



Sprint Results Analysis

Fall 2022

MARKETING
PROGRAM

WESTERN
WASHINGTON
UNIVERSITY

Content Team Website

PM

Team Members: Rebecca Andrews,
Zach Paz, Annika Cable, Bryant
Welch, Kanyen Sherwood

Manager: Savannah Pulhug

Target Market: Underrepresented
Potential Students & WWU
Marketing Alumni

Link for Creative Brief:
[https://docs.google.com/document/d/
1QVMeqZjAgv5ZYc4l6ZWgSr7JOB2i
GAi0jdxqXSlv9kl/edit#](https://docs.google.com/document/d/1QVMeqZjAgv5ZYc4l6ZWgSr7JOB2iGAi0jdxqXSlv9kl/edit#)

Sprint 1: R&D

9/26-10/10

MARKETING
PROGRAM



Creative Brief (blank])

Marketing Objectives

- Traffic: Achieve a 50% increase by December 2022.
- New Session: Achieve a 30% increase in new sessions by December 2022.
- Interaction: Achieve a 20% increase in interactions with the podcast link, video link, and course material link by December 2022
- Session Duration: Achieve an increase in session duration by 20% by December 2022

Communication Objectives

- Awareness
- Knowledge
- Liking
- Preference
- Simulate Trial

What metrics are we tracking?

Sprint 2: Build

Build V1

WWU Marketing Program
Underrepresented Potential Student
Web Page

10/10-10/24

MARKETING
PROGRAM



Content Team

Web Landing Page Potential Marketing Students

V1 Build

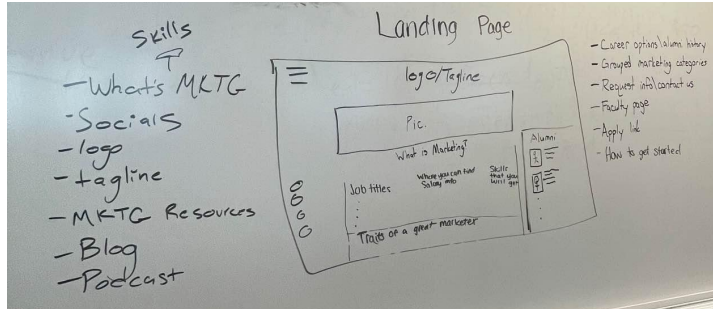
Link to V1 wireframes:

- <https://docs.google.com/document/d/13QjgCaaaCOld2kJFFu5k79HweDnWKRKMgt924uKtlss/edit>
- <https://docs.google.com/document/d/1RoYqmHoyPIWbmzPgGWaASKs76sMbQchMIOrMnc1qV0c/edit>
- <https://www.canva.com/design/DAFPKbx4Tm4/xoHAa3PDDBEtnIEGQBF9BQ/edit>
- [Banner Link](#)

V1 Product Distribution

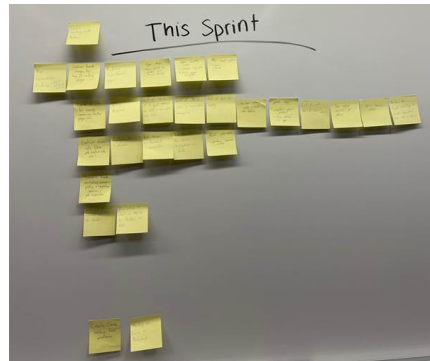
Screenshots

Version 1:



Descriptions, Links & Dates

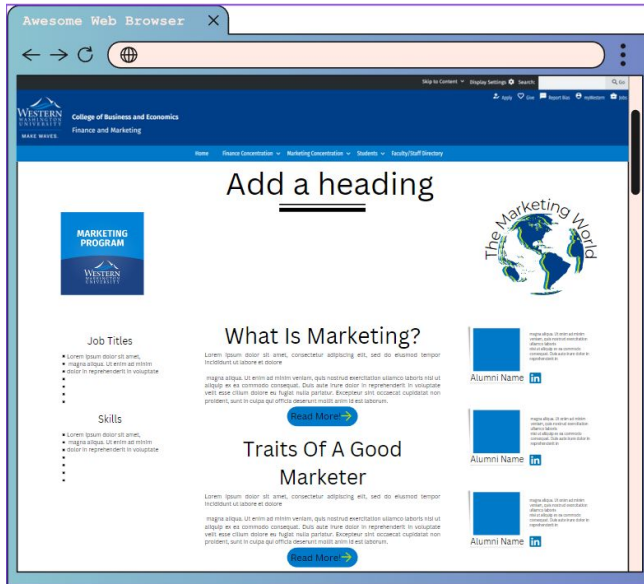
- 10/12: First meeting for Web Page Ideation
- 10/15: Product backlog for web page created
- 10/17: Information document for Heather (web page developer) completed:
<https://docs.google.com/document/d/13OjgCaaaCOld2kIFFu5k79HweDnWKRKMgt924uKtlss/edit>
- 10/19: Wireframe completed:
https://www.canva.com/design/DAFPKbx4Tm4/xaHAA3PDDDBEtIEGQBF9BO/edit?utm_content=DAFPKbx4Tm4&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton
- 10/21: Meeting with Heather to develop web page
- 10/21: Web page is live:
<https://cbe.wvu.edu/fmkt/welcome-potential-marketing-students>



V1 Product Distribution

Screenshots

Version 1:



Descriptions, Links & Dates

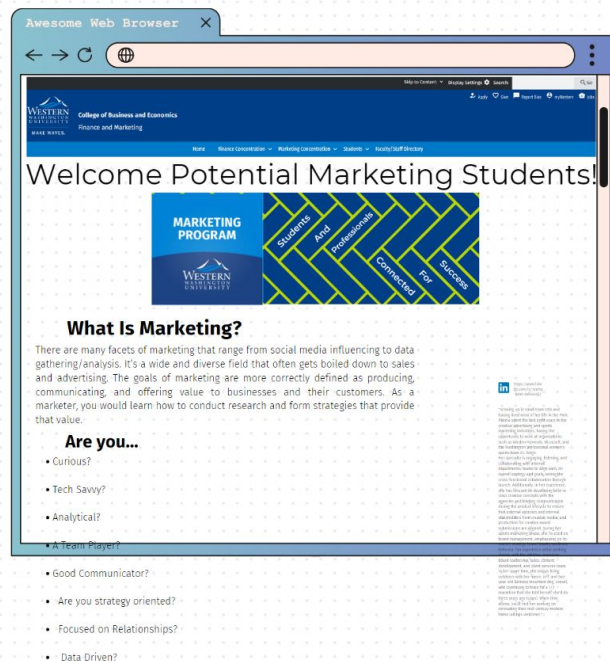
- **10/16** - First Mock-up by Bryant Welch
- Nicole sends further resources to improve copy and design aspects:
<https://brand.wvu.edu/drupal-blocks-reference>
<https://brand.wvu.edu/developer-resources>



V1 Product Distribution (cont.)

Screenshots

Version 1:



Descriptions, Links & Dates

- **Example to model UX design:**
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- **V1 final product:**
<https://cbe.wvu.edu/fmkt/welcome-potential-marketing-students>
- **Tools:** <https://brand.wvu.edu/layout-builder> to build layouts in Drupal.
- **Friday, October 21st, 2022** - Drupal Meeting with Heather; first version of webpage



V1 Product Distribution (cont.)

Screenshots

Version 1:

MKTG Skills Students Can Learn

1. Analytics tools

Marketing professionals, particularly those focused on digital marketing efforts, need to be able to gauge how effective these efforts are. Knowledge of how to use tools like Google Analytics® helps make that possible.

2. Social media

Whether you love it or hate it, social media plays an important role in modern marketing efforts. Marketers need to understand the differences between platforms and what tactics may be effective for the medium.

3. Digital marketing

Digital marketing encompasses a wide range of tactics and strategies enabled by the internet and electronic devices. This runs the gamut from paid search engine advertising to website optimization efforts and much more.

4. Budgeting

Marketing strategies and tactics require careful management of an allotted budget. This means marketing professionals need to be comfortable making plans for when, where and how to spend their budgets—and how to adjust them when needed.

5. Copywriting and design ability

This skill group will depend heavily on the role, but many marketing professionals take a hands-on approach when developing the creative elements used in their campaigns. Having a solid grasp of copywriting, layout and design principles—as well as the tools used for creating these materials—is still beneficial for marketers whose role is more focused on informing and reviewing creative materials.

6. Project management

Not every organization has a dedicated project management team available to shepherd new strategies and initiatives to completion. Knowing how to map out what needs to be done by when in a project and how those steps connect is a valuable skill—particularly when leading a collaborative effort.

7. Email marketing

Another widely used strategy you'll find in a marketer's toolkit, email marketing involves creating (often automated) campaigns with targeted messaging designed to drive sales. This is widely used in retail—for example, when you leave items in your online cart without completing a purchase and then a week later, you receive an email with a five percent discount code to help push you across the purchasing finish line.

8. Market research

Effective marketing is built on information. Whether that's tracking consumer preferences, understanding purchasing trends or an analysis of the competition, market research skills are key to finding this critical information and making good use of it.

9. Content development

Content development covers a broad range of potential formats ranging from graphics for social media and long-form blog articles to informative web pages and video series built for YouTube®. This skill requires understanding what your audience would like to know more about and how to provide that information in a compelling manner.

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MARKETING
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V1 Product Distribution (cont.)

Screenshots

Version 1:

10. E-commerce

The internet, and the accompanying rise of **E-commerce**, has fundamentally changed the way most retailers operate. Marketing professionals need to understand online consumer behavior, the tactical opportunities available in an online retail space and what can be done to encourage customers to complete a purchase.

Job Titles

Account manager

This marketing team member is responsible for cultivating and maintaining client relationships. One of their primary duties is coaching account executives through challenging problems and customer interactions. An **account manager** must be an energetic problem solver with exceptional customer service and **communication skills**.

Link to info about job, salary, and what you do and get out of it:

<https://www.indeed.com/career-advice/finding-a-job/how-to-become-account-manager-marketing>

Brand Manager

This role is similar to a public relations role since a brand manager influences public perception and contributes to press releases and other important messaging. **Brand management** develops brand strategy through marketing campaigns.

Link to info about job, salary, and what you do and get out of it:

<https://www.indeed.com/career-advice/finding-a-job/how-to-become-brand-manager>

Copywriter

The role of a copywriter is to generate the words for audio scripts, ad slogans, and any other text that appears on or with advertising visuals. **Copywriters** find the right words to craft a slogan, build an advertising campaign, or persuade readers through a call to action.

Link to info about job, salary, and what you do and get out of it:

<https://www.indeed.com/career-advice/careers/what-does-a-copywriter-do>

Creative Director

This management role coordinates several specialized departments and creative roles, including artists, writers, and production crews. A **creative director** works with these cross-functional teams to produce compelling content and attractive messaging for a client's marketing campaign.

Link to info about job, salary, and what you do and get out of it:

<https://www.indeed.com/career-advice/career-development/how-to-become-a-creative-director>

Freelance Digital Marketer

Link to info about job, salary, and what you do and get out of it:

<https://www.indeed.com/career-advice/finding-a-job/how-to-become-digital-marketer-freelancer>

Graphic Designer

This leadership role controls several critical steps in the e-commerce marketing process. A **marketing manager** must communicate to various marketing roles to advertise a company's new products and services with the most effective marketing strategies.

Link to info about job, salary, and what you do and get out of it:

<https://www.indeed.com/career-advice/finding-a-job/jobs-with-photoshop>

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MARKETING
PROGRAM



V1 Product Distribution (cont.)

Screenshots

Version 1:

Marketing Coordinator

This marketing specialist works closely with the sales and research teams to schedule marketing campaigns and maintain a customer database. Most coordinator positions require a bachelor's degree in marketing or a related field.

Link to info about job, salary, and what you do and get out of it:

<https://www.indeed.com/career-advice/careers/what-does-a-marketing-coordinator-do>

Marketing Director

This supervisor role manages various members of the marketing team and works closely with their marketing manager's first reports. A marketing director will often focus on leadership training to diversify their team's skillset and delegate responsibilities to optimize their team's workflows.

Link to info about job, salary, and what you do and get out of it:

<https://www.indeed.com/career-advice/careers/what-does-a-marketing-director-do>

Marketing Manager

This mid-level leadership role oversees the daily operations of their assigned marketing team. A marketing manager must organize and guide their team through daily challenges.

Link to info about job, salary, and what you do and get out of it:

<https://www.indeed.com/career-advice/careers/what-does-a-marketing-manager-do>

Marketing Specialist

<https://www.indeed.com/career-advice/careers/what-does-a-marketing-specialist-do>

Marketing Research Analyst

This full-time marketing position utilizes customer data and sales information to advise the marketing team. By conducting market research, they can facilitate the development of effective strategies that will influence consumer behaviors and increase profits.

<https://www.bls.gov/ooh/business-and-financial/market-research-analysts.htm>

Product Marketing Manager

This position carries a similar level of authority and responsibility as a marketing manager, but they focus primarily on product development teams. They might fulfill some of the same duties as a production coordinator, managing the production schedules for products. A product marketing manager will also work closely with marketing teams to accurately advertise the product's features.

Link to info about job, salary, and what you do and get out of it:

<https://www.indeed.com/career-advice/careers/what-does-a-product-marketing-manager-do>

Search Engine Management (SEM) strategist

This professional uses paid platforms and online services to increase the rank of the company or the company's products on search engine results pages (SERPs). An SEM strategist uses keywords and phrases to increase a brand's online visibility with the goal of boosting web traffic and generating leads. This role is similar to that of an SEO specialist.

Link to info about job, salary, and what you do and get out of it:

<https://www.indeed.com/career-advice/finding-a-job/what-is-sem-manager>

Social Media Manager

This marketing specialist is responsible for a brand's presence across social media platforms. A social media marketing manager works with several creative departments to craft social media marketing campaigns to drive consumer interest in a company's products or services.

Link to info about job, salary, and what you do and get out of it:

<https://www.indeed.com/career-advice/career-development/how-to-become-a-social-media-manager>

Descriptions, Links & Dates

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- Tools: <https://brand.wvu.edu/layout-builder> to build layouts in Drupal.
- Friday, October 21st, 2022 - Drupal Meeting with Heather; first version of webpage

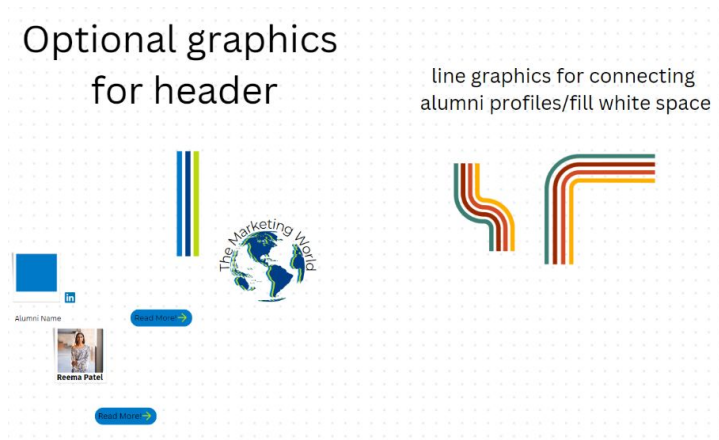
MARKETING
PROGRAM



V1 Product Distribution (cont.)

Screenshots

Version 1:



Descriptions, Links & Dates

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- **V1 final product:**
<https://cbe.wvu.edu/fmkt/welcome-potential-marketing-students>
- **Tools:** <https://brand.wvu.edu/layout-builder> to build layouts in Drupal.
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Sprint 3

Distribute V1, Promote V1, Build V2

WWU Marketing Program
Underrepresented Potential Student
Web Page

10/24-11/7

MARKETING
PROGRAM



Content Team

Web Page For Potential Marketing Students

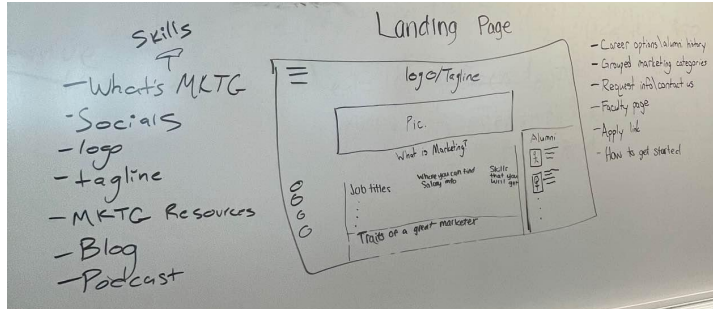
V2 Build

- V1. Feedback:
https://www.canva.com/design/DAFPKbx4Tm4/xoHAa3PDDBEtnIEGQBF9BQ/edit?utm_content=DAFPKbx4Tm4&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton
- Website Mockup:
<https://docs.google.com/document/d/1QVYGENAZR1X8MrZbDIbCDDNROD-wTrPgFE3CqCZF3rQ/edit>
- [Banner Link](#)
- [Video 1 Link](#)
- [Video 2 Link](#)
- [Alumni Promotion Block:](#)
- [Alumni Promotion Block #2](#)
- [Website V.2 Mockup](#)

V1 Product Distribution

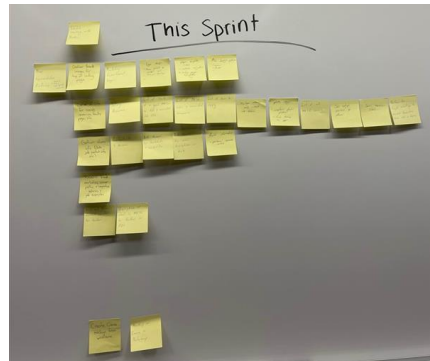
Screenshots

Version 1:



Descriptions, Links & Dates

- 10/12: First meeting for Web Page Ideation
- 10/15: Product backlog for web page created
- 10/17: Information document for Heather (web page developer) completed:
<https://docs.google.com/document/d/13OjgCaaaCOld2kIFFu5k79HweDnWKRKMgt924uKtlss/edit>
- 10/19: Wireframe completed:
https://www.canva.com/design/DAFPKbx4Tm4/xoHAa3PDDDBEtNIEGQBF9BO/edit?utm_content=DAFPKbx4Tm4&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton
- 10/20: Meeting with Heather to develop web page
- 10/21: Web page is live:
<https://cbe.wvu.edu/fmkt/welcome-potential-marketing-leads>



Welcome Potential Marketing Students




What Is Marketing?

There are many facets of marketing that range from social media influencing to data gathering/analysis. It's a wide and diverse field that often gets boiled down to sales and advertising. The goals of marketing are more correctly defined as producing, communicating, and offering value to businesses and their customers. As a marketer, you would learn how to conduct research and form strategies that provide that value.

Connect with Professionals





V1 Product Promotion

Screenshots



Descriptions, Links & Dates

- 10/28 - Teams meeting for promotion ideas
- 10/31 - Graphics run for Halloween promotion on social media
- Editorial Calendar
https://docs.google.com/spreadsheets/d/14lshuYxyNzLQg8OE67Cwx3TwvAkUikm_9rAPsbQp0pA/edit#gid=284674515



V1 Product Promotion

Screenshots



Descriptions, Links & Dates

- 10/28 - Teams meeting for promotion ideas
- 11/4 - Sarah Magno Instagram promotion runs on social media
- Editorial Calendar

https://docs.google.com/spreadsheets/d/14lshuYxyNzLQg8OE67Cwx3TwvAkUikm_9rAPsbQp0pA/edit#gid=284674515

MARKETING
PROGRAM



V1 Product Promotion

Screenshots



Descriptions, Links & Dates

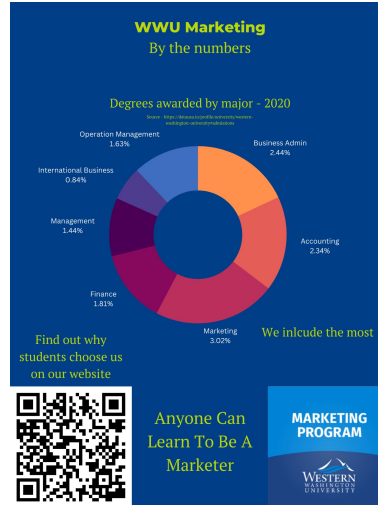
- 10/28 - Teams meeting for promotion ideas
- 11/5 - Devon Nyberg promotion runs on social media
- Editorial Calendar:
https://docs.google.com/spreadsheets/d/14IshuYxyNzLQg8OE67Cwx3TwvAkUikm_9rAPsbQp0pA/edit#gid=284674515

MARKETING
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V1 Product Promotion

Screenshots



Descriptions, Links & Dates

- 10/28 - Teams meeting for promotion ideas
- 11/4 - Rough Drafts for posters made
- Chat link: [Bryant Welch: Here are the first drafts of the posters for the "by the numbers" one I...](#)



V1 Product Promotion

Screenshots



Finding a career can feel scary, but it doesn't have to be!

Anyone can find their passion in marketing! Want to be in a job that is creative? How about one that is analytical? Want to do your own research?

"When I started in marketing I didn't know what I wanted to do and was feeling lost about how to find my passion, and this is why I created this webpage with my Integrated Marketing Communication's Team. So others can find their passions!" - Annika Cable

Check out the new marketing website for careers and connections you can find here at WWU!

[Click here!](#)

Let's ask a marketer here at WWU

The Western Washington University Marketing Program has asked marketing students graduating and recent graduates what they thought about finding a career in marketing.



How much would this website have helped you to find your path?

"It wouldn't have been very helpful for me but that's because I'd already decided on marketing as a high school freshman/sophomore."

How I found what I was doing for a job in marketing from the marketing program...

"I do, the marketing program has definitely expanded my understanding of what marketing is. Going into the program, I knew marketing was more than advertising/promotion but I wasn't all too clear on what more it was. I went into the program thinking that I really wanted to the creative side of marketing but, I think something in the one-two punch of MKTG 381/382 permanently rewired my brain because my focus has taken a hard shift towards the analytical/technological aspects.

I definitely came into WWU CBE very bitter that I hadn't gotten into a "more competitive" school but, having reflected on it, I honestly don't know if I would've been able to stay in a business major if I hadn't gone to a school like Western. I think business schools get a lot of flak for tending to have kind of, like, a capitalist-boot-strap mentality but I feel like Western CBE resembles that description far less than the majority of business schools."

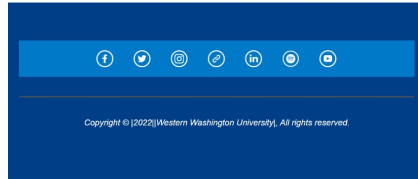
My plans after graduation are...

"I'm not super set on a career path yet but I think I want to do something that focuses on improving customer/user experience to build a brand that speaks for itself to some degree. I really enjoy thinking about how a user will interact with a product or service and how that experience can be iterated and improved upon. I'm definitely interested in UI/UX but it's not something I currently have the skillset for and I'm kind of too late in my degree to pick up a minor.

Either way, I'm fairly confident that I want a position that involves some amount of data analytics at a company that recognizes the value in using data to inform strategic decisions. I think I'll be most satisfied in a job that requires a good mix of analytical and creative work, leaning more towards the analytical."

Anna Sandell is a soon to be Graduate here at WWU and currently works for Guide Property Services as an Operations and Marketing Intern. She has worked in Advertising, Sales, Operation and Marketing.

[Check out her LinkedIn »](#)



Descriptions, Links & Dates

- 10/28 - Teams meeting for promotion ideas
- 11/7 - Email promotion of V1 with Anna Sandell

MARKETING
PROGRAM



V1 Product Promotion

Screenshots



Feeling lost these days?



**Finding your path can be scary,
but it doesn't have to be!**

Check out our new website with resources to different jobs in marketing and connections to WWU alumni. Anyone can find their passion in marketing.

"When I started in marketing I didn't know what I wanted to do and was feeling lost about how to find my passion, and this is why I created this webpage with my Integrated Marketing Communication's Team. So others can find their passions!" - Annika Cable

Check out our website for potential marketing students

[Click here!](#)

Let's ask the marketers

The WWU Marketing Program has asked marketing students graduating and recent graduates what they thought about finding a career in marketing.



Bianca Slamet

Bianca is a soon to be graduate here at WWU with Marketing Intern experience in Event Marketing, Marketing Research, and Social Media. She has been working for the last two years as a Program Assistant for WWU that allows her to dabble in Video Editing, SEO, Content Marketing, and Social Media.

How much would this website have helped you to find your path?

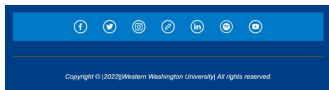
"This website would have helped define a few career pathways/ job titles within marketing that I might not have known as a pre-major."

How I found what I was doing for a job in marketing from the marketing program...

"The marketing program helped me in finding my career path because of the applied aspect of a few classes. This helped me in applying my marketing skills to class/school-related projects but also helped me create my own personal brand and apply that in my job-hunt."

My plans after graduation are...

"To work in the hospitality/food and beverage industry in Seattle and hopefully build my own restaurant/bar one day!"



Descriptions, Links & Dates

- 10/28 - Teams meeting for promotion ideas
- 11/7 - Email Promotion of V1 with Bianca

MARKETING
PROGRAM



V1 Product Promotion

Screenshots



Anyone can be a marketer!



Finding a career can be scary, but it doesn't have to be!

Check out our new website with resources to different jobs in marketing and connections to WWU alumni that show you how anyone can find their passion in marketing.

Potential Marketing Students Website

Anyone can be a marketer!

The Western Washington University Marketing Program has asked marketing students graduating and recent graduates what they thought about finding a career in marketing.



Arnav SenGupta

How much would this website have helped you to find your path?

This website is super helpful! It would have helped me decide better in my freshman year what I wanted to do. I think the section with all the skills is a smart addition.

How I found what I was doing for a job in marketing from the marketing program...

I think the marketing program has helped me narrow down potential career paths. I would love to go into something creative like content marketing or media production, but I also enjoy the research side. I wouldn't have learned that without the courses I've taken.

My plans after graduation are...

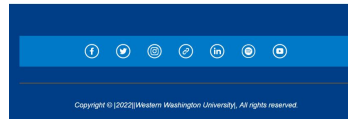
My plans after graduation are hopefully to work for a creative agency and build professional experience. Arnav is an upcoming graduate here at WWU who was part of the Spring 2022 SMA Case Competition winning group. He has had a career so far as a Marketing and Communications Intern as well as a Content Creation Intern.

[Check out his LinkedIn »](#)

Here we value showing students that anyone can be a marketer!

We want to help you make sure your journey feels just as important to you as it is to us. Don't believe us that ANYONE can be a marketer? Check out our marketing website to learn more about the things you can do with marketing!

Potential Marketing Students Website



Descriptions, Links & Dates

- 10/28 - Teams meeting for promotion ideas
- 11/7 - Email Promotion of Arnav with V1

MARKETING
PROGRAM



V1 Product Promotion

Screenshots



Anyone can be a marketer!



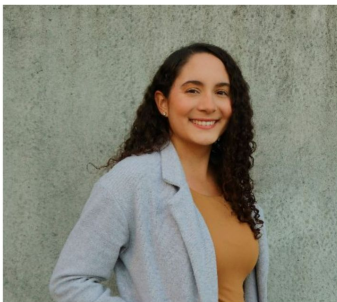
Finding a career can be scary,
but it doesn't have to be!

Check out our new website with resources to different jobs in marketing and connections to WWU alumni that show you how anyone can find their passion in marketing.

Potential Marketing Students Website

Let's ask the marketers

The Western Washington University Marketing Program has asked marketing students graduating and recent graduates what they thought about finding a career in marketing.



Mariana Urrea

How much would this website have helped you to find your path?
Probably a lot! I've always been the type of person that seeks out my own information but having a hub where I can see some of the transferrable skills I will learn before deciding on a major is so beneficial. The job titles sections is also extremely helpful as often times it can be hard to know how to start looking for jobs so having example job titles is a great starting point.

How I found what I was doing for a job in marketing from the marketing program...

The marketing program definitely helped me explore my passions and interests that I seek in my career path. I was able to explore this through connecting with alumni and listening to their experiences at events. I was also able to explore this through the electives I took and the two internships I completed for class credit. The immense support I have received from the marketing faculty has also allowed me to better explore my career path.

My plans after graduation are...

To seek out opportunities in brand marketing, digital marketing, or integrated marketing communications with a focus on travel, fashion, or self-care but I am also open to any opportunities.

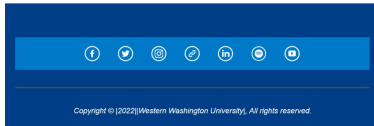
Mariana is a soon to be graduate here at WWU with her hands in just about everything! Already in her career she has jumped from Student Advocate to Social Media Assistant to Content Marketing Management Editor for AIMC here at WWU. She has also worked as Assistant Producing Director and Fundraising Intern for Bellingham TheatreWorks, and she is currently a Marketing Intern at Moon Valley Organics. Mariana is a Give Day recipient which makes her process here at Western even more possible and she will go on to do great things!

[Check out her LinkedIn »](#)

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Potential Marketing Students Website



Descriptions, Links & Dates

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- 11/7 - Email Promotion of Mariana with V1

MARKETING
PROGRAM



V2 Product Build

Screenshots

Build Your Marketing Career and Connections

MARKETING PROGRAM
STUDENTS & PROFESSIONALS
CONNECTED FOR SUCCESS

Western V2 Agency Marketing

IN-HOUSE VS. AGENCY MARKETING!

Watch on YouTube

What is Marketing?

There are many facets of marketing that range from social media influencing to data gathering/analysis. It's a wide and diverse field that often gets boiled down to sales and advertising. The goals of marketing are more correctly defined as producing, communicating, and offering value to businesses and their customers. As a marketer you would learn how to conduct research and form strategies that provide that value.

Which Area Of Marketing Is Right For You?

Are you interested in marketing?
Take this short quiz to figure out which areas of marketing might be best for you!

Marketing Skills Students Can Learn

- 1. Analytics tools**
Marketing professionals, particularly those focused on digital marketing efforts, need to be able to gauge how effective these efforts are. Knowledge of how to use tools like Google Analytics® helps make that possible.
- 2. Social media**
Whether you love it or hate it, social media plays an important role in modern marketing efforts. Marketers need to understand the differences between platforms and what tactics may be effective for the medium.
- 3. Digital marketing**
Digital marketing encompasses a wide range of tactics and strategies enabled by the internet and electronic devices. This runs the gamut from paid search engine advertising to website optimization efforts and much more.



Reema Patel
Operations Manager at Meta
LinkedIn



Lia Wietick
Brand Marketing Associate, Funko
LinkedIn



Descriptions, Links & Dates

- 11/7 Team meeting to discuss product
- 11/11 Wireframe completed:
<https://docs.google.com/document/d/1QVYG-ENAZR1X8MrZbDibCDDNROD-wTrPgFE3CqCZF3rQ/edit>
- 11/11 Sent Heather wireframe document
- 11/12 - V2 web page live
<https://cbe.wvu.edu/fmkt/build-your-marketing-career-and-connections>

MARKETING
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Sprint 4

Evaluate V1, Distribute V2, Promote V2, Build V2

WWU Marketing Program
Underrepresented Potential Student
Web Page

11/7-11/21

MARKETING
PROGRAM



Evaluate: V1 Analytics Overview

Distribution Results

No analytics were covered on the launch of website 1

We could try for viewing of clicks and webpage visits, but we don't exactly have reporting on this and haven't promoted the product yet.

We have evaluation from the Executive Team, however.

Promotion Results

Inconclusive

Evaluation from Executive Team:

<https://wwu2.sharepoint.com/:p:/r/sites/Fall2022AppliedIMC/Shared%20Documents/Product%20Team%201%20-%20Savannah/V.%20%20Product%20Assets+Resources/V.1%20Product%20Feedback.pptx?d=wb63564a128d540248f89b636a13dce9a&csf=1&web=0&F4P1u>

V2 Product Distribution

Screenshots

Build Your Marketing Career and Connections

MARKETING PROGRAM
STUDENTS & PROFESSIONALS CONNECTED FOR SUCCESS

Western V2 Agency Marketing

IN-HOUSE VS. AGENCY MARKETING!

Watch on YouTube

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Marketing Job Hierarchy

Specialists	Manager	Director	Executive
A	D	K	A
HIGHLY SKILLED	ORGANIZER	ADMINISTRATOR	C-SUITE

WESTERN WASHINGTON UNIVERSITY MARKETING PROGRAM

Specialist & Coordinator Job Titles

Entry-level titles in the marketing industry are usually considered specialists or a coordinator. Specialists/coordinators are people who have specialized knowledge within a particular subject area. People in these roles are in charge of carrying out the everyday tasks of a marketing plan.

Content Marketing Specialist

Responsible for creating, editing, and strategizing content such as blogs, videos, social media, emails, and more. They make sure content is relevant, easy to find, and interesting to the target audience.

- Salary: ~\$60k/year
- Salary Resource
- Salary Resource

Marketing Communications Specialists

Responsible for communicating and promoting a consistent company strategic plan at all events and published media.

- Salary: ~\$60k/year
- Salary Resource
- Salary Resource

Connect with Alumni Professionals

Reema Patel
Operations Manager at Meta

LinkedIn



Lia Wietick
Brand Marketing Associate, Funko

LinkedIn



Descriptions, Links & Dates

- 11/11: Web page information content for Heather completed
- 11/11: Web page sent to Heather for development
- 11/12: Web page is live
<https://cbe.wvu.edu/fmkt/build-your-marketing-career-and-connections>

MARKETING PROGRAM



V2 Product Promotion

Screenshots



Descriptions, Links & Dates

- 11/15 - “By the Numbers” Promotion Poster for V2 (final version)
- 11/15 - “Picking your major can be daunting” Promotion Poster for V2 (final version)
- 11/15 - “Brick by Brick” Promotion Poster for V2
- 11/21 - V1 emails for V2 (Bianca)



Content Team

WWU Marketing Program Alumni Page

V3 Build

- https://docs.google.com/document/d/15jX3iVABVg0278ykpcZ2ugMf7IvL_7lx6TAaD4wac3I/edit
- https://www.canva.com/design/DAFTZWYh-QQ/t4cCk0lgMERvgAHIN7wXCw/edit?utm_content=DAFTZWYh-QQ&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Sprint 5

Evaluate V2, Distribute V3, Promote V3

WWU Marketing Program Alumni Web Page

11/21-12/05

MARKETING
PROGRAM



Evaluate: V2 Analytics Overview

Distribution Results

- We could gather page visits and bounce rate if we had GA4

Promotion Results

- No evaluation of posters
- Need further research for web analytic clicks of website and further promotion research with GA4 for further reporting in future
- 1 email was sent out on 11/23, and was given a MailChimp Email report. Bianca for V2 promo:
<https://drive.google.com/file/d/1VGI8pDLrwKVTwyLdcKk0hPFTMrZZ6shI/view?usp=sharing>
- 3/4 emails are for future use

V3 Product Distribution

Screenshots

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Descriptions, Links & Dates

- 11/16 Team meeting to discuss product
- 12/1: Wireframe completed
https://www.canva.com/design/DAFTZWYh-QQ/t4cCk0lgMERvgAHIN7wXCw/edit?utm_content=DAFTZWYh-QQ&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton
- 12/1: Information document for Heather completed
https://docs.google.com/document/d/15jX3iVABVq0278ykpcZ2ugMf7JvL_7lxGTAd4wac3I/edit
- 12/4: Web page live:

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V3 Product Promotion

Screenshots

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Descriptions, Links & Dates

- 12/01: Makenna promotion created: [What Do You Love About The WWU Marketing Program.MP4](#)
- 12/02: Podcast promotion created [https://www2-my.sharepoint.com/:v/g/personal/pazz_wwu_edu/EUNtdMuPeI5GhaWYKrA9JfwBL_hBgRjGdGZz5IWZ4NWF0A](#)
- 12/05: Makenna promotion live:
- 12/06: podcast promotion live:
- Editorial calendar: [https://docs.google.com/spreadsheets/d/131shuYxyNzLQg8OE67Cwx3TwvA/edit#gid=284674515](#)



Sprint 6

Evaluate V3, Final Campaign Results for Client

WWU Marketing Program Alumni Web Page

12/05-12/09

MARKETING
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Evaluate: V3 Analytics Overview

Distribution Results

- Do we have a way of looking at how many people visited the webpage?

Promotion Results

- McKenna's Promotion:
- Podcast Promotion:

Evaluate: V1-3 Insights

Distribution Insights

<Enter here>

Promotion Insights

- Sarah testimonial promotion: 23 likes, 2 comment, (blank) views, traffic to website inconclusive,
- Devon testimonial promotion: 19 likes, no comments, (blank) views, traffic to website inconclusive...
- Poster promotion: how many people accessed the QR code to the website??
- Bianca Email promotion report:
<https://drive.google.com/file/d/1VGl8pDLrwKVTwyLdcKk0hPFTMrZZ6shI/view?usp=sharing>
- Makenna promotion:
- Podcast promotion:

Final Recommendations

WWU Marketing Program Underrepresented
Potential Students & Alumni Web Page

MARKETING
PROGRAM



Recommendations

What can we improve by:

Stop Doing (because it added no value):

- Instagram posts - this would be great if we were promoting to people who are already marketing students but we are promoting to potential marketing students
- Posters - We don't really have a way
 - Both of these have not been tracked and would need further insights to get more information and this is specifically why I chose to use mailchimp because it is very important tool for not only automation, but awareness and fast real time reporting
 - We also have no way of tracking the year status (freshman or sophomore) for either of these for the potential marketing students page or the alums therefore we have no insights that show us if we are targeting our specific audience
 - Reminder: you can track demographics for age with social, but even then there are 20 year old graduates like Jon Vinz Dublan that are seniors then we would be tracking the wrong person (this is always a possibility)

Start doing (because it added more value):

- Implement Google Analytics on webpages

Do more of (because it worked so well):

- Email because it had 223 people sent with 86 opens (36%), 6 clicks, and repetition will spark action. It might be **the email copy needed fixing** because we sparked engagement with 150 people opening and 86 staying, but some subscribers opened this 4-6 times making it a keen revisit. 18 people clicked to the website total with 6 unique visits
<https://drive.google.com/file/d/1VGI8pDLrwKVTwYLdcKk0hPFTMrZZ6shI/view?usp=sharing>
- Email is great for awareness and knowledge but needs further application to the product to gain liking and preference
- LinkedIn for the alums page because that is the one place they respond to WWU Marketing promos

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