

Edge Hill University

Digital Marketing - keeping it ahead of the rest

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Beyond digital

- Invisible computers
- Digital lives
- Digital marketing is mainstream marketing

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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Video

1 video



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Lady Margaret @ Liverpool's Carpage 07/08



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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

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



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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

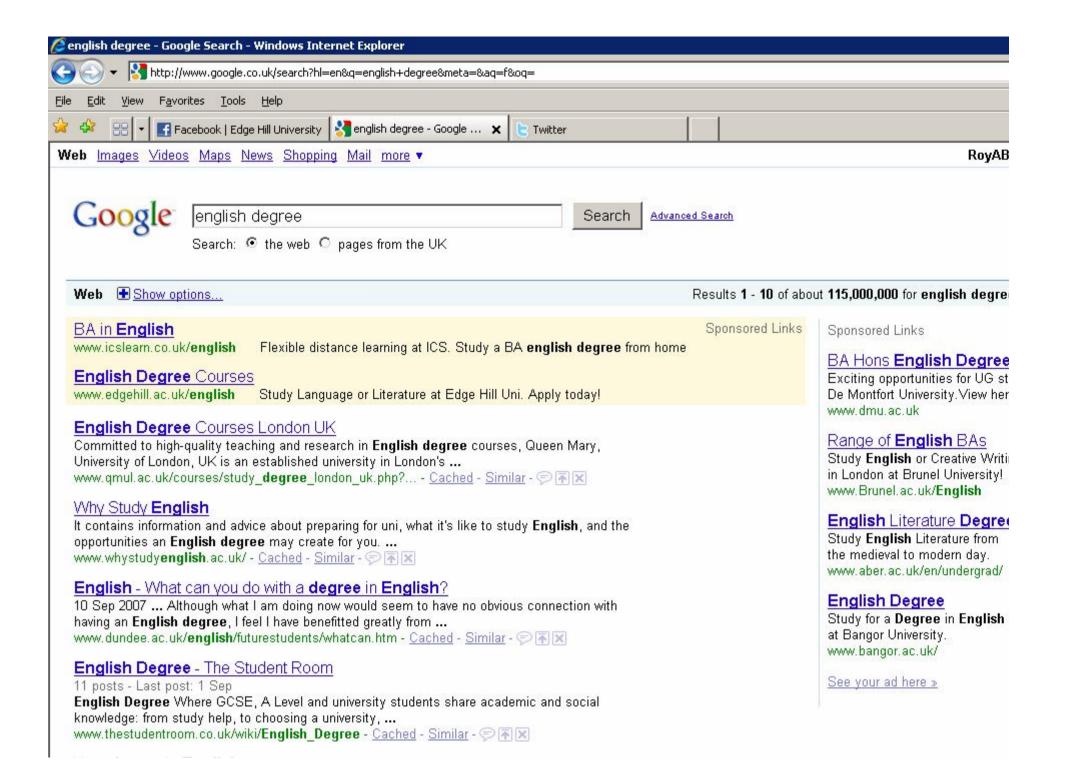
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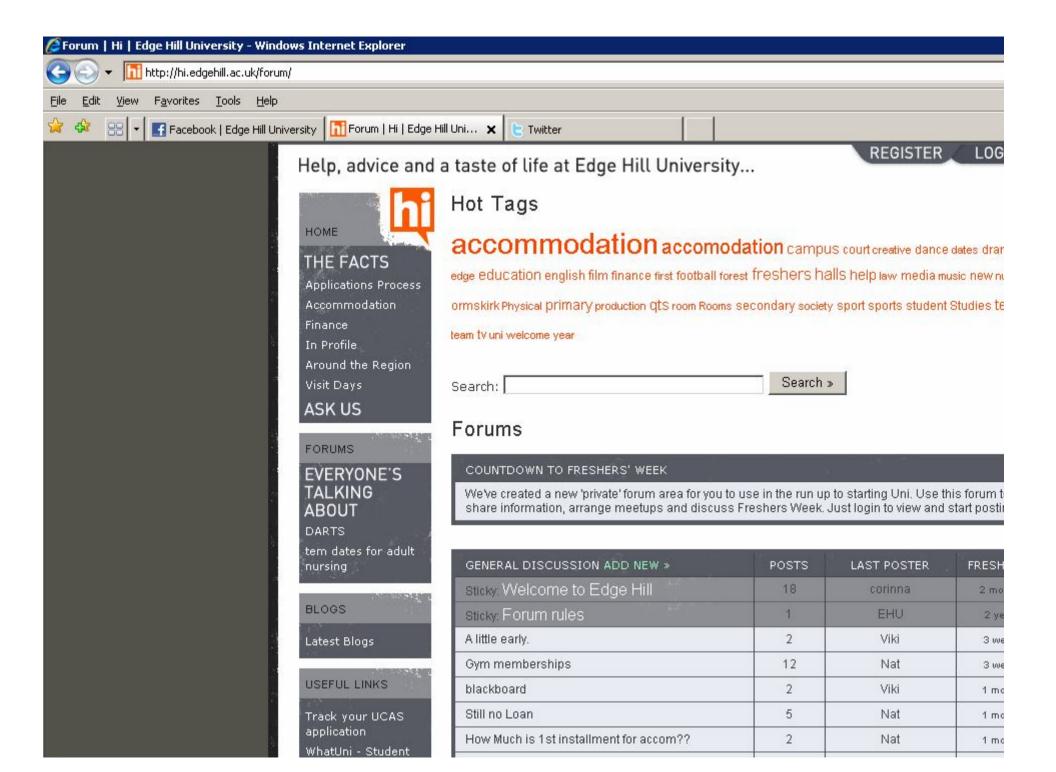
On The 23rd of October 1642 AD Battle of Edgehill, learn about famous dates in UK History in Warwickshire

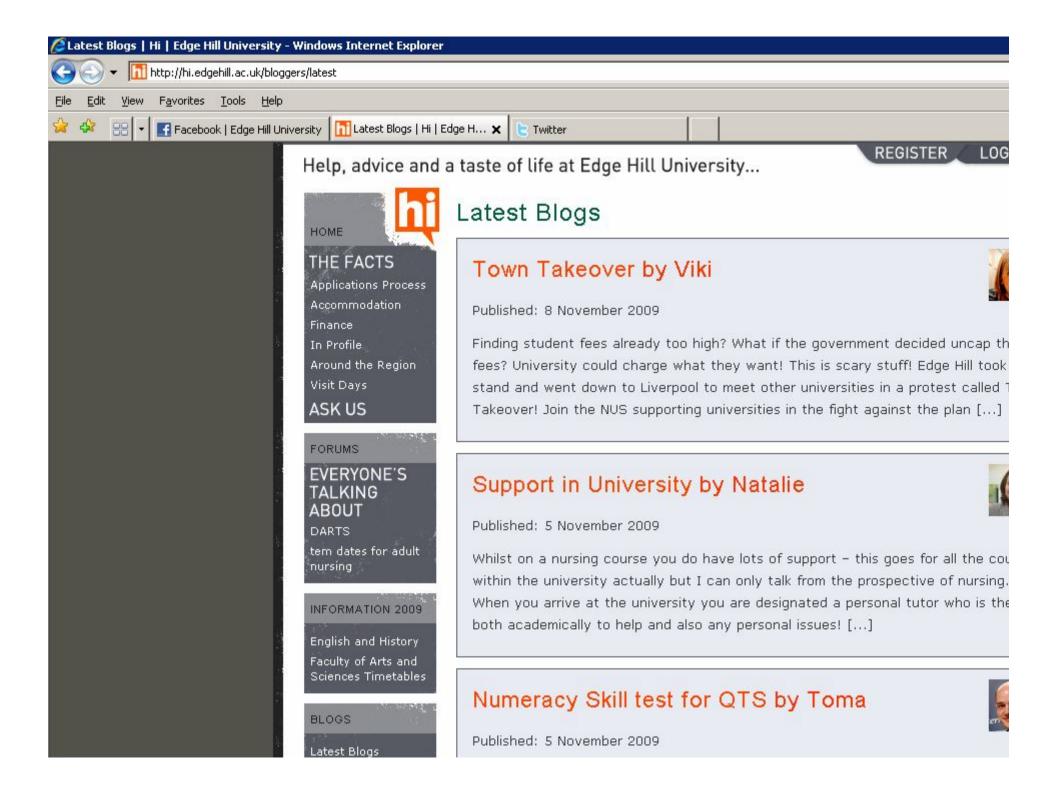


23 October at 16:04 · Comment · Unlike · Share









What do we do

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