



NEW
COLLEGE
LANARKSHIRE

BRAND & COMMS DASHBOARD

4 NOVEMBER 2022 – 31 JANUARY 2023

HIGHLIGHTS & PRIORITIES

- Launched applications and promotions for August 2023 courses
- Overseen the launch of free shot courses for NLC, SLC and NHS
- Compiled short course brochure and organised maildrop to 90,000 to celebrate NCL 10th Anniversary
- Several events planned including Head Teachers event and NCL Foundation Launch
- Planning underway for March NCL Community Open Days
- NCL 2022 Graduation at Royal Concert Hall
- Filming with Shaka Social to promote August courses with new video content
- Awarded tender for new NCL website with work on planning and creation starting imminently

BRAND

Collation of August courses as well as promotion started in this period. New assets were created along with paid social media and Google ads promotion taking place.

January 2023 promotion continued and came to an end with a widespread billboard campaign with the 'pay close attention' strapline. NCL's free course launch was organised and rolled out within this period, as well as planning for our 10th Anniversary Community Days.

DESIGN

670

design jobs were carried out in-house for departments across the college, including 821 individual materials within those projects.

SOCIAL MEDIA

Throughout this period we have focused on creating quality content across our platforms for our audience. Paid promotional activity was also implemented for our August 2023 campaign.



Facebook profile visits

- Over 220,000 organic impressions
- Over 1.2m paid impressions

Most popular posts:

- NCL students perform at Hydro
 - » Childcare Applications now open
 - » Broadwood Sports Event



- 75k impressions
- Over 500 likes and 300 retweets



- 6800 profile visits
- 208 new followers added
- 50,000 accounts reached

COMMS



- Stories including students performing at the Hydro, 250 girls taking part in a sports day at Broadwood and Ann Brown judging at pastry competition



- 165,000 visits on The Clan
- New strategy 2025 document uploaded to the staff intranet

Communications activities also included:

- Wholesale national press coverage on Broghan performing at the Hydro, including appearances on BBC, STV, and a range of radio stations.

RECRUITMENT CAMPAIGNS

NCLs August 2023 recruitment campaign got underway with digital marketing methods being the primary focus at launch stage.

January 2023 recruitment and promotion also came to a close, with a mix of marketing methods, including strong physical billboard presence across Lanarkshire and Glasgow, with a key spot at Glasgow Queen St. station. The 'pay close attention' worked well with NCL enjoying a significant rise in January enrolments.

Planning is underway for promotion of our free course launch, with a maildrop taking place w/c 27th February, hitting 90,000 doors across Lanarkshire.

Further activity was also carried out throughout the campaign period, including:

- Lead generation
- Direct email
- 12-month paid SEO strategy
- PPC audit and paid strategy
- Organic social engagement
- Radio sponsorship
- Out of home media
- Postcode Geo-targeting

EVENTS

- NCL 2022 Graduation
- Skills Scotland Exhibition
- Lanarkshire Larder school competition
- SA Re-freshers events
- International Partners Networking event