys





# Branding & Strategy

What do they **feel when**  
**they engage** with your  
institution?

# What are these?

- Excel/Excellence
- Learn/Learning
- Experience
- Light
- Freedom
- Truth
- Future
- Wisdom/Wise
- Know/Knowledge
- World



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# The 10 Most Commonly Used Words in US University Mottos.



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[Source](#)

# Branding & Strategy

## Quick wins:

- Make sure the right person is telling the story.
- Audit your brand's consistency across schools and departments.
- Repeat your value props and differentiators often.

## Invest in success:

- Create a messaging platform with clear statements on your “why”, who you serve and what you offer.
- Start and follow an annual written MarCom plan.
- Consolidate your branding; consider a rebrand.



# Marketing & SEO



How do they **find and connect** with you?

AIRBNB  
GUESTS BOOK  
747 STAYS

AMAZON  
SHOPPERS SPEND  
\$455K

X  
USERS SEND  
360K  
TWEETS

6.3M  
SEARCHES  
HAPPEN ON  
GOOGLE

WHATSAPP  
USERS SEND  
41.6M  
MESSAGES

LINKEDIN  
USERS SUBMIT  
6,060  
RESUMES

CYBER-  
CRIMINALS  
LAUNCH 30 DDOS ATTACKS

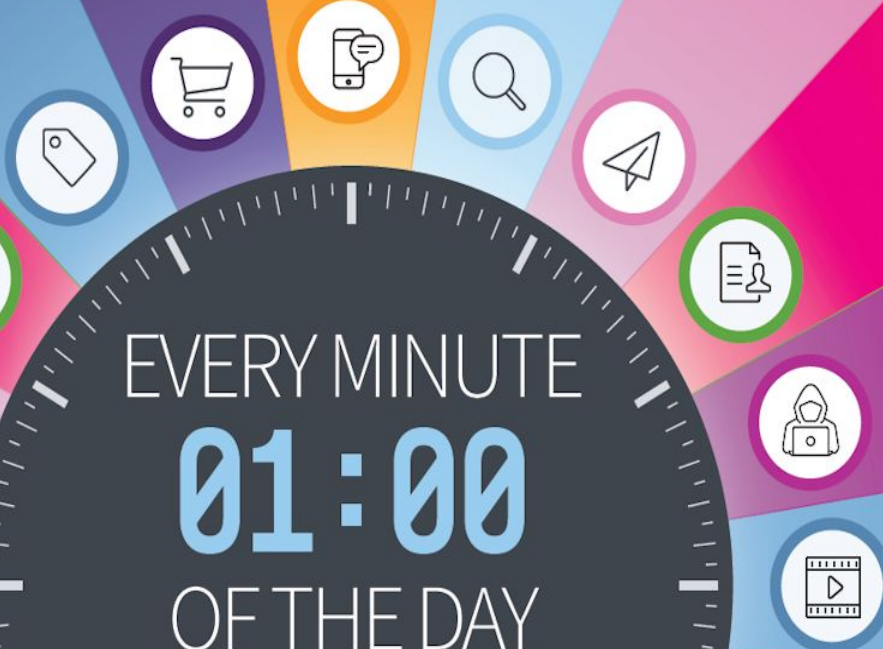
INSTAGRAM  
USERS SEND  
694K REELS VIA DM

CHATGPT  
USERS SEND  
6,944 PROMPTS

3,720  
USERS DOWNLOAD  
INSTAGRAM  
THREADS

VIEWERS WATCH  
43 YEARS  
OF STREAMING  
CONTENT

EVERY MINUTE  
01:00  
OF THE DAY



# Omnichannel Marketing





# Marketing & SEO

## Quick wins:

- Quick keyword research methods to find what you're audiences are searching for.
- Always track conversions.
- Create a measurable goal for every marketing effort, and then track it.

## Invest in success:

- Create thoughtful omnichannel nurtures.
- Create a comprehensive marketing strategy for every initiative you launch.
- Conduct an SEO audit.



# UX Design & Content

How **easy is it to engage**  
with you?





# UX Design & Content

## Quick wins:

- Make your RFI forms easy and on nearly every prospective page.
- Hold regular meetings to discuss upcoming content.

## Invest in success:

- Inventory and audit your website content.
- Implement a content governance plan.



# Technology

How **efficient** are you?

# Can you spot the difference?



No Alt Text



**Alt Text:**

A large modern university lobby with large open windows, hosts students and faculty sitting in several groups. Some on the stairs, some at a table, and some in the distance standing.



# Technology

## Quick wins:

- Take courses or trainings your MAP offers.
- Ensure your entire site is accessible
- Audit and clean your CRM bi-annually to ensure data integrity.

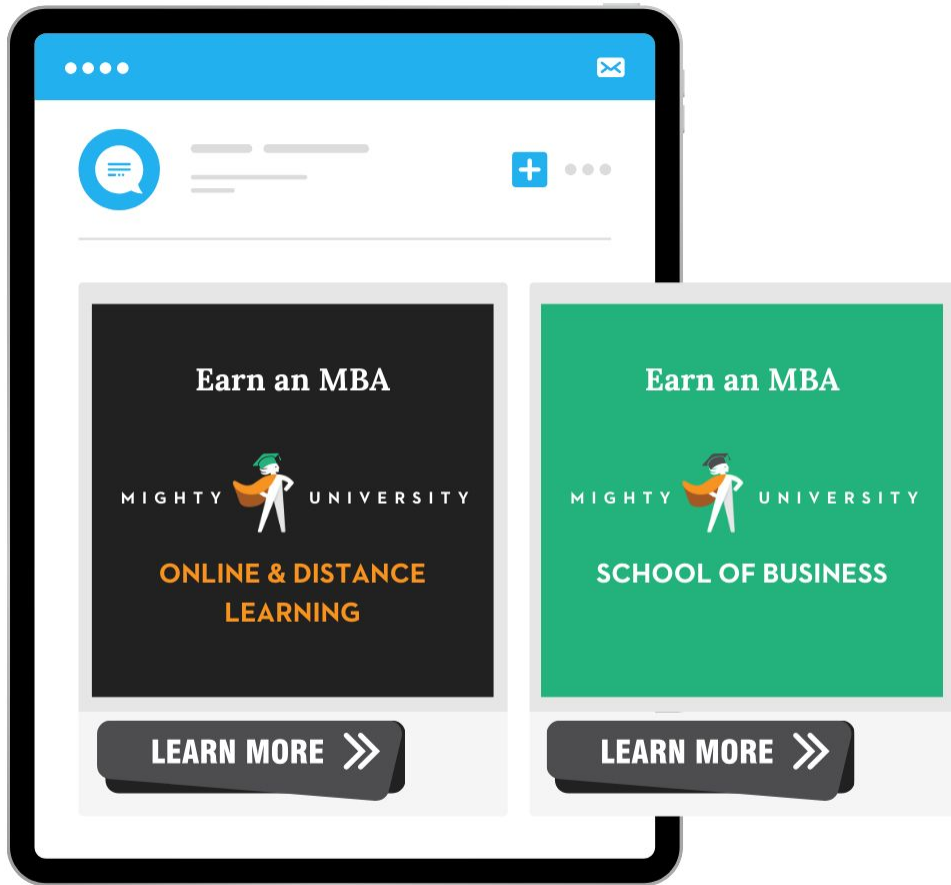
## Invest in success:

- Conduct an expert website review.
- Ensure you have a fully customizable and open source CMS like Drupal.
- Conduct a marketing tech stack audit.



# Team Dynamics

How **siloe**d are you?



Here are two ads  
for different  
programs of the  
same university

- Cannibalized each other's keywords.
- Both ads underperformed.



# Team Dynamics

## Quick wins:

- Set up cross-department committees to break down silos and get on the same page.
- Resource sharing, i.e. personas, templates, and other marketing tools.
- Scale back.

## Invest in success:

- Convince leadership to invest more in marketing.
- Evaluate your marketing department's skills—and what you need next for growth.

# Breakout 2: 15 minutes

Discuss where you scored.

- What similarities do you see?
- What opportunities does your university have?
- What are you going to work on first and why?



# Next Steps

1. Review this presentation with recommendations.
2. Based on your GPS scores and strategic goals, create a plan with your marketing team.
  - i. Prioritize the areas you should focus on first, second, etc.
  - ii. Decide if and what kind of outside help you may need.
3. Build your case internally to ask for more resources (including people!) and/or budget.
4. Implement + check back on your progress (minimum annually).



# Thank you!

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- Presentation slides
- 2024 Marketing Benchmarks for Mission-Driven Organizations report
- The Mighty Communications Toolkit





# Thank you!

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