

## Marketing: Measures of marketing Success – Ways of measuring and reporting success

- Google Analytics
  - not easy to use
- Facebook
  - insights
  - tracking
  - boosted posts & ads are cost effective
- Website
  - can see specific views
  - can see trending articles
- Print Media Ads
  - more difficult to track success
  - best in combination with other strategies
- Different Registration Pages on Website
  - linking to different forms using different links i.e. radio, print, web
- Leaders
  - can get a greater audience
  - news extend gives analytics
- Cinema Advertising
  - Good feedback form community
- Measuring
  - Ask people for feedback i.e. on tours, events etc.
- Word of Mouth
- Survey Monkey
  - Seek improvements, opinions and feedback
- Enrolment Numbers
  - Higher enrolment numbers may be an indication of marketing success

- Pre-registration for Events / Open Days
  - Gives contemplation time for surveys etc.
  - Survey monkey linked to registration process
- Issuu
  - For publications / letters etc.
  - Have a letterbox link on newsletter so people can download
  - Portal very important for private login
  - Front page just marketing