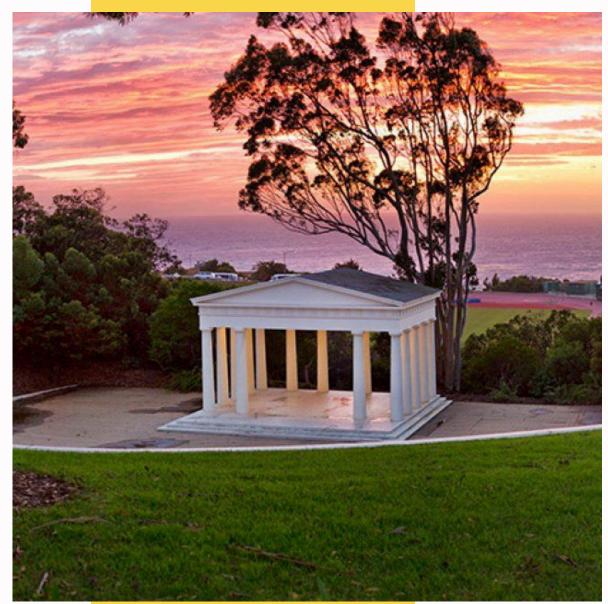


FSB DIGITAL MARKETING PLAN

Prepared by Emma Minier & Maddi Hanks



SMART GOAL

To increase online engagement of current PLNU Fermanian Business students by 25% by the end of 2024.

Measured through a combination of website & blog post interactions, social media engagement, and overall virtual participation.



UNCOVER

The **NEED**Fermanian Has to Offer!

Self Actualization

- According to Maslow's Hierarchy of Needs...
- full potential, personal growth, peak experiences
- motivated by values that maximize full potential

FSB's Role:

- The school's missions is as stated: "To provide high quality business programs that equip students to make a positive impact in their workplace and community by connecting purpose to practice."
- 3 in 5 college students say attending college allows them to pursue their passion and discover themselves.

Meet Ella:

CONNECT

Current market/evidence:

- College students are busy!
- Motivations
- Social Media Use



Persona

FSB's opportunity

- Recognizing Ella's busy life as a student, our plan focuses on delivering targeted & efficient content through LinkedIn, TikTok, & Instagram
- Resonate with Ella's goals toward academic success & career development while addressing limited time

ACTIVATE

Porter's Generic Strategy	Differentiation Focus			
Strategy Framework	<u>Channels</u>	<u>Tactics</u>	\$ Allocation	
Demand Generation	Website (owned)	Conversion Rate Optimization	\$0	
	SEO (owned)	Keyword Optimization	\$100	
	Social Media (paid/owned/ear ned)	TikTok, IG, Linked In & Influencers	\$500	
Demand Harvesting	Email (owned)	Build List	\$120	
	SEO (owned/earned)	Blog Posts	\$100	
	Paid Search (paid)	Google AdWords (free)	\$0	
Loyalty Building	Email (owned)	Weekly newsletter	\$160	
	Social Media (owned/earned)	User generated campaigns	\$0	
		Total:	\$980	

- Monthly budget: \$1,000 per month
- Utilize student resources to keep costs down
- Through these tactics, FSB can effectively gain attention and interest, create desire and action, and establish customer loyalty.



Undergraduate

Graduat

Online

About

Apply not

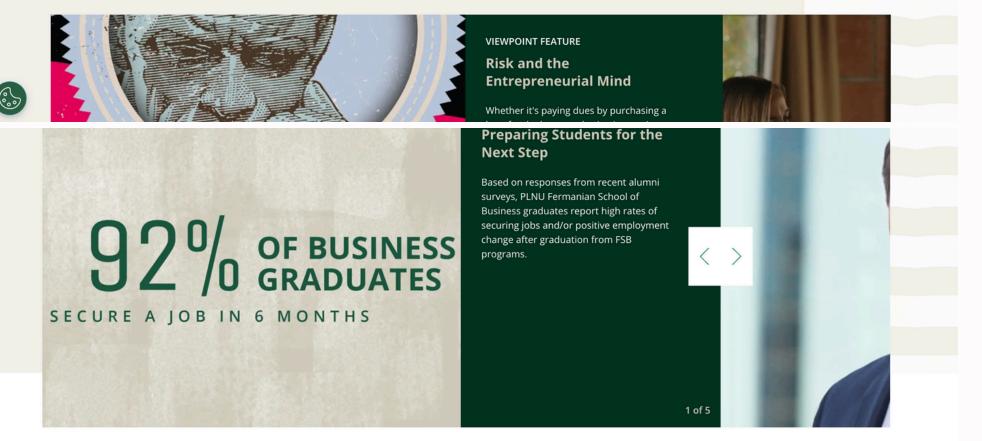
Search: keywords, names, et

Home > Schools, Departments & Colleges > Fermanian School of Business

Fermanian School of Business

■ There is a need for difference-makers in the marketplace — people who fully understand their unique passions and purpose, look for solutions where there are problems, are driven by creativity and innovation to find fresh ideas where none are to be found, and see people and communities for who and what they fully are. These individuals will pave the future of business today and tomorrow.

Challenging academics, strong personal development, and a values-based worldview have been the hallmarks of PLNU's holistic education since our founding more than a century ago. That tradition continues to this day in the Fermanian School of Business.



An undergraduate business major prepares you to become an effective business professional armed with the necessary knowledge, skills, and character on which to build a lifetime of selfless service and continuous learning. In the Daytime MBA for recent graduates, you'll meet the business world up close and personal, gaining the expertise and experience you need to hit the ground running. With the Evening MBA program for working professionals, you'll develop business knowledge and expertise that lifts and grows your career and enables you to inspire those around you.

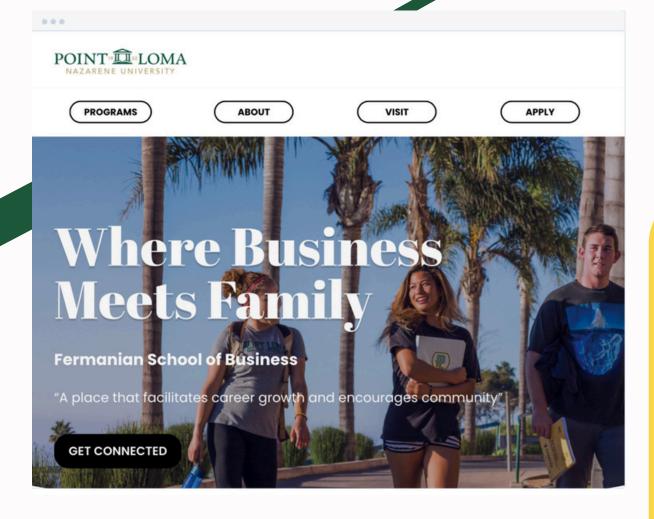




Current FSB Website

- Hard to scan
- No visual components
- Not customer focused
- No trust symbols

- What are you offering?
- Why should I pick you?
- What do you want me to do next?





Building Bonds, Driving Success

At the heart of our institution, where business meets family, our mission is to cultivate an environment where bonds are forged, nurturing not only professional success but the enduring ties that enrich lives. We are dedicated to empowering individuals with the knowledge, skills, and values required for thriving careers while fostering a supportive community that extends far beyond graduation. Together, we drive success, guided by the principles of trust, collaboration, and unwavering support, making our mark on the world of business and forging lasting connections in the process.



Landing Page

- Demand generation
- Designed to capture attention of current PLNU business students by fostering a sense of belonging
- "Business family"—call to action to join allows students to actually join the FSB digital community
- Clear, concise, & provides a quick & easy way for actual FSB to get connected



Voices of Fermanian School of Business







Randall Waynick 🛅





Assistant Dean

Frank Marshall Associate Dean

Fermanian School of Fermanian School of Business Business

ALL FACULTY

POINT LOMA



Our Community

Discover our impactful initiatives that are leaving a lasting impression on our

DISCOVER

3900 Lomaland Dr, San Diego, CA 92106

FOLLOW US



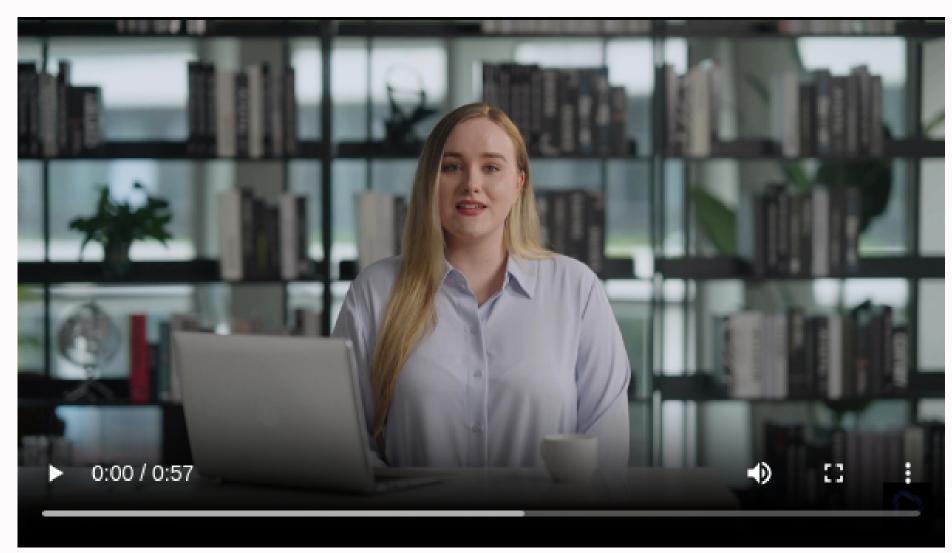






Keyword	Avg. Monthly Searches	Competition Level
Business Internship	1k-10k	Low
Networking	10k-100k	Low
San Diego Business	1k-10k	Low
Student Internship	100-1k	Low

Video Blog

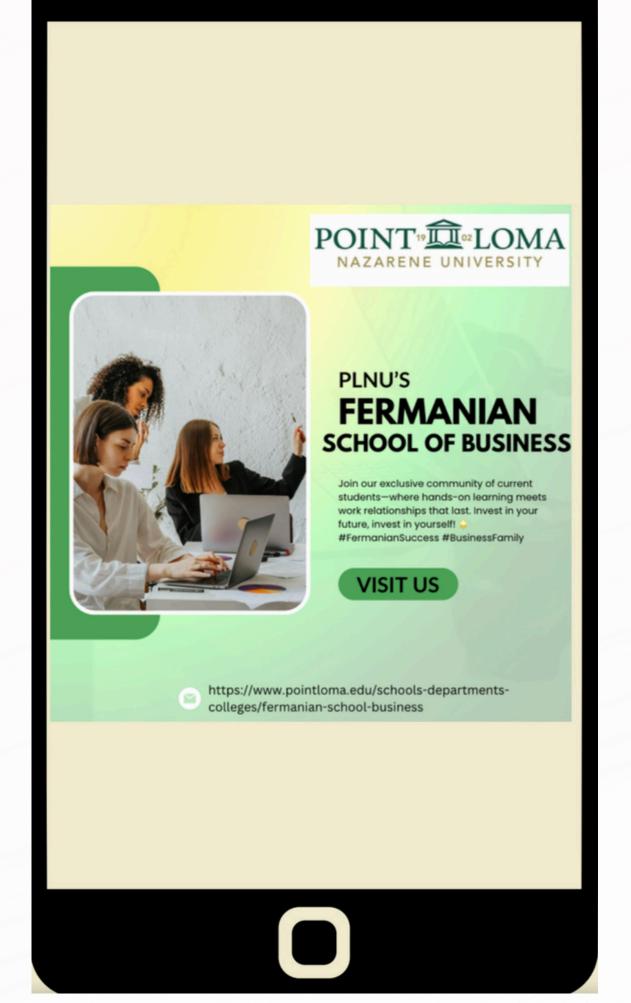




- Demand harvesting & loyalty building
- Al video generators
- Quick, engaging, & fun content!

Paid ads

- Demand harvesting
- Display advertisement
- Targeted messaging of joining exclusive community
- "Visit Us" call to action



Email marketing

- Demand harvesting and loyalty building
- Calls students to read the blog, building online community!

Unlocking Your Path to Internship Success: Check Out Our Latest Blog! Inbox x





Maddi Hanks <mhanks0021@pointloma.edu>

to me ▼

Dear FSB Students,

Are you eager to kickstart your career with a valuable internship experience? The Fermanian School of Business is here to guide you on your journey toward securing the internship of your dreams.

We understand that navigating the internship landscape can be challenging, but fear not! We've compiled a comprehensive guide that covers everything you need to know about landing that ideal internship.

In our latest blog post, you'll discover:

- 1. Finding the Perfect Fit: Learn how to identify internships that align with your interests, skills, and career goals.
- 2. Crafting a Winning Resume and Cover Letter: We will share expert tips to create an application that stands out from the rest.
- 3. Preparing for Interviews: Get insights on acing interviews, from common questions to dressing for success.
- 4. Networking Strategies: Discover how to connect with industry professionals and leverage your network to find internship opportunities.

Don't miss out on this valuable resource! Click here to access our latest blog post and embark on your internship journey with confidence.

Remember, your internship is a crucial step towards a successful career, and we're here to support you every step of the way. Start by reading our latest blog and take the first step towards your internship goals.

CLICK HERE to read more.

Social Media Channels Demand generation and loyalty building



- 2 billion monthly users
- biggest age range:18-30
- 85% of college students use daily



- 1 billion monthly users
- 82% of college students use frequently
- quick, entertaining content



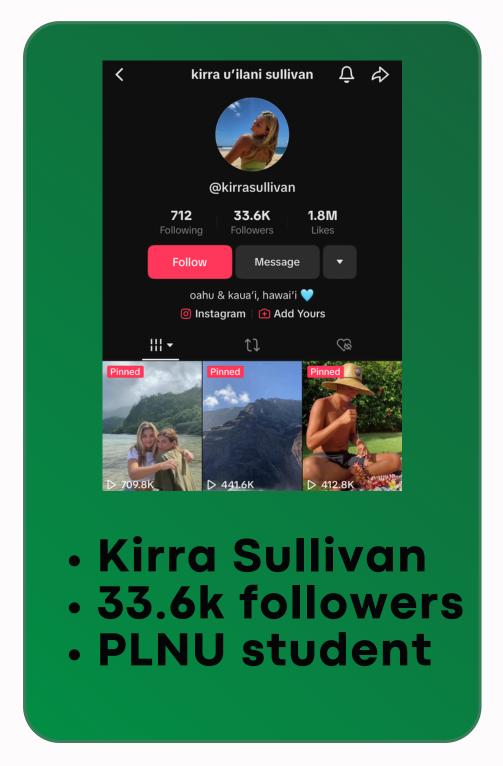
- educational content
- 48% of college students rely on it for job search
- blogs and images

Influencers

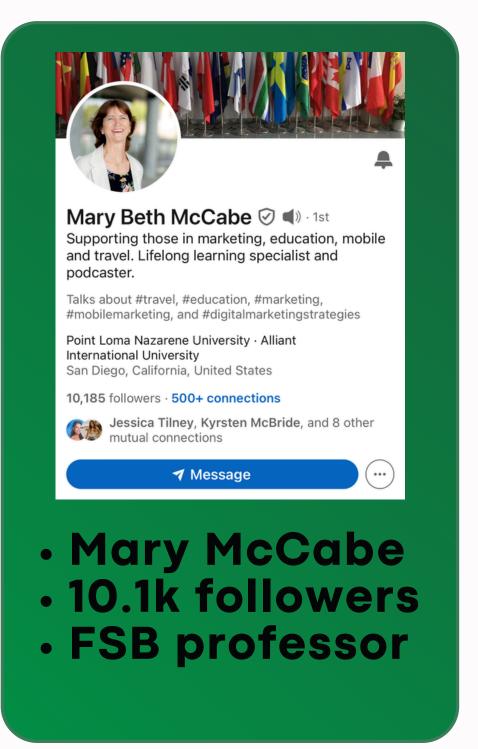
Instagram



Tik Tok



LinkedIn



Mobile Marketing

- Targeted SMS, a userfriendly app, and mobilefriendly content on social media create seamless experiences for students.
- Geo targeted promotions and push notifications drive participation.

Welcome to FSB Mobile!
Stay ahead with instant
updates on courses, events,
and exclusive content.

Download our app for a
seamless experience.
Engage, learn, and thrive!
#FSBConnect #FSBFamily

Key Performance Indicators

Measure Results

1

Landing Page

- landing page traffic
- A/B test

2

SEO Keywords

generated searches

3

Blog/Video Blog

- blog subscribers
- average engagement time
- pages per session

4

Paid Ads

- click through rate
- conversion rate

5

Email Marketing

- email open rate
- conversion rate

6

Social Media

- referral traffic
- follower growth rate
- likes, comments, shares, etc

7

Mobile Marketing

- click through rate
- conversion rate

THANK YOU



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