

MARKETING EFFECTIVENESS SUMMARY – AWARD SUBMISSION

Client



WILLIAMSON
COLLEGE of the TRADES
Founded 1888

Agency



The story of Williamson College of the Trades begs to be told.

Notavi Creative is honored to be partnering with Williamson College of the Trades to share its mission with multiple constituencies, including donors, alumni, and prospective students and their families.

Background information

Williamson College of the Trades is a 136-year-old trade school located outside of Philadelphia, PA, serving young men from disadvantaged backgrounds. Williamson not only trains young men in six in-demand trade skill areas, it also confers an Associate's degree upon completion of the three-year program. Along with trade skills, Williamson also instills leadership skills that prepare students for success in their careers and communities. Through the generosity of donors and alumni, Williamson provides 100% scholarships to all students.

Target Audience

Williamson's outreach is focused on multiple audiences, but primarily prospective students and their families, current and prospective donors, and alumni.



Objective

The objectives of the most recent marketing campaigns - designed and implemented by Notavi Creative in conjunction with Williamson's Institutional Advancement team - are to share Williamson's story through engaging videos, social media posts, an expanded website, and print/online materials.



Marketing Goals

- The outreach serves to introduce Williamson to prospective students and their families, while increasing engagement among thousands of alumni and creating interest within the trade industry about this educational institution and its offerings
- The campaign is also meant to help increase Williamson's endowment, which, as noted above, supports the school's mission of providing no-cost tuition to deserving young men.

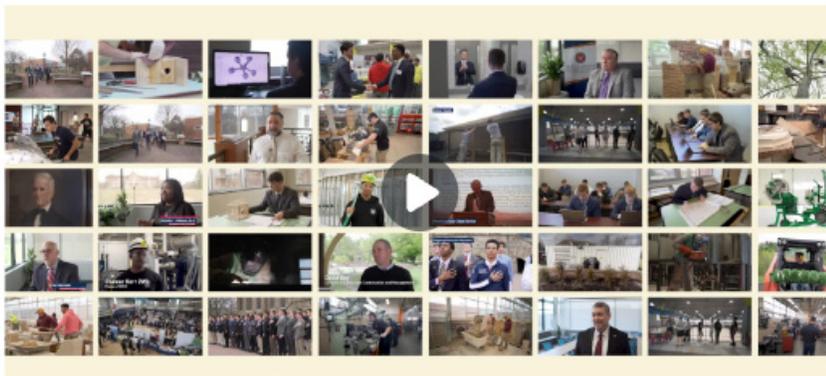
Marketing Challenges

1. Williamson accepts 125 freshmen every year. The school is at capacity for housing any new students, even with a new, donor-funded dormitory. In fact, a key goal of ongoing fundraising is to increase the endowment to be able to accept and house more students. This reality means the messaging to prospective families had to consider that increasing enrollment is not a current objective.
2. Williamson targets deserving high school students from underprivileged backgrounds for three-year scholarships. Notavi was sensitive, when telling the students' stories, to focus NOT on their circumstances, but on how Williamson is empowering them to lift themselves out of those life circumstances, while making them feel respected.
3. As the school is a non-profit, Notavi worked with a conservative budget to create a comprehensive awareness campaign. All work was done internally by the Notavi team, with no paid media or paid advertising.
4. During the development of campaign materials, the school was in the middle of gaining a new accreditation, which required close attention to accreditor's rules, and keeping tabs on messaging in various materials that were being released at multiple stages of the accreditation process.



Marketing Methods and Strategies

- Notavi brainstormed and developed seven Focus Areas to share key messaging via multiple platforms. Each involved creating:
 - framework for the key messaging and important topics that needed to be addressed within each area
 - an email blast with a Notavi-written letter from the President
 - a one-pager that was included as a .pdf online and in printed materials (visitor packets, grant proposals, donor materials)
 - a video with interviews (in person and Zoom) and b-roll
 - a social media campaign with Facebook, Instagram, and LinkedIn content and graphics
 - updates to the school's website to promote the content of the Focus Areas
- During the development of the Focus Area content, Notavi suggested an unplanned addition to take advantage of a high-profile visit to the campus by a notable supporter, acting as commencement speaker. A separate Focus Area was quickly created to capture the commencement event, plus a Q&A with the speaker (a well-known television personality with a deep connection to and interest in trade education).
- Notavi is also working with a media consultant on media pitch ideas to get the Williamson story out to broader mainstream media.
- The Focus Areas, once approved, were released over the course of a year, following a jointly produced calendar. Notavi collaborated with Williamson leadership to keep the releases on track, and switch release dates where needed.
- Notavi and the Williamson Institutional Advancement team spent a great deal of time planning video shoots and setting up logistics to have video content that could be utilized in various ways for a three-year timespan - this includes spending two days onsite meeting with school and departmental leadership to review work to date and create and prioritize high-level messaging for the rest of 2024 and begin planning for 2025.



Key topic areas video features



Specific department/colleges/program videos



Promo video - long format and short format for social

Marketing Results and Outcomes

The Focus Area campaign has been well received by internal and external audiences with new touchpoints and outreach. Since the launch of the campaign in January 2024:

- **Increased Giving**
 - At least one prominent donor who had not contributed in many years made a substantial donation of \$120K after seeing, and reacting favorably to, one of the many videos Notavi had produced.
 - The Institutional Advancement team has noted these assets are beneficial "tools in the toolbox" for ongoing outreach and new touchpoints.
- **Increased student applications**
 - 15+ percent increase in applications from prospective students over 2023 levels
- **Increased visibility**
 - Attracted the attention and involvement of prominent trade industry experts and social media influencers who support trade education and have shared the Williamson story with their audiences
 - Williamson Trustees have been trained to use the Notavi-produced marketing materials as they approach and attract prospective donors
- **Social media metrics**
 - **Website metrics**
 - ▶ New website users increased 304%
 - ▶ First time users who proceeded to the website's applications section increased 120%
 - ▶ First time users who completed an application increased 1,675%
 - **Facebook metrics**
 - ▶ Facebook page views increased 50% (40% in last 3 months)
 - ▶ Facebook total reach (# of unique people) up 12%
 - **Instagram metrics**
 - ▶ Grew Instagram followers by 100%
 - ▶ Instagram profile visits increased 59%
 - ▶ Instagram impressions up 83%
 - ▶ Instagram 'likes' increased 89%
 - ▶ 39,000 Instagram impressions in the last 30 days
 - **LinkedIn metrics**
 - ▶ Increased LinkedIn followers by ~20%
 - ▶ Achieved a high of 33,000 LinkedIn impressions in May 2024
 - ▶ LinkedIn Social Action (counts of likes, shares and comments) grew by 1,832%
 - **Email Marketing**
 - ▶ 44% Open Rate for initial 'Comprehensive Trade Education' email and 45% for follow-up 'Why the Trades' email
 - ▶ Number of Opens grew 34% over the year
 - **YouTube**
 - ▶ 14,000 YouTube views to date (2024)

Note: While the school has a robust Twitter presence, the platform does not provide metrics

