Six Emerging Marketing Trends

Bart Caylor, Caylor Solutions
1994
Radio Shack
America's Technology Store

PRESIDENTS' BIRTHDAY SALE!

3-DAY SPECIALS ABOVE GOOD SATURDAY THRU MONDAY ONLY!

0% INTEREST!
NO PAYMENTS UNTIL MAY!
NO DOWN PAYMENT!

HURRY! OFFER ENDS TUESDAY FEBRUARY 19

COME IN AND TAKE ADVANTAGE OF THESE OTHER FANTASTIC VALUES!

INTRODUCTORY SPECIAL!

Save $670

$1599

TANDY 1000+L Computer System

Mobile Cellular Telephone

Save $100

$199

Compact 10-Channel Desktop Scanner

Save $30

9995

Handheld Voice-Activated Cassette Tape Recorder

Save $22

1995

Most Major Credit Cards Accepted

Check Your Phone Book for the Radio Shack Store in Your Area

Radio Shack FC 412-1 around the size of a small 2-inch cubic filter, powered by 4 AA batteries. 100 - 147 Mhz.

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Content

Provide answers to the questions.
Enrollment Driven
marketing segments

TRADITIONALIST
Born: 1927-1945 | Ages: 71+
- Alumni
- Previous Faculty & Staff
- Current Donors

BABY BOOMERS
Born: 1946-1964 | Ages: 70-52
- Alumni
- Current Students (Doctoral/Non-Res)
- Parents
- Faculty & Staff
- Community & Corporate Leaders

GEN X
- Alumni
- Current Students
- Potential Students
- Parents
- Faculty & Staff
- Community, Church & Corporate Partners

GEN Y (MILLENNIAL)
Born: 1981-2000 | Ages: 35-16
- Alumni
- Young Alumni
- Current Students
- Potential Students
- Community, Church & Corporate Partners

GEN Z
Born: 2000 or after | Ages: 16 and under
- Prospective Students
- Future Current Students
- Young Alumni
Gen Z

- Live in Technology Daily
  - Weebly.com site
  - Blog
  - QR Codes to Promote
  - Marketing Basics

- YouTube is the #1 Teen Website
- 82% Use YouTube regularly
- Experts on Websites and Getting Information
Evergreen Content
Blogging

Generes @TheEllenShow · Mar 2
radley’s arm was longer. Best photo ever. #oscars
ar.com/C9U5N0tGap

#HASHTAG
YOUR SECRET WEAPON

Bart Caylor
Marketing Strategist, Brand Communicator,
Trusted Advisor & Partner.

Hashtags: Your Social Media Secret Weapon

Caylor-Solutions.com | 317-985-7375
Storytelling

Looking Ahead

Marquette University President Lovell talks with students about how his past shaped him and his vision for the future.

July 1 marks the 15-year anniversary of Dr. Michael Lovell's official start as Marquette University president. Rose Littlefair and Dan Barrett, student interns from Marquette's Office of Marketing and Communication, sat down with him.

Photo by Dan Barrett
Curation

Getting information off the Internet is like taking a drink from a fire hydrant.

Mitchell Kapor
Content Formats

- Video
- Audio
- Infographics
- Storytelling
- Blog posts
- Photography
- Social Media Cards
- Slideshare and LinkedIn Content
- Syndicated content on other outposts
Video

*The YouTube Phenomenon.*
5 Billion Videos Watched Daily

The average number of mobile YouTube video views per day is 1,000,000,000

http://fortunelords.com/youtube-statistics/
### TIME SPENT IN EACH MEDIA ACTIVITY: AVERAGE TIME SPENT PER DAY

<table>
<thead>
<tr>
<th>Among Tweens</th>
<th>Among Teens</th>
</tr>
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<tbody>
<tr>
<td>Watching TV/DVDs/videos</td>
<td>Watching TV/DVDs/videos</td>
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<tr>
<td>2:26</td>
<td>2:38</td>
</tr>
<tr>
<td>Playing video, computer, or mobile games</td>
<td>Listening to music</td>
</tr>
<tr>
<td>1:19</td>
<td>1:54</td>
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<tr>
<td>Listening to music</td>
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<tr>
<td>.51</td>
<td>1:21</td>
</tr>
<tr>
<td>Reading</td>
<td>Using social media</td>
</tr>
<tr>
<td>.29</td>
<td>1:11</td>
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<tr>
<td>Using social media</td>
<td>Doing other activities on computer/mobile device</td>
</tr>
<tr>
<td>.16</td>
<td>.32</td>
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<tr>
<td>Doing other activities on computer/mobile device</td>
<td>Browsing websites</td>
</tr>
<tr>
<td>.13</td>
<td>.36</td>
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<tr>
<td>Browsing websites</td>
<td>Reading</td>
</tr>
<tr>
<td>.12</td>
<td>.28</td>
</tr>
<tr>
<td>Video-chatting</td>
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<tr>
<td>.06</td>
<td>.13</td>
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<tr>
<td>Going to the movies</td>
<td>Going to the movies</td>
</tr>
<tr>
<td>.02</td>
<td>.03</td>
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<tr>
<td><strong>Total screen media</strong></td>
<td><strong>Total screen media</strong></td>
</tr>
<tr>
<td><strong>4:36</strong></td>
<td><strong>6:40</strong></td>
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<tr>
<td><strong>Total media</strong></td>
<td><strong>Total media</strong></td>
</tr>
<tr>
<td><strong>5:55</strong></td>
<td><strong>8:56</strong></td>
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</tbody>
</table>
Video

- Standard YouTube embeds - Edutainment
- Explainer Videos
- Live Streaming
- 360 Videos
Video

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- Explainer Videos
- Live Streaming
- 360 Videos
Video

- Standard YouTube embeds
- Explainer Videos
- Live Streaming
- 360 Videos
Church Relations that Enhance Enrollment
Video

- Standard YouTube embeds
- Explainer Videos
- Live Streaming
- 360 Videos
Content Toolkit

Selfie Stick
Steady-Cam
Cameras: Theta S
iPhone
Mounts
Microphone

Apps

Websites:
- [http://piktochart.com/](http://piktochart.com/)
Inbound
Provide content that converts
Inbound Marketing

- Drive Traffic
- Questions – Answers
- Ethical Bribe
- Permission Marketing
- Automatic nurturing
Homework

- Record the top 40 questions people ask admissions.
- Take 10 questions that are typical to your institution’s offerings
- Provide help, build trust, describe your value proposition.
- How can you be different?
Personalization

Know Your Prospects
College Website Stats

Prospective students who complete applications, only 15% apply on their first visit.

More than 54% of eventual applicants visit college and university websites five or more times before applying.
Snapchat

“[Snapchat is] more instantaneous and personalized. I have over 1,000 Facebook friends, so most of the time, I don’t really care about looking through my feed. With Snapchat, I know everyone I’m friends with personally, so looking at their stories is funny/interesting to me.”
Dale Carnegie: 1936

Remember that a person’s name is to that person the sweetest and most important sound in any language.
6 Ways to Use Personalization

- Email: Using name in subject line increases open rate 2.6%
- Data Variable Printing: Use what you know.
- Personalized URLs (PURLS)
- Personalized Web Content
- Geo-location Targeting – GeoFli.com
- NFC – Near Field Communications
Automate the Mundane
Cultivate Relationships
My Process

- Feedly: Content Sources
- Scheduled Curated Content
  - Buffer: Twitter, Facebook (Personal, Pages), Pinterest, LinkedIn (Personal, Company, Groups), Google+
  - Hootsuite or Latergram.me: Instagram
- CoSchedule: Scheduled Original Content
- Google UTM Builder: Traceable Links
- Hashtagify.me: Hashtag Research
- Zapier: Record Tweets into Evernote, Move Data
Thursday 15th September

Top 10 Findings on Teens and the Bible #CCCU #ABHE #christiancollege – @barnagroup http://buff.ly/2cpSEkI

11:55 AM via Extension

0 Retweets 1 Like 0 Mentions 2 Clicks 3.3k Potential
### Active Keywords

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Created</th>
<th>Followers</th>
<th>Conversion Rate (%)</th>
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<td>51</td>
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<tr>
<td>education marketing</td>
<td>Dec 16</td>
<td>126</td>
<td>7</td>
</tr>
</tbody>
</table>
Mobile

Recognize Today’s World
Google says 61% of users are unlikely to return to a mobile site they had trouble accessing and 40% visit a competitor’s site instead. (MicKinsey & Company)

https://www.impactbnd.com/blog/mobile-marketing-statistics-for-2016
+ 57% of users say they won’t recommend a business with a poorly designed mobile site. (CMS Report)

https://www.impactbnd.com/blog/mobile-marketing-statistics-for-2016
79% of people surveyed use their smartphone for reading email -- a higher percentage than those who used it for making calls. (Email Monday)

https://www.impactbnd.com/blog/mobile-marketing-statistics-for-2016
Mobile Checklist

- Responsive Website – Priority
- Responsive Emails
- Friendly Forms
- Consumable Content – Writing for the Web?
- Communication for the personas.
Recap

*Power of Content*

*Video*

*Inbound Marketing*

*Personalization*

*Automation*

*Mobile*