



Edge Hill University

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## **Digital Marketing - keeping it ahead of the rest**

Roy Bayfield  
Director of Corporate Communications & Student Recruitment

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# Beyond digital

- Invisible computers
  - Digital lives
  - Digital marketing is mainstream marketing
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# Three areas to focus on

- People stuff
- Brand stuff
- Marketing stuff



# People stuff

- **Having quality conversations**
  - **Helping your customers communicate with each other**
  - **Inspiring and influencing other people's communication**
  - **Reaching all of our audiences**
  - **Playing**
  - **Training, developing, leading and managing staff**
  - **...getting your hands dirty**
-

# **Brand stuff**

- **Reflecting your brand personality online**
  - **Managing your image**
  - **Creating constant streams of content**
  - **Making your key messages shareable**
-

# Marketing stuff

- Integrating online and offline marketing communications
  - Communicating through the recruitment lifecycle
  - Being efficient
  - Monitoring and maximising online impact
  - New ways to do old-school marketing communications:
    - Creating awareness
    - Fulfilling information needs
    - Building interest
  - Harvesting marketing information
  - Delivering real benefits
-

# What do we do?

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## This Week

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Andy Noakes



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## Video

1 video

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### Edge Hill University TV Advert

0:29 Added over a year ago

1 fan video

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Lady Margaret @  
Liverpool's Carnage 07/08



**Edge Hill University** New! Student journal inspired by @mexink  
<http://bit.ly/3KR9W1>

26 October at 13:02 via Ping.fm · Comment · Like



**Edge Hill University** Roy Bayfield at the filming of the new Edge Hill TV Advert in the University Library.



### Roy Bayfield at the filming of the new Edge Hill TV Advert

Source: [www.youtube.com](http://www.youtube.com)

Recorded on October 25, 2009 using a Flip Video camcorder.

25 October at 19:42 · Comment · Like · Share



**Edge Hill University** Filming for the new Edge Hill TV advert.



25 October at 13:48 via Facebook Mobile · Comment · Like · Share



**Edge Hill University** Filming for the new Edge Hill TV advert.

### Wall Photos



25 October at 13:48 · Comment · Like



**Edge Hill University** On this day in 1642: the Battle of Edgehill:  
<http://bit.ly/edgehill1642> (But that's nothing to do with us - we've got a space in our name!)

### The 23rd of October 1642 AD, Battle of Edgehill, famous dates in History

Source: [bit.ly](http://bit.ly)

On The 23rd of October 1642 AD Battle of Edgehill, learn about famous dates in UK History in Warwickshire

23 October at 16:04 · Comment · Unlike · Share

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**Why Study English**

It contains information and advice about preparing for uni, what it's like to study **English**, and the opportunities an **English degree** may create for you. ...

[www.whystudyenglish.ac.uk/](http://www.whystudyenglish.ac.uk/) - [Cached](#) - [Similar](#) -

**English - What can you do with a degree in English?**

10 Sep 2007 ... Although what I am doing now would seem to have no obvious connection with having an **English degree**, I feel I have benefitted greatly from ...

[www.dundee.ac.uk/english/futurestudents/whatcan.htm](http://www.dundee.ac.uk/english/futurestudents/whatcan.htm) - [Cached](#) - [Similar](#) -

**English Degree - The Student Room**

11 posts - Last post: 1 Sep

**English Degree** Where GCSE, A Level and university students share academic and social knowledge: from study help, to choosing a university, ...

[www.thestudentroom.co.uk/wiki/English\\_Degree](http://www.thestudentroom.co.uk/wiki/English_Degree) - [Cached](#) - [Similar](#) -

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WhatUni - Student



Help, advice and a taste of life at Edge Hill University...



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## Town Takeover by Viki



Published: 8 November 2009

Finding student fees already too high? What if the government decided uncap the fees? University could charge what they want! This is scary stuff! Edge Hill took stand and went down to Liverpool to meet other universities in a protest called Town Takeover! Join the NUS supporting universities in the fight against the plan [...]

## Support in University by Natalie



Published: 5 November 2009

Whilst on a nursing course you do have lots of support – this goes for all the courses within the university actually but I can only talk from the perspective of nursing. When you arrive at the university you are designated a personal tutor who is there both academically to help and also any personal issues! [...]

## Numeracy Skill test for QTS by Toma



Published: 5 November 2009

# What do we do

- Hire people with social networking skills
  - Create internet-friendly news
  - Enhance CRM systems whilst keeping old-school people skills
-



# Questions

- Is digital marketing important – do we need to ‘keep ahead’?
  - What digital priorities do we have
    - Next week?
    - Next year?
  - What obstacles do we face implementing digital marketing in HE?
  - What’s the next big thing?
-