Achieving the 3Rs of a Connected Content Strategy – Reputation, Relationships and Revenue

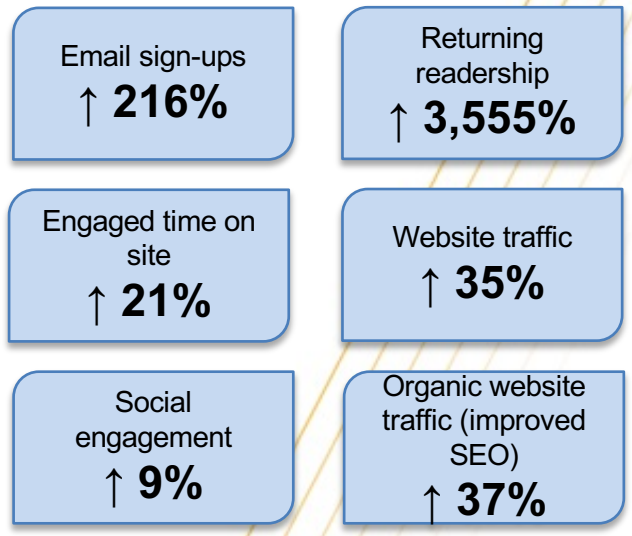
Georgia Tech Professional Education

Summary

- Two years ago, a new GTPE Communications team launched a quarterly email marketing effort as part of a way of widening the top of the funnel to reach more prospective learners to **support lead generation** for the program marketing team.
- This program focused on promoting GTPE's most popular portfolios and programs, generating more leads and revenue than the programs could on their own, but it felt like **we were missing an opportunity** to tell a better story about the power of professional education to adult learners.
- Concurrently, our **PR strategy was not delivering the visibility** we'd hoped for, for a number of reasons within and outside our control.
- In September 2017, GTPE Communications launched phase one of a **unified, brand-level content strategy** that put telling our story, educating our learners, and increasing brand engagement under our own control.

"After a year of feeling like we weren't quite reaching our goals as envisioned, it became clear that *rather than pursue goals by function*, we needed to start fresh and look at how to drive ***Reputation, Relationships and Revenue*** with a connected content marketing strategy."

Key results in less than one year…



Objectives & Metrics

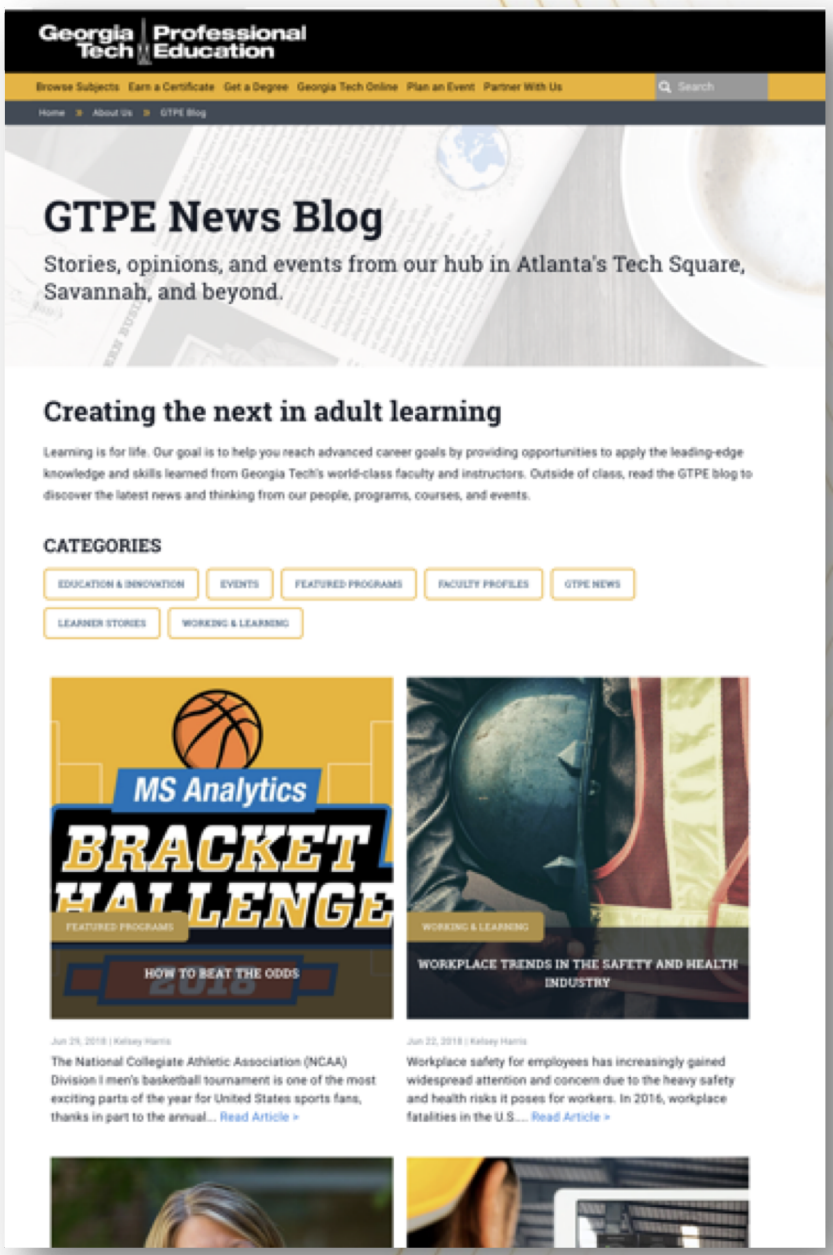
Content Strategy Goals	KPIs
Increase GTPE brand awareness	• Content views • Social shares • Reach (Impressions) • Organic website traffic (improved SEO)
Drive more traffic to the website	• Email clicks • Number of blog visits per month • Percentage of returning readers • Total number of website visits per month • Engaged time on blog • Inbound visits from social media and external links
Increase audience engagement	• Email sign-ups • Email opens and clicks • Social likes, shares, comments • Engaged time on site and blog
Generate more leads into programs (phase 2)	• Number of leads generated from each piece of content

Implementation

- **Phase One** – Develop brand-level content for the Awareness and Consideration phases of the GTPE learner's journey that drives reputation and builds relationships.
  - Create content along five key areas: thought leadership, brand storytelling, program promotion, industry deep dives, and student/faculty stories.
  - Become a good source of information on the value of professional education for the technology workforce.
  - Deliver useful information and thought-provoking insights on adult learning, industry trends, and the workforce of the future, educating learners on:
    - The changing education landscape
    - How Georgia Tech can help achieve career goals
  - Build a GTPE blog as the central hub for owned content
  - Distribute content through brand-level social media channels and monthly email marketing program
    - A/B test all email subject lines with winner in remail
    - Test daypart social media in reposts
  - Integrate content throughout the website for additional exposure.
  - Share content with other academic units on campus for further exposure
- **Phase Two** – After building a significant base of content, extend the content strategy to program-level marketing, repurposing content that builds relationships and integrating new revenue-driving content to create a unified, full funnel content marketing strategy.

Execution Examples

The GTPE Blog



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The Power of Professional Education

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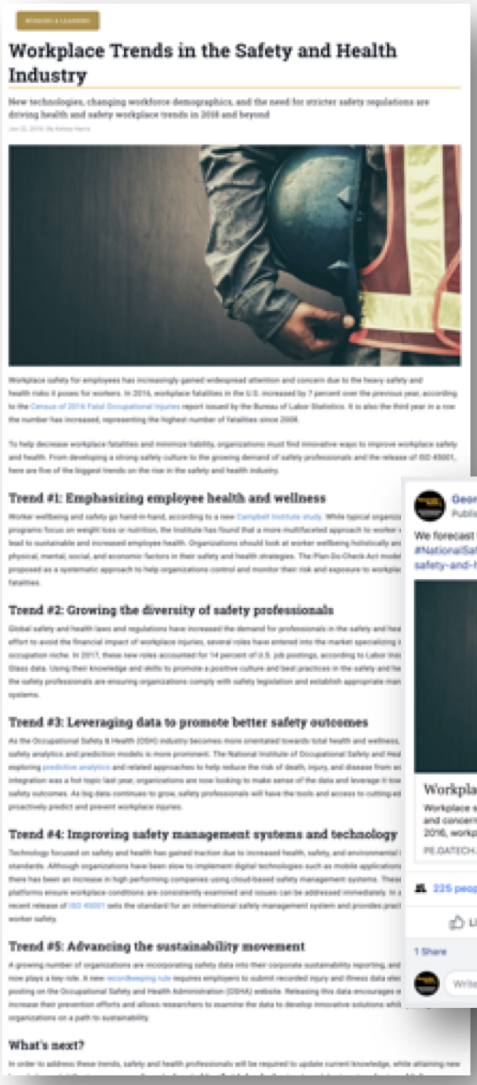
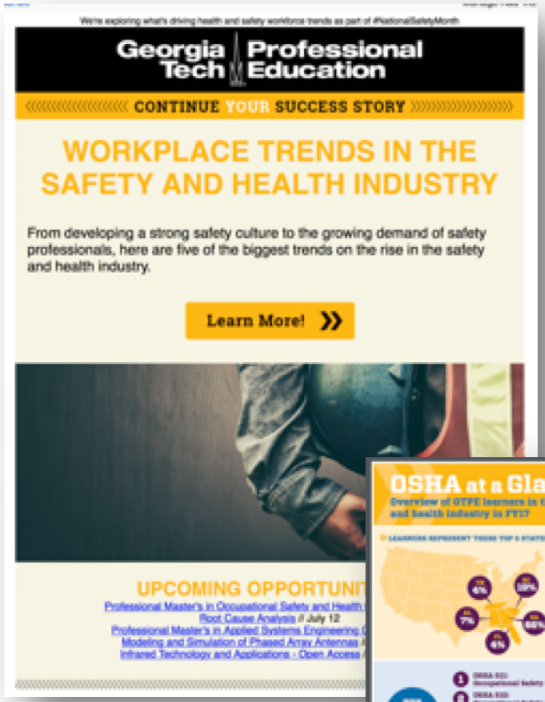
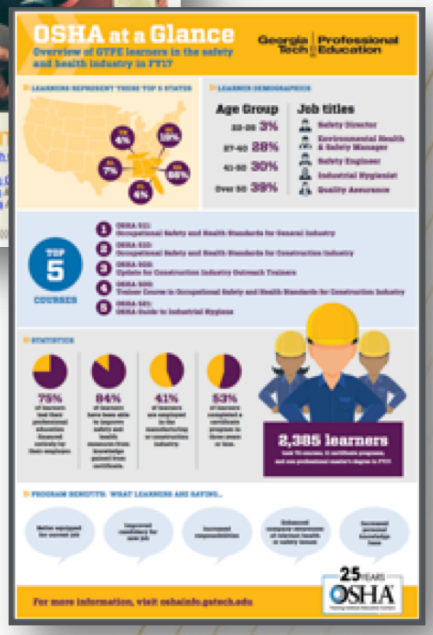
Industry Trends







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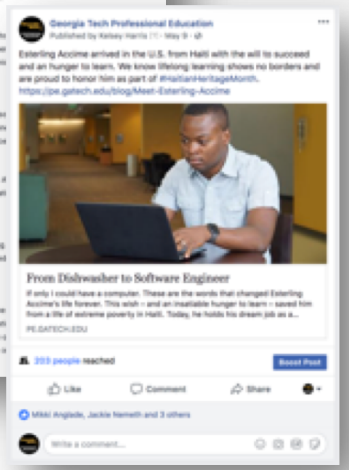
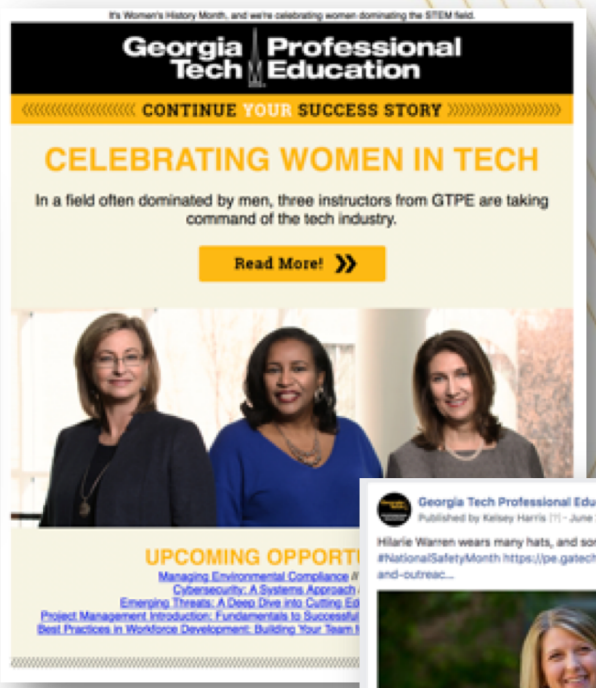
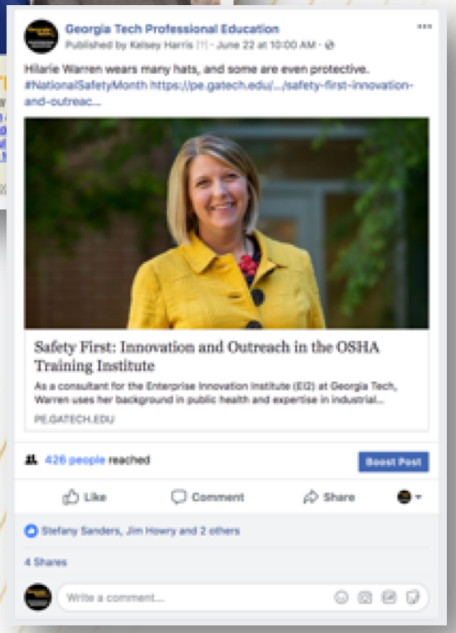
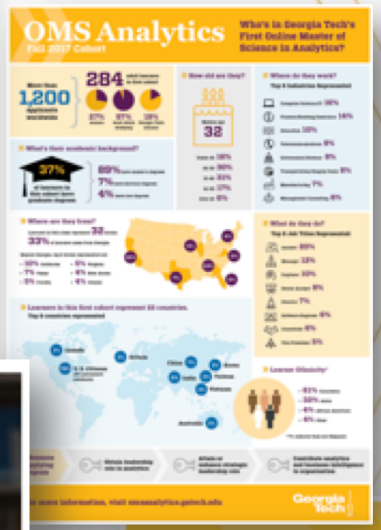
Student & Faculty Stories

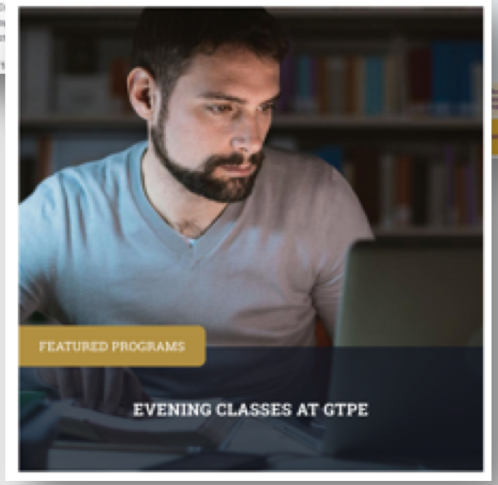


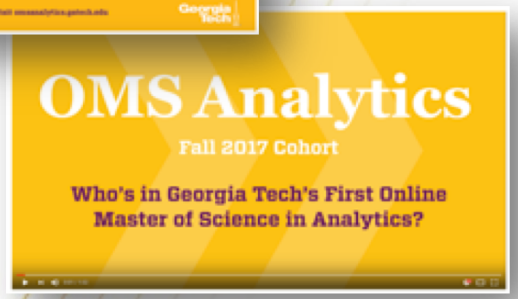




Featured Programs







Results
September 2017 – July 2018

Key Results

Increase GTPE brand awareness

Content Strategy Goal	KPIs	FY17	FY18	Change
Increase GTPE brand awareness	Content views	1,764	33,622	↑ **1,806%**
	Reach (Impressions)	203,380	248,998	↑ **22%**
	Facebook shares	97	119	↑ **23%**
	LinkedIn shares	130	150	↑ **15%**
	Organic website traffic (improved SEO)	252,499	345,183	↑ **37%**

Key Results

Drive more traffic to the website

Content Strategy Goal	KPIs	FY17	FY18	Change
Drive more traffic to the website	Email clicks	2,486	3,600	↑ 45%
	Number of blog visits per month	46	2,251	↑ 4,793%
	Number of returning readers	201	7,347	↑ 3,555%
	Total number of website visits per month	896,548	1,208,787	↑ 35%
	Engaged time on blog	02:30	3:02	↑ 21%
	Number of website visits from social media	13,941	23,321	↑ 67%
	Number of blog visits from inbound links	169	5,031	↑ 2,877%

Key Results

Increase audience engagement

Content Strategy Goals	KPIs	FY17	FY18	Change
Increase audience engagement	Email sign-ups	206	651	↑ 216%
	Email opens and clicks	43,409	49,576	↑ 14%
	Facebook likes, shares, and comments	588	642	↑ 9%
	LinkedIn likes, shares, and comments	582	665	↑ 9%
	Engaged time on blog	02:30	03:02	↑ 21%

Key Results

*Generate more leads into programs – **PHASE 2***

Content Strategy Goal	KPIs	FY17	FY18	Change
Generate more leads into programs	Number of leads generated from each piece of content	--	--	--