Marketing Toolkit - SALC

Getting started

Welcome to the Marketing Toolkit for the Faculty of Humanities. We are committed to making sure all marketing projects are as effective as they can be, as well as adhering to The University of Manchester's brand identity and guidelines.

This toolkit aims to provide staff with guidance so they can manage marketing projects independently. It will allow you to plan, create and execute marketing activities that deliver your objectives. Each section is standalone, so you can refer directly to the guide that's relevant to the project you're working on, or utilise the entire toolkit.

The following key areas are covered:

· Market research
· Presentations
· Print
· Photography and video
· Online Marketing
· Events
· Web updates

When developing a marketing project, it is important to consult your Marketing Officer(s) in the first instance, as well as keep them informed throughout the process - this is particularly important if your project relates to student recruitment and admissions.

School of Arts, Languages and Cultures marketing contacts:

Rakhi Sinha	rakhi.sinha@manchester.ac.uk	SALC Marketing Officer (Student Recruitment)
Sarah Howarth	sarah.howarth@manchester.ac.uk	SALC Marketing Officer (Student Recruitment)
Dipika Mummery	dipika.mummery@manchester.ac.uk	SALC Web Content Editor
Anne-Marie Nugnes	anne-marie.nugnes@manchester.ac.uk	SALC Marketing & Communications Manager (external relations)

Marketing briefing document

Please complete this brief for <u>every</u> marketing project no matter how big or small. Once completed, please share it with your Marketing Officer.

*Some sections may not be relevant; if you are unsure, please speak to your Marketing Officer
*There is a separate form for market research and web updates

Date:	
Contact details:	
Project type and title:	
Project background/context:	
Project objectives: What is the aim of the project? What are you trying to achieve?	
Target audience:	
Work required: (e.g. creative concepts, graphic design, copywriting, print, project management, event support, website copy or changes etc.)?	
Specific instructions: Size, style, look & feel, likes/dislikes, print finish, mandatories (logos, web addresses, accreditations)	
Images/photos: Existing? to shoot? to source via libraries?	
Logos and text: To be supplied?	
Any existing marketing to be aware of?	
Timescales Please list specific deadlines for proofing and approvals	
Is a meeting/conversation required to discuss the project?	

Do you have budget holder approval?	
PRINT ONLY	
Print paper stock requirement	
Print finish requirement (perforation, laminate, foil, folds etc.)	
Print quantity	
Print budget	
Delivery address	

Brand Guidelines

When working on any marketing project, please consult the brand website to make sure what you're creating - whether for an internal or external audience - looks the same and is instantly recognisable as The University of Manchester.

There are guidelines on many aspects of marketing, including:

Colours
Email newsletters
Film
Logo usage
Photography
Presentations
Social media
Web

www.brand.manchester.ac.uk

Market Research

Please complete the Market Research pro forma on pg 7 of this toolkit, you do not need to compete the marketing brief as well.

Market Research and competitor analysis can provide useful insight into the current and potential markets for programmes. This data is helpful when planning any changes to current programmes or course units, as well as developing new programmes and understanding how we compare against other institutions.

Every year the School Marketing Officers receive multiple requests for market research to inform current and new programme development. To ensure that such activity is appropriate and supports the School's strategic priorities. **Approval to proceed with market research should, in the first instance, be sought from your Head of Division. All requests must also be considered directly by the Head of School.**

Process for requesting market research

1.	Set your objectives: - Why do you need the market research? - What information do you want? - What problem are you trying to solve? **Your School Marketing Officer can help you identify these objectives**
2.	Complete the Market Research proforma on pg 8
3.	Get signed approval by your Head of Division
4.	Get signed approval by the Head of School
5.	Complete and approved proforma to be considered by the School Marketing Group and a timescale to be allocated for completion of the project and the responsibilities assigned

Contacts

Antoinette Perry	antoinette.perry@manchester.ac.uk	Faculty Marketing Manager
Lynn Trillo	lynn.trillo@manchester.ac.uk	Recruitment & Admissions Manager
Rakhi Sinha	rakhi.sinha@manchester.ac.uk	SALC Marketing Officer (Student Recruitment)
Sarah Howarth	sarah.howarth@manchester.ac.uk	SALC Marketing Officer (Student Recruitment)

Market research pro forma

Name	
Contact details	
Subject area	
Programme	
Date of request	
Objectives Outline, why is this research needed? What problem are you trying to solve? What information do you need?	

What information is required? Highlight as necessary	**Competitor analysis** □ Identify your competitors, compare their offer and their intake data □ Compare fees □ Compare entry tariff □ Compare course and structure □ Compare marketing
	Identify a market demand/expansion □ Is there a healthy recruitment in competitors in a particular subject area you are looking to develop/increase? □ How does Manchester compare in recruitment trends? □ Identify demographic trends in market
	Qualitative data (such as focus groups)

Head of Division Approval:
Print name:
Signature:
Date:
Head of School Approval
Print name:
Signature:
Date:

Data sources

Within the University there are a number of data sources which are readily available and the first point of call for all enquiries should be the Faculty Marketing Manager, School Marketing Officer or Recruitment and Admissions Manager. They can advise which data sources will give the best information to help you meet your objectives.

The Recruitment and International Development (RAID) Sharepoint:
This is a repository for management information, data and reports that guide UK/EU and international recruitment activity. Through the site, you can access data that supports comparison on our recruitment position relative to the sector and our direct competitor group.

RAID data includes categories such as:
- Internal undergraduate and postgraduate admissions data
- Data sets procured from third parties, such as the higher education statistics agency (HESA) and UCAS.
- International market reports and approved country banding that guide our international recruitment activity.

Higher Education Information Database for Institutions (HEIDI)
HEIDI is a web-based database containing statistics on all UK higher education institutions, including higher education statistics agency (HESA) data on staff, students and finance. It allows users to select data from standard reports or create their own customised reports, which can then be exported into Excel or PowerPoint. The database enables comparison of data for all UK institutions, or subgroups of institutions. It provides a single point of access online to data from a range of sources.

HESA student data includes categories such as:
- Level of study
- Mode of study
- Subject area
- Gender
- Ethnicity
- Degree classification
- Domicile

League Tables
The Planning Support Office regularly uploads the latest league tables such as THE World Reputation Rankings and the Guardian Good University guide.

In UK tables, indicators of performance include NSS, DLHE and REF research. Data is aggregated to bespoke league table subject groups.
For information about how league table data is compiled and presented, visit the University's Planning Support office website.
http://www.staffnet.manchester.ac.uk/planning-support-office/

UCAS data
- Provides sector UGT application figures for the current application cycle.

- www.ucas.com provides lists of UK undergraduate and postgraduate courses to give an idea of the market and competitor institutions.

NSS survey
- Student satisfaction scores are reported by HEI.
- This data also helps Schools to identify where further work is needed in terms of affecting the student experience.
- NSS data is available via the Unistats website (www.unistats.com) or from http://www.campus.manchester.ac.uk/planningsupportoffice/PSO/MI/StudentFeedback/

Postgraduate Taught Experience Survey (PTES)
PTES is the only national survey of postgraduate students in the UK. It allows institutions to collect feedback on the experiences of their taught postgraduate students. The survey collects feedback from postgraduate taught students in a systematic and user-friendly way, enabling us to pinpoint areas of teaching strength and identify areas for improvement.

Results are anonymous, allowing comparison against the sector and within benchmarking clubs, with a focus on internal enhancement rather than league tables.
http://www.campus.manchester.ac.uk/planningsupportoffice/PSO/MI/StudentFeedback/PTES2013/index.htm

Student Barometer
The Student Barometer is more wide-ranging than other similar surveys, and covers areas such as arrival at University, student life and support services. Non-final year undergraduates will also be asked about their experience of their course.   Previous results for the University are available at: http://www.campus.manchester.ac.uk/planningsupportoffice/PSO/MI/StudentFeedback/

University surveys:
Decliner survey
A decliner survey is used to survey applicants who receive but turn down an offer for a programme to identify their reasons for choosing alternative programmes or institutions. This is done by the central market research team but is also often carried out at School level. Contact your School Marketing Officer for this data.

Acceptor survey
An acceptor survey is used to identify why new students decided to study with us. Contact your School Marketing Officer for this data.

For more information please see: http://www.brand.manchester.ac.uk/marketing-support/market-research/

Print

Please complete the briefing document on page 3 of this toolkit.

Doing that will allow you to accurately assess the need for this project, who your target audience is and how to make sure you get your key messages across to them - whether you're creating a flyer, poster or a more in-depth brochure.

There are four stages to the print creation process:
1. Pre-production
2. Creation
3. Post-production
4. Delivery and promotion

Pre-production
Determine your budget, complete the marketing brief and share it with your Marketing Officer. You'll also need to identify three possible agencies to work with on the project if you are not creating content in-house. Get quotes and ideas from each before selecting one to move forward with - they will also want to see the brief. Approved University suppliers can be found here.

Determine the key messages and tone of voice - the reader should leave with an overarching 'take home message' – how will you get this across? The University has guidance on the written word, as well as a house style. It is essential you refer to these.

Establish the final deadline for delivery of the printed content, and work backwards from that date - leave plenty of time for copy-editing, as well as contingency time for any unforeseen issues.

Creation
If working with an external agency, you will need to provide them with a comprehensive brief, as well as all the copy and high-quality imagery to be used in the printed material.

Please make sure the agency refer to the University's guidance on printed material, so they use the correct logo, colour palette and fonts

Post-production
The agency should agree to deliver a number of drafts before the final version is complete and you're happy with it. With each draft stage, be comprehensive and clear in your feedback - asking for amends once the finished version has been produced may result in additional costs. Be clear on who has final sign off on the printed content.

Delivery and promotion
Once the finished version is completed and signed off, the agency will deliver the files for you to use. Ask the agency to provide you with all master files and artwork, store assets in a share folder for easy accessibility and reference and so any updates to content can easily be made in-house.

Print checklist

	✓
Complete the briefing document in this toolkit	
Contact your Marketing Officer	
Consult the University's print guidelines http://www.brand.manchester.ac.uk/visual-identity/print/	
Use the correct logo in the right place http://www.brand.manchester.ac.uk/visual-identity/print/	
Use the correct colour palette when using University colours http://www.brand.manchester.ac.uk/visual-identity/colour/	
Use the correct font (The University fonts are Effra and Minion, but you can use Open Sans) http://www.brand.manchester.ac.uk/visual-identity/typography/	
Use the correct tone and style in any writing http://www.brand.manchester.ac.uk/written-word/tone-of-voice/ http://www.brand.manchester.ac.uk/written-word/house-style/	
Include links to any relevant website pages	
Include contact details	
Use high-quality imagery	
Have your budget approved if you are using an external agency for design and printing	
Get quotes for the work Approved suppliers: http://www.brand.manchester.ac.uk/marketing-support/list-agencies-printers/	
Agree deadlines with suppliers and relevant internal stakeholders	
Send your brief to your chosen supplier	
Check through drafts and action any amends	
Receive goods from your supplier	
Distribute items	
Receive master files from your supplier (e.g. the design files)	
Evaluate the success of the project, did it meet the objectives?	

Presentations
Please complete the briefing document on page 3 of this toolkit.

The University of Manchester has guidelines and downloadable templates for the creation of PowerPoint presentations. These resources should be your first port of call:
http://www.brand.manchester.ac.uk/visual-identity/presentations/

When creating a presentation - for use internally or externally - communicating key message clearly and consistency in style are essential.

The University has specific PowerPoint guidance on what the title slide should look like, how imagery is used, the font type and size and colour palette. There are downloadable templates via the link above, so all of this information is already set - you just have to populate your slides with text and imagery.

Things to consider
    a) Who is the presentation for?
    b) When and where will it be delivered?

Key messages
When considering your target audience, also think about what you want them to get out of the presentation. Do you want them to leave better-informed about your course? Do you want them to sign up to something? Do you want them to consult a particular webpage? Make the call to action and the messages you want your audience to come away with explicit.

Deadlines
Identify timescales for production. If you are creating the PowerPoint yourself, please ask a colleague to look over it before delivery to ensure all information is correct and there are no typos or other errors.

Example University template:

Download PowerPoint templates here (scroll to the bottom of the page).
Presentations checklist

	✓
Complete the briefing document in this toolkit	
Contact your Marketing Officer	
Consult the University's presentation guidelines http://www.brand.manchester.ac.uk/visual-identity/presentations/	
Use the University PowerPoint template http://www.brand.manchester.ac.uk/visual-identity/presentations/ *(scroll to the bottom for downloadable templates)*	
Use the correct tone and style in any writing http://www.brand.manchester.ac.uk/written-word/tone-of-voice/ http://www.brand.manchester.ac.uk/written-word/house-style/	
Include links to any relevant website pages e.g. course pages	
Include contact details	
Use high-quality imagery	
Ask a colleague to check your presentation for accuracy and errors	

Photography

Please complete the briefing document on page 3 of this toolkit.

The Faculty of Humanities Marketing team has access to an extensive library of University and subject-specific photography. Please complete the marketing brief in this toolkit and share it with your Marketing Officer to determine whether there is existing imagery that can be used for your project.

When commissioning new photography - whether for an event or use in printed material - it's still important to complete the marketing brief to help determine what you need and how you plan to use the imagery, The brief should be shared with your photographer to steer them in the right direction.

You will also need to consult the University's brand guidelines on photography. It clearly sets out how to create eye-catching imagery that creates an emotional connection with our audiences:
http://www.brand.manchester.ac.uk/visual-identity/photography/

There are three categories that make up the style of our imagery content:

1. Action shots

2. Environment

3. Portraits

Photography checklist

	✓
Determine your key messages, target audience and concept	
Complete the briefing document in this toolkit	
Contact your Marketing Officer	
Consult the University's photography guidelines http://www.brand.manchester.ac.uk/visual-identity/photography/	
Source photographer Approved photographers	
Get quotes for the work	
Have your budget approved if you are using an external photographer	
Agree deadlines with suppliers and relevant internal stakeholders	
Send your brief to your chosen supplier	
Include links to any relevant website pages	
Use high-quality footage and imagery	
Check through drafts and action any amends	
Sign off project	
Receive goods from your supplier	
Distribute items	
Receive master files from your supplier (e.g. the image files)	
Share video files with School marketing team	
Evaluate the success of the project, did it meet the objectives?	

Video

Please complete the briefing document on page 3 of this toolkit.
Doing that will allow you to accurately assess the need for this project, who your target audience is and how to make sure you get your key messages across to them.
Please liaise with your Marketing Officer for their input and advice.

There are four stages to the video creation process:

5. Pre-production
6. The shoot
7. Post-production and video editing
8. Delivery and promotion

Pre-production
Determine your budget, complete the marketing brief and share it with your Marketing Officer. You'll also need to identify three possible agencies to work with on the project, get quotes and ideas from each before selecting one to move forward with - they will also want to see the brief. Approved University suppliers can be found here.

Determine the key messages and script - the viewer should leave with an overarching 'take home message' – how will you get this across?

Establish the final deadline for delivery of the video, and work backwards from that date - leave plenty of time for editing, as well as contingency time for any unforeseen issues.

The shoot
Wherever possible, try to go on the shoot with the agency so you can make sure they get the footage they need to bring to life the story you want to tell.

Post-production and video editing
The agency should agree to deliver a number of drafts before the final version is complete and you're happy with it. With each draft stage, be comprehensive and clear in your feedback - asking for amends once the finished version has been produced may result in additional costs. Be clear on who has final sign off on the video.

Delivery and promotion
Once the finished version is completed and signed off, the agency will deliver the files for you to use. You might want to ask them for some still images from the video which you can use to promote it on the University website and social media channels. Store all assets in a share folder for easy accessibility and reference.
There is a SALC YouTube channel which the video can be hosted on.

Video checklist

	✓
Determine your key messages, target audience and concept	
Complete the briefing document in this toolkit	
Contact your Marketing Officer	
Consult the University's video guidelines http://www.brand.manchester.ac.uk/visual-identity/film/	
Get quotes for the work Approved suppliers: http://www.brand.manchester.ac.uk/marketing-support/list-agencies-printers/	
Have your budget approved if you are using an external agency	
Agree deadlines with suppliers and relevant internal stakeholders	
Send your brief to your chosen supplier	
Include links to any relevant website pages	
Include contact details	
Use high-quality footage and imagery	
Check through drafts and action any amends	
Sign off project	
Receive goods from your supplier	
Distribute items	
Receive master files from your supplier (e.g. the design files)	
Evaluate the success of the project, did it meet the objectives?	

Online Marketing

Please complete the briefing document on page 3 of this toolkit.

Digital marketing incorporates a range of online activities using tools such as:

- Email newsletters
- Google Adwords advertising
- Online advertising
- Social media

Digital marketing is complex and there are many ways in which you can use the above tools - it requires careful consideration before implementation. In the first instance, please contact your Marketing Officer for advice and project-specific guidance.

Email Marketing

Email marketing is a means of communicating with a targeted audience via email. The University's tool for sending email campaigns is CommuniGator. This system allows you to create branded, personalised email campaigns that can be tracked and monitored. University templates exist, please contact the marketing team to access them.

Email marketing is most effective when communicating simple information with a known audience, or for wanting to direct people to your website.

Google AdWords Advertising

Google AdWords is an advertising platform held within Google's search engine results. Google is the world's most popular search engine. Within AdWords, you are able to select a number of keywords and your advert will appear when someone searches using the same using the keywords you've selected. When someone clicks on your advert, they'll be directed to the landing page chosen by you.

Display Advertising

This is online advertising on a website chosen by you and one where you know your target audience will look. There are a number of options in terms of the advert size, location and format.

Social Media

Prominent examples of social media platforms are:

- Facebook
- Twitter
- Google+
- LinkedIn
- Pinterest

Within the School of Arts, Languages and Cultures, a number of social media channels are available for communicating externally and internally. For more information, please contact Anne-Marie Nugnes (SALC Marketing & Communications Manager (external relations), or Patrick Crich (Social Media Co-ordinator, University-wide) - contact details are below.

Your next step
Please contact your Marketing Officer(s) for more information and to discuss your options for digital marketing activities.

Rakhi Sinha	rakhi.sinha@manchester.ac.uk	SALC Marketing Officer (Student Recruitment)
Sarah Howarth	sarah.howarth@manchester.ac.uk	SALC Marketing Officer (Student Recruitment)
Anne-Marie Nugnes	anne-marie.nugnes@manchester.ac.uk	SALC Marketing & Communications Manager (external relations)
Patrick Crich	patrick.crich@manchester.ac.uk	Social Media Co-ordinator

Events (recruitment and conversion)

Please complete the briefing document on page 3 of this toolkit.

The first step in the process is to identify the purpose of your event and the budget (if required). Completing the briefing document will allow you to think carefully about these aspects, as well as determine your objectives and target audience.

What type of activities to include?

Base your activities on the information needs of your target audience – are you targeting potential applicants or offer holders? Include as many opportunities for personal interaction as possible; prospective students like to meet academic staff and current students, ask questions and gain a 'feel' for the University.

You could include:
- opportunities to chat to academics and current students,
- introductory talks for potential applicants or more detailed talks for offer holders,
- taster activities (sample lectures or practical tasks), and
- tours of the campus and/or subject-specific facilities.
- Pick the most appropriate staff member to deliver the activity – this may not be the most senior lecturer – an enthusiastic and knowledgeable PhD student, or student ambassadors, can be more engaging.

Picking a venue

To book a venue on-campus, you need to contact Central Teaching Spaces (57305), or complete their online form.

Match your venue to your activities, for example, do you need a large foyer for academic/guest interaction and space for catering, with smaller rooms off the foyer for subject-specific talks/taster sessions? Do rooms need to have audio-visual equipment? Remember to also consider the accessibility of the venue – will those unfamiliar with our campus be able to find it with ease? Remember to check the venue allows catering if you wish to provide it.

Listing your event

Columba is the University's own event management system used to promote public events (not closed student-only ones). Once you have added your listing, you can determine which web pages you want it to populate. Here is an in-depth guide to Columba, or speak to your Web Content Editor to find out more.

Eventbrite is a free website widely used to manage and promote event bookings, you can use this for student-only events or public events. Eventbrite allows you to customise the event page, as well as online 'booking form', including asking people questions such as which subject/courses they are interested in and which year they plan to commence their study.

Event promotion

Ways to promote events to current students include:

- My Manchester website and enewsletters;
- social media;
- Careers Service event listings and careers fairs;
- tagging on to University-wide campaigns;
- through the Students' Union; or
- emailing targeted cohorts via programme administration teams.

Ways to promote events to <u>prospective students</u> include:
- open day section on course web pages (campus solutions);
- website event listings;
- social media; the Alumni department's social media channels and database of graduates; and feeder schools and colleges via the education liaison team.

You may be able to promote your event via career-specific networks or websites. There is also the option of paying to promote your event on social media channels, and websites such as Prospects.
You may wish to produce leaflets or posters to promote the event, or you may wish to produce specific literature to distribute at the event. If so, please refer to the Print section of the toolkit.

Anne-Marie Nugnes is the external Marketing & Communications Manager and may be able to help you promote your event once you have set it up and listed it online - contact details are below.

Event planning checklist

	✓
Identify the purpose of the event and the budget (if required)	
Complete the marketing briefing document	
Identify the target audience and how you are going to promote the event to them	
Devise activities that best meet the information needs of your targeted audience and identify staff/student ambassadors to deliver the activities	
Agree event date and time (What dates would work best in the recruitment/conversion cycle? Remember to check for any date clashes with similar events. What time of day would best suit your target audience?)	
Source and book a venue	
Book any catering required	
Contact the School marketing team for advice on how to promote your event	
Set up a booking system, schedule booking confirmations and reminders	
Set up a team to assist in running the event on the day. Brief them before the event so they know what activities are happening, where and when.	
Write and schedule follow up communications	
Evaluate the success of the event - did it meet the objectives?	

Web updates

- For updates, changes or corrections that you can't make yourself (via the T4 content management system), please fill out an online form: http://man.ac.uk/tYd70M or speak to your School web officer (or web committee rep).

- If your query relates to Pure, please contact them directly: pure@manchester.ac.uk.

- To discuss developing new content or a new area of the website, please speak to Phil Olsen, Web Content Editor.

Contacts

Dipika Mummery	dipika.mummery@manchester.ac.uk	SALC Web Content Editor
Pure	pure@manchester.ac.uk	

Media/PR

Media relations involves working with the media for the purpose of informing the public of an organisation's mission, policies and activities in a positive and consistent manner to enhance its reputation and brand.

Typically, this means liaising directly with professionals responsible for producing the news in the mass media with the goal of maximising positive coverage without paying for it directly through advertising.

The School is supported by a Media Relations Officer who works within the University's Media Team (part of the Division of Communications and Marketing).

The Media team can support:
- traditional press release
- press conferences
- Informal media briefings
- Exclusive interviews
- Photo calls
- Finding expert commentary
- Producing statements on difficult stories

If required, the Media team are able to run media training sessions with academic staff.

When to contact media relations
- You have a story that passes the 'So what?' test
- Research or news that you think will interest the public
- Your area of expertise is in the news
- You have heard about a student that has done something extraordinary

What to do if a journalist contacts you directly
- If you are not confident dealing directly with the media take some details:
- Name, contact details and name of media outlet
- Nature of the enquiry
- Deadline
- Tell them someone from the Media Relations team will call them shortly
- Contact Joe Paxton for advice and support

Sharing your news item
- To get the maximum coverage for your news item through internal and external communications channels please share an overview of the news with: salcnews@manchester.ac.uk
  humsnews@manchester.ac.uk
  uninews@manchester.ac.uk
  Or via the news submissions form
- See the University's editorial policy for news submissions to Staffnet

- Provide clear information and where possible include digital content such as high quality images or film.
- The news item will be considered for inclusion in channels such as: School staff and student eNewsletters, News web pages, StaffNet, eUpdate, HumNet, Humanities eNews, Manchester Magazine, Social Media Channels.

Contacts

Joe Paxton	joe.paxton@manchester.ac.uk	Faculty of Humanities Media Relations Officer
Anne-Marie Nugnes	anne-marie.nugnes@manchester.ac.uk	SALC Marketing & Communications Manager (external relations)
Nicola Watkinson	nicola.watkinson@manchester.ac.uk	Faculty of Humanities Communications & Engagement Manager