



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

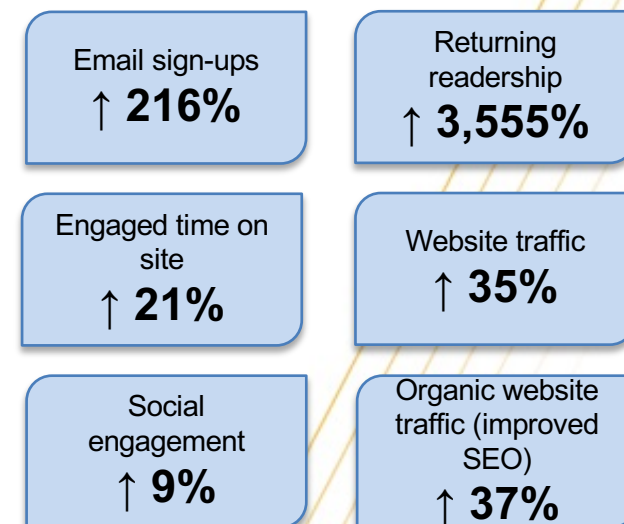


# Summary

- 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	<ul style="list-style-type: none"> <li>• Content views</li> <li>• Social shares</li> <li>• Reach (Impressions)</li> <li>• Organic website traffic (improved SEO)</li> </ul>
Drive more traffic to the website	<ul style="list-style-type: none"> <li>• Email clicks</li> <li>• Number of blog visits per month</li> <li>• Percentage of returning readers</li> <li>• Total number of website visits per month</li> <li>• Engaged time on blog</li> <li>• Inbound visits from social media and external links</li> </ul>
Increase audience engagement	<ul style="list-style-type: none"> <li>• Email sign-ups</li> <li>• Email opens and clicks</li> <li>• Social likes, shares, comments</li> <li>• Engaged time on site and blog</li> </ul>
Generate more leads into programs (phase 2)	<ul style="list-style-type: none"> <li>• Number of leads generated from each piece of content</li> </ul>

# 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

The screenshot shows the homepage of the Georgia Tech Professional Education (GTPE) News Blog. At the top, there is a navigation bar with the GTPE logo and links for 'Browse Subjects', 'Earn a Certificate', 'Get a Degree', 'Georgia Tech Online', 'Plan an Event', and 'Partner With Us'. Below the navigation bar is a search bar and a breadcrumb trail: 'Home > About Us > GTPE Blog'. The main heading is 'GTPE News Blog' with a sub-headline: 'Stories, opinions, and events from our hub in Atlanta's Tech Square, Savannah, and beyond.' Below this is a featured article titled 'Creating the next in adult learning' with a short paragraph about the blog's mission. A 'CATEGORIES' section follows, with buttons for 'EDUCATION & INNOVATION', 'EVENTS', 'FEATURED PROGRAMS', 'FACULTY PROFILES', 'GTPE NEWS', 'LEARNER STORIES', and 'WORKING & LEARNING'. Two article cards are displayed: 'MS Analytics BRACKET CHALLENGE 2018' (dated Jun 29, 2018) and 'WORKPLACE TRENDS IN THE SAFETY AND HEALTH INDUSTRY' (dated Jun 22, 2018). Each card includes a category label, a date, an author name (Kelsey Harris), and a brief description with a 'Read Article >' link. The bottom of the page shows the top of two more article cards.

Georgia Tech Professional Education

Browse Subjects Earn a Certificate Get a Degree Georgia Tech Online Plan an Event Partner With Us

Home > About Us > GTPE Blog

## GTPE News Blog

Stories, opinions, and events from our hub in Atlanta's Tech Square, Savannah, and beyond.

### Creating the next in adult learning

Learning is for life. Our goal is to help you reach advanced career goals by providing opportunities to apply the leading-edge knowledge and skills learned from Georgia Tech's world-class faculty and instructors. Outside of class, read the GTPE blog to discover the latest news and thinking from our people, programs, courses, and events.

#### CATEGORIES

EDUCATION & INNOVATION EVENTS FEATURED PROGRAMS FACULTY PROFILES GTPE NEWS

LEARNER STORIES WORKING & LEARNING

**MS Analytics**  
**BRACKET CHALLENGE**  
FEATURED PROGRAMS  
**HOW TO BEAT THE ODDS**  
2018

Jun 29, 2018 | Kelsey Harris  
The National Collegiate Athletic Association (NCAA) Division I men's basketball tournament is one of the most exciting parts of the year for United States sports fans, thanks in part to the annual... [Read Article >](#)

**WORKING & LEARNING**  
**WORKPLACE TRENDS IN THE SAFETY AND HEALTH INDUSTRY**

Jun 22, 2018 | Kelsey Harris  
Workplace safety for employees has increasingly gained widespread attention and concern due to the heavy safety and health risks it poses for workers. In 2016, workplace fatalities in the U.S.... [Read Article >](#)

# The Power of Professional Education

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## PICK A PATH TO SUCCESS

A-players know it. On-the-job experience is valuable, but it's professional education that will help you take your career to the next level. At GTPPE, your goals drive how you can build your skills, deepen your knowledge, and set yourself apart from your peers at work.

[Learn More! >>](#)

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**We Need Your Feedback!**  
GTPPE is conducting a survey to improve programs and courses and better understand how to meet your needs. We would like to invite you to participate in this research. The survey is anonymous and takes no longer than five minutes.

[Take Survey >>](#)

**Meet Vincent J. How**  
As a veteran, U.S. Army IT specialist, and an educator, Vincent received quite an education in the military. He would like to invite you to participate in this research. The survey is anonymous and takes no longer than five minutes.

[Learn More! >>](#)

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## TOP 5 CHALLENGES AND SOLUTIONS FOR ADULT LEARNERS

If you believe in the value of professional education but struggle with balancing work, life, and study – you're not alone. Find out the common challenges adult learners face, and how to overcome them.

[Read More! >>](#)

**Stepping Out of Your Comfort Zone**  
Sales Manager Sandy Bess stepped out of her comfort zone when she signed up for the intensive, 24-week Full Stack Web Development Program. Read how she managed her time with work, class, and studying.

**Evenings at GTPPE**  
For working adults, getting time off to take classes can be a challenge. GTPPE offers two rigorous programs after office hours. See the start dates for the project management and coding evening classes!

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## THE UNIVERSITY OF THE FUTURE

What's in store for learners at Georgia Tech by 2040? Find out how we're preparing you for the future and what it means for you.

[Learn More! >>](#)

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**COMING OPPORTUNITIES**

- City and Health Standards for the Maritime Industry // June 4-8
- 3D Print Estate Development and Rescue // June 7
- Floor Cause Analysis // July 12

	Your Career Situation	Your Learning Situation	Your Learning Situation at GTPPE
<b>Career Growth</b>	<ul style="list-style-type: none"> <li>Need graduate in a career change</li> <li>Struggling in your current role</li> <li>Need to build foundational knowledge and skills</li> <li>Focus is on gaining work experience</li> <li>Formal education not required to you</li> </ul>	<ul style="list-style-type: none"> <li>Wish to learn</li> <li>At ease with formal learning methods</li> <li>Comfortable with long learning paths</li> <li>Wish to learn on challenging, long-term professional education</li> <li>Need theory as well as practice, immediately applicable hands-on learning</li> <li>Need to be able to work while studying</li> </ul>	<ul style="list-style-type: none"> <li>Master of Science degree</li> <li>Professional master's degree</li> <li>Certificate program</li> <li>Short course</li> <li>MOOC</li> <li>Continuing education</li> <li>Boot camp</li> </ul>
<b>Early-Stage Career Builder</b>	<ul style="list-style-type: none"> <li>Business foundational skills and knowledge</li> <li>Focus is on building your career mindset</li> <li>Do not have a specific career path</li> <li>Need to expand your experience and broaden your knowledge</li> <li>Need to be flexible in your field</li> <li>Need to build your professional network</li> <li>Formal education not required to you</li> </ul>	<ul style="list-style-type: none"> <li>Reluctant to learn</li> <li>At ease with a formal learning environment</li> <li>Comfortable with long learning paths</li> <li>Wish to take on challenging, long-term professional education</li> <li>Need a combination of theory as well as practical, immediately applicable hands-on learning</li> <li>Wish to be able to work while studying</li> </ul>	<ul style="list-style-type: none"> <li>Master of Science degree</li> <li>Professional master's degree</li> <li>Certificate program</li> <li>Short course</li> <li>MOOC</li> <li>Boot camp</li> </ul>
<b>Experienced Pro</b>	<ul style="list-style-type: none"> <li>Advanced skills and knowledge required in your job</li> <li>Need to build foundational expertise in your field</li> <li>Need to expand your experience and broaden your knowledge</li> <li>Need to be flexible in your field</li> <li>Need to build your professional network</li> <li>Formal education not required to you</li> </ul>	<ul style="list-style-type: none"> <li>Wish to learn</li> <li>At ease with a formal learning environment</li> <li>Comfortable with long learning paths</li> <li>Wish to take on challenging, long-term professional education</li> <li>Need a combination of theory as well as practical, immediately applicable hands-on learning</li> <li>Wish to be able to work while studying</li> </ul>	<ul style="list-style-type: none"> <li>Professional master's degree</li> <li>Professional master's degree</li> <li>Certificate program</li> <li>Short course</li> <li>MOOC</li> <li>Continuing education</li> </ul>
<b>Starts</b>	<ul style="list-style-type: none"> <li>Highly experienced</li> <li>Have a wealth of broad and deep knowledge</li> <li>Need advanced leadership</li> <li>Other needed executive level</li> <li>Need to keep pace with industry changes and new technologies</li> <li>Need to demonstrate quality</li> <li>May need to reinvent yourself professionally</li> </ul>	<ul style="list-style-type: none"> <li>Wish to learn</li> <li>At ease with a formal learning environment</li> <li>Comfortable with long learning paths</li> <li>Wish to take on challenging, long-term professional education</li> <li>Need a combination of theory as well as practical, immediately applicable hands-on learning</li> <li>Wish to be able to work while studying</li> </ul>	<ul style="list-style-type: none"> <li>Professional master's degree</li> <li>Professional master's degree</li> <li>Certificate program</li> <li>Short course</li> <li>MOOC</li> <li>Continuing education</li> </ul>

**Meet Your Career Goals with Georgia Tech Professional Education**

**A-players know it.**  
On-the-job experience is valuable but to stay on top of your field, you need professional education. GTPPE offers you many ways to build your skills, deepen your knowledge, and set yourself up for success in your career.

Your Career Goals	Your Professional Development Options	How?
Gain an overview of a subject area. You need foundational knowledge and you're on a budget.	Master's Open Online Course (MOOC)	You can take a MOOC online at your convenience. You get a credit from Georgia Tech faculty for free. <a href="#">Browse Georgia Tech MOOCs.</a>
Develop a specific skillset that you use in the workplace consistently. You need to gain a solid understanding in a short timeframe.	Professional Development Course	Choose from 300+ short courses in STEM and business-related fields. Designed to build immediately applicable skills. <a href="#">Browse subject areas.</a>
Build your own specialty in a particular area that you need to gain expertise and need to open up your professional education.	Series of Professional Development Courses	Take multiple courses in a given subject area. Learn from expert instructors and build your skills across subject areas to create your own specialty. <a href="#">Browse subject areas.</a>
Develop deep expertise in a subject area and gain formal recognition in your field.	Certificate Program	Choose from more than 40 professional certificate programs in STEM, business, and leadership. Define your expertise and stand out in your field. <a href="#">Browse certificate programs.</a>
Position yourself for a promotion to a leadership role by complementing your technical expertise with leadership capabilities. You're looking for a program with an emphasis on experience other than research.	Professional Master's Degree	You can earn this prestigious Georgia Tech credential while working full time. This degree offers the convenience of online learning with some face-to-face instruction. Gain practical skills you can use immediately while developing your leadership abilities. <a href="#">Find out about our professional master's degrees.</a>
Gain deep knowledge and expertise in an in-demand STEM field for a career in academia, research, or industry.	Master of Science Degree	Earn a rigorous STEM master's degree from Georgia Tech while working full time. This degree offers the convenience of online learning with some face-to-face instruction. Gain practical skills to contribute your knowledge to your field. <a href="#">Choose from these online master's degrees.</a>

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# Industry Trends

**Workplace Trends in the Safety and Health Industry**

New technologies, changing workforce demographics, and the need for stricter safety regulations are driving health and safety workplace trends in 2018 and beyond.



Workplace safety for employees has increasingly gained widespread attention and concern due to the heavy safety and health risks it poses for workers. In 2016, workplace fatalities in the U.S. increased by 7 percent over the previous year, according to the *2016 Fatal Occupational Injuries* report issued by the Bureau of Labor Statistics. It is also the third year in a row the number has increased, representing the highest number of fatalities since 2008.

To help decrease workplace fatalities and minimize liability, organizations must find innovative ways to improve workplace safety and health. From developing a strong safety culture to the growing demand of safety professionals and the release of OSHA's 43001, here are five of the biggest trends on the rise in the safety and health industry.

**Trend #1: Emphasizing employee health and wellness**

Worker well-being and safety go hand in hand, according to a new *Workplace Wellness Study*. While typical ergonomic programs focus on weight loss or activities, the Institute has found that a more multifaceted approach to worker's health to sustainable and increased employee health. Organizations should look at worker well-being holistically as physical, mental, social, and economic factors in their safety and health strategies. The Plan Do Check Act model proposed as a systematic approach to help organizations control and monitor their risk and exposure to workplace fatalities.

**Trend #2: Growing the diversity of safety professionals**

Global safety and health laws and regulations have increased the demand for professionals in the safety and health sector to avoid the financial impact of workplace injuries, several risks have emerged on the market operating in occupation niche. In 2017, these new roles accounted for 14 percent of U.S. job postings, according to Labor Day Glass data. Using their knowledge and skills to promote a positive culture and best practices in the safety and health industry, the safety professionals are ensuring organizations comply with safety legislation and establish appropriate work systems.

**Trend #3: Leveraging data to promote better safety outcomes**

As the Occupational Safety & Health (OSHA) industry becomes more oriented towards total health and wellness, safety analytics and predictive models is more prominent. The National Institute of Occupational Safety and Health is exploring *predictive analytics* and related approaches to help reduce the risk of death, injury, and disease from an integration was a hot topic last year, organizations are now looking to make sense of the data and leverage it to improve safety outcomes. As big data continues to grow, safety professionals will have the tools and access to cutting-edge technology to proactively predict and prevent workplace injuries.

**Trend #4: Improving safety management systems and technology**

Technology focused on safety and health has gained traction due to increased health, safety, and environmental standards. Although regulations have been slow to implement digital technologies such as mobile applications, there has been an increase in high-performing companies using cloud-based safety management systems. These platforms ensure workplace conditions are consistently examined and issues can be addressed immediately, in a recent release of OSHA's 43001 sets the standard for an international safety management system and provides great worker safety.

**Trend #5: Advancing the sustainability movement**

A growing number of organizations are incorporating safety data into their corporate sustainability reporting, and more play a key role. It now incorporating risk requires employees to submit recorded injury and illness data also posting on the Occupational Safety and Health Administration (OSHA) website. Releasing this data encourages organizations that prevention efforts and allows researchers to examine the data to identify innovative solutions which organizations on a path to sustainability.

**What's next?**

In order to address these trends, safety and health professionals will be required to update current knowledge, while attaining new

Georgia Tech Professional Education  
Published by Kelsey Harris | June 28 at 1:23 PM

We forecast the top trends in the safety and health industry as part of #NationalSafetyMonth. [https://pe.gatech.edu/\\_workplace-trends-safety-and-health...](https://pe.gatech.edu/_workplace-trends-safety-and-health...)



**Workplace Trends in the Safety and Health Industry**

Workplace safety for employees has increasingly gained widespread attention and concern due to the heavy safety and health risks it poses for workers. In 2016, workplace fatalities in the U.S. increased by 7 percent over the previous...

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We're exploring what's driving health and safety workplace trends as part of #NationalSafetyMonth

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## WORKPLACE TRENDS IN THE SAFETY AND HEALTH INDUSTRY

From developing a strong safety culture to the growing demand of safety professionals, here are five of the biggest trends on the rise in the safety and health industry.

Learn More! >>

UPCOMING OPPORTUNITIES

Professional Master's in Occupational Safety and Health  
Root Cause Analysis # July 12  
Professional Master's in Applied Systems Engineering, Modeling and Simulation of Phased Array Antennas & Infrared Technology and Applications | Open Access

OSHA at a Glance  
Overview of OSHA courses in the safety and health industry in PECE

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LEARNERS REPRESENT THESE TOP 5 STATES



LEARNER DEMOGRAPHICS

Age Group	Percentage
22-30	2%
31-40	88%
41-50	30%
Over 50	38%

Job titles

- Safety Director
- Environmental Health & Safety Manager
- Safety Engineer
- Industrial Hygienist
- Quality Assurance

TOP 5 COURSES

- OSHA 309 Occupational Safety and Health Standards for General Industry
- OSHA 302 Occupational Safety and Health Standards for Construction Industry
- OSHA 305 Safety for Construction Industry Outreach Trainers
- OSHA 308 Safety Course in Occupational Safety and Health Standards for Construction Industry
- OSHA 304 Safety for Industrial Hygiene

STATISTICS

- 79% of learners had prior professional experience in their field
- 84% of learners have been able to implement safety practices in their workplace
- 41% of learners are able to implement a workplace program in their area of work
- 83% of learners are engaged in the development of safety programs in their area of work

2,385 learners

PROGRAM BENEFITS: WHAT LEARNERS ARE SAYING...

- Active engaged in the course
- Helpful materials for work
- Increased understanding
- Reduced number of workplace incidents
- Increased confidence in safety

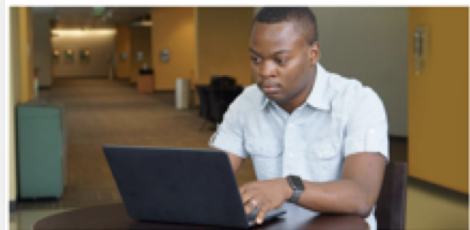
For more information, visit [esahub.gatech.edu](http://esahub.gatech.edu)

25 YEARS OSHA

# Student & Faculty Stories

## From Dishwasher to Software Engineer

Recipient of the Full Stack Web Development Certificate shares his success story



If only I could have a computer. These are the words that changed Estering Accime's life forever. This wish - and an insatiable hunger to learn - saved him from a life of extreme poverty in Haiti. Today, he holds his dream job as a software engineer for AT&T in the U.S.

**Hunger to Learn**  
As a teenager, Accime lost his mother and decided to move from the northeastern part of the island to the capital, Port-au-Prince, to try to get a better education. Instead, he found hardship. "I lived on less than \$10 per month and sometimes struggled to eat," he explained. When it came to school, his situation was just as difficult. He attended a public high school, which sometimes had no teachers. He also found that his classmates had no interest in education, which could be blamed on a lack of access and resources. Despite the setbacks, he will to keep learning never wavered.

**A Glimmer of Hope**  
After landing his first job as a translator, through a pastor at his church, he met a missionary. Having heard about the challenges Accime was facing, she asked him what she could do to help. The answer he gave her led to the turning point in his life. "If only I could have a computer, I could learn anything," he told her. She went it to him. He taught himself about computers and got his next job as a computer technician. Now he had hope, but there were more hurdles to come.

**Persevering in a New Country**  
In 2015, he moved to the U.S. with few formal qualifications but with a determination to conquer all. "I worked as a dishwasher," he said. "I washed thousands of dishes per day, but my real job was a computer technician. He quickly advanced to a management role, and he had a great job."

**When Everything Changed**  
Then he heard about GTPE's Full Stack Web Development Certificate program, after up in early 2017, and a new chapter in his story began. "Something changed when I got halfway through the 24-week program, he discovered he was in demand. "I started nice interviews."

**Before the program was over, Accime had accepted a job as a software engineer with a government contractor program for his success. "The program exceeded my expectations as a web developer. Instead, it made me a full-stack web developer."**

**Teaching to Learn**  
Now that he has his dream job, what's next for Accime? For you, he's not done learning. Teach what you've learned," he stated. And he knows exactly where his teaching is most needed for Haiti's forgotten where his story began.

**Changing the World**  
He'd like to go back to Haiti and teach others who are in the same situation in which he division between the rich and the poor. The poor don't have the same access to education that we have. It was on my mind," he said. "I know there are a lot of folks out there who hunger to learn." He believes if someone like him could offer a helping hand to people together they can change society - and even the world.



Estering Accime  
GRADUATE  
Full Stack Web Development Certificate  
Georgia Tech Professional Education

It's Women's History Month, and we're celebrating women dominating the STEM field.

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## CELEBRATING WOMEN IN TECH

In a field often dominated by men, three instructors from GTPE are taking command of the tech industry.

Read More! >>

UPCOMING OPPORTUNITY

Managing Environmental Compliance & Cybersecurity: A Systems Approach  
Emerging Threats: A Deep Dive into Cutting Edge Project Management Introductions: Fundamentals to Successful Best Practices in Workforce Development: Building Your Team!

Georgia Tech Professional Education  
Published by Kelsey Harris 11:05 AM - 10:00 AM

Estering Accime arrived in the U.S. from Haiti with the will to succeed and a hunger to learn. We know lifelong learning shows no borders and are proud to honor him as part of #Innovation@GTPEdu.

<https://pe.gatech.edu/blog/Meet-Estering-Accime>

From Dishwasher to Software Engineer

If only I could have a computer. These are the words that changed Estering Accime's life forever. This wish - and an insatiable hunger to learn - saved him from a life of extreme poverty in Haiti. Today, he holds his dream job as a...

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Miki Angulo, Jackie Henrich and 3 others

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Georgia Tech Professional Education  
Published by Kelsey Harris 11:05 AM - 10:00 AM

Hilarie Warren wears many hats, and some are even protective. #NationalSafetyMonth [https://pe.gatech.edu/\\_/safety-first-innovation-and-outreach...](https://pe.gatech.edu/_/safety-first-innovation-and-outreach...)

Safety First: Innovation and Outreach in the OSHA Training Institute

As a consultant for the Enterprise Innovation Institute (E3) at Georgia Tech, Warren uses her background in public health and expertise in industrial...

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Stefany Sanders, Jim Howry and 2 others

4 Shares

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# 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	↑ <b>1,806%</b>
	Reach (Impressions)	203,380	248,998	↑ <b>22%</b>
	Facebook shares	97	119	↑ <b>23%</b>
	LinkedIn shares	130	150	↑ <b>15%</b>
	Organic website traffic (improved SEO)	252,499	345,183	↑ <b>37%</b>

# 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	--	--	--