



FSB DIGITAL MARKETING PLAN

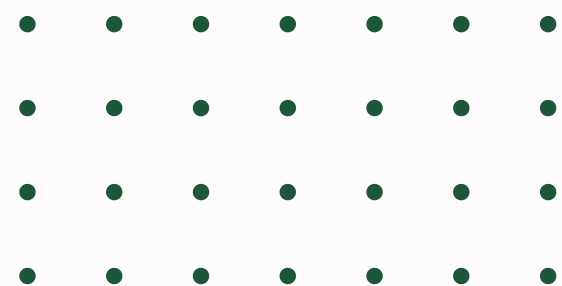
Prepared by Emma Minier & Maddi Hanks



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.

CONNECT

Current market/evidence:

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

Meet Ella:



Audience
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

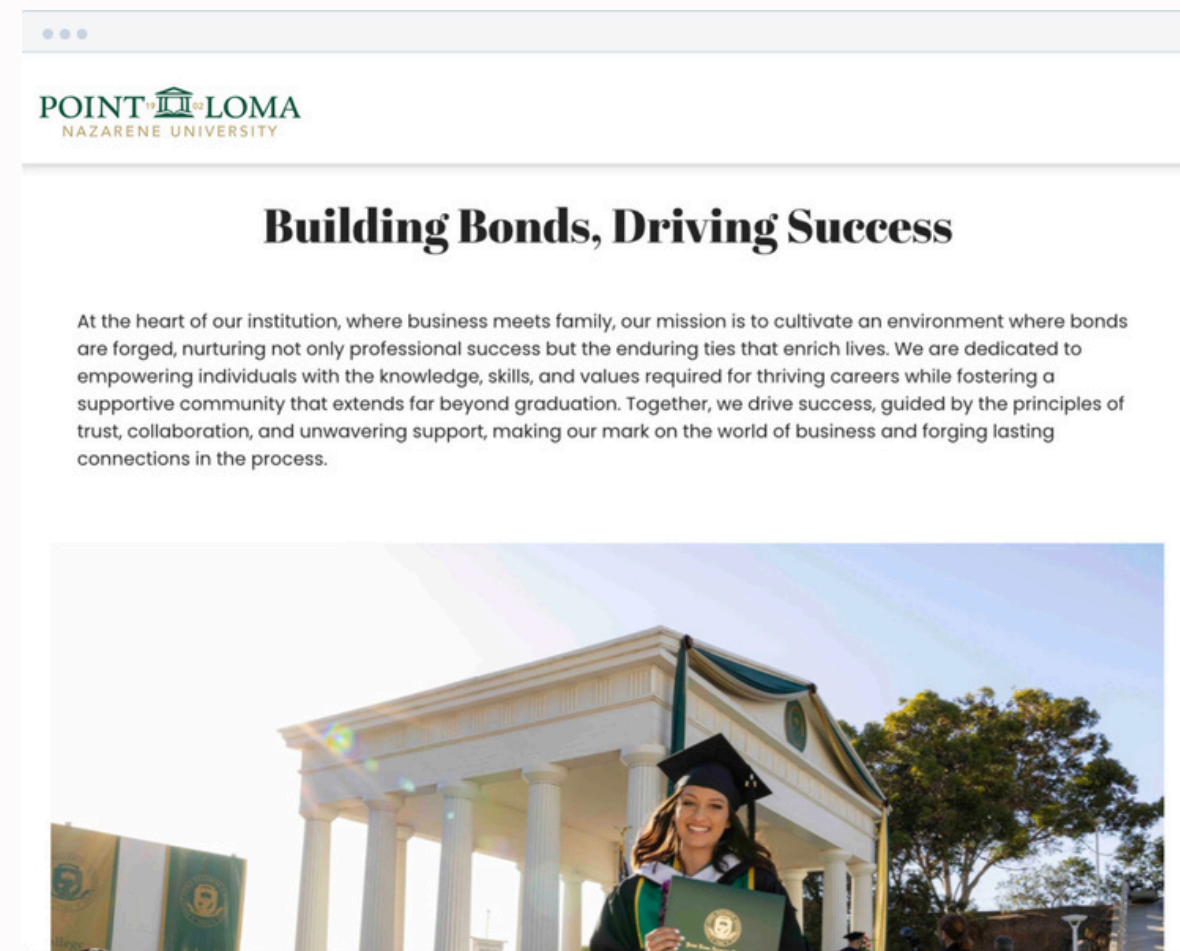
Porter's Generic Strategy	Differentiation Focus		
<u>Strategy Framework</u>	<u>Channels</u>	<u>Tactics</u>	<u>\$ Allocation</u>
Demand Generation	Website (owned)	Conversion Rate Optimization	\$0
	SEO (owned)	Keyword Optimization	\$100
	Social Media (paid/owned/earned)	TikTok, IG, Linked In & Influencers	\$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.



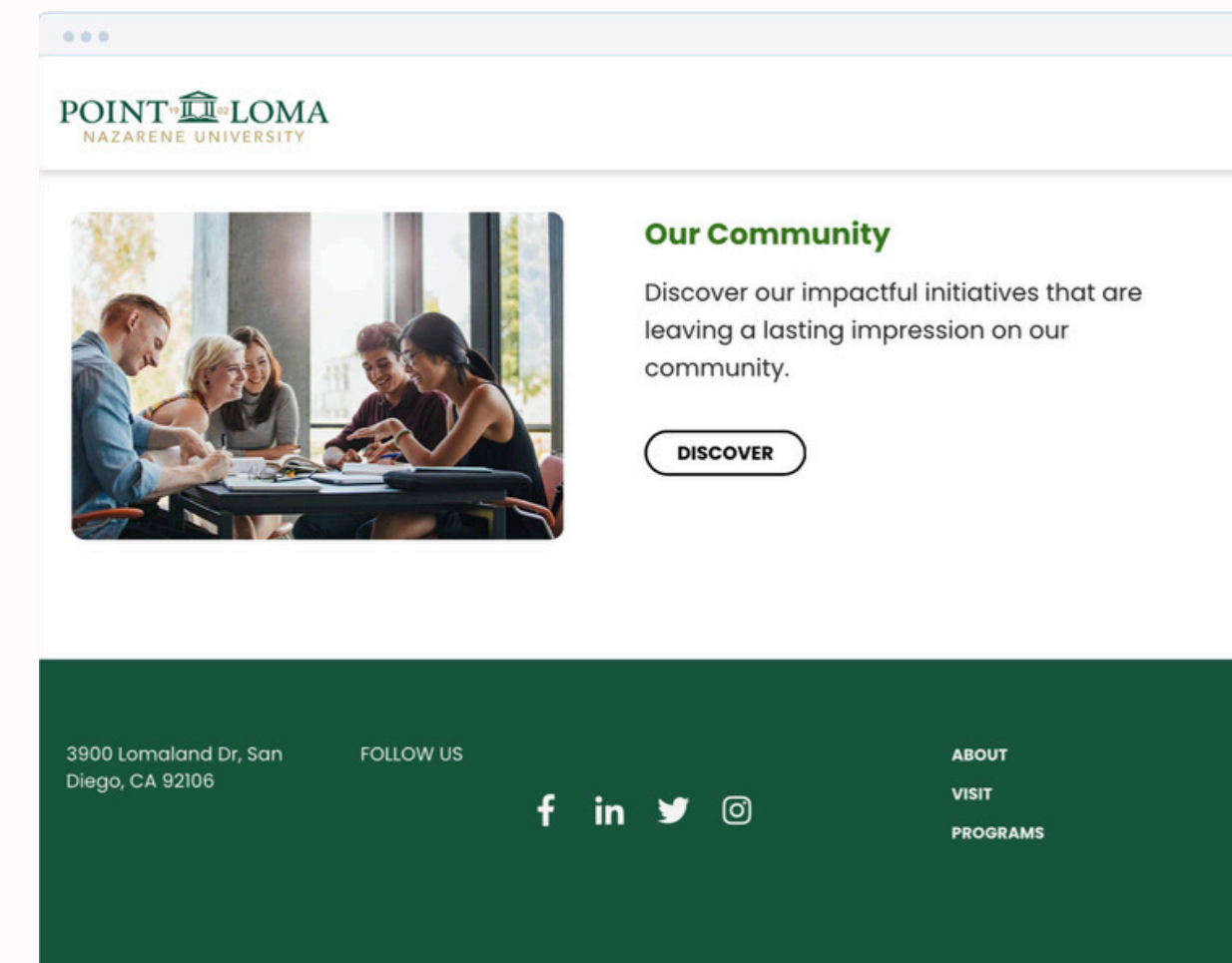
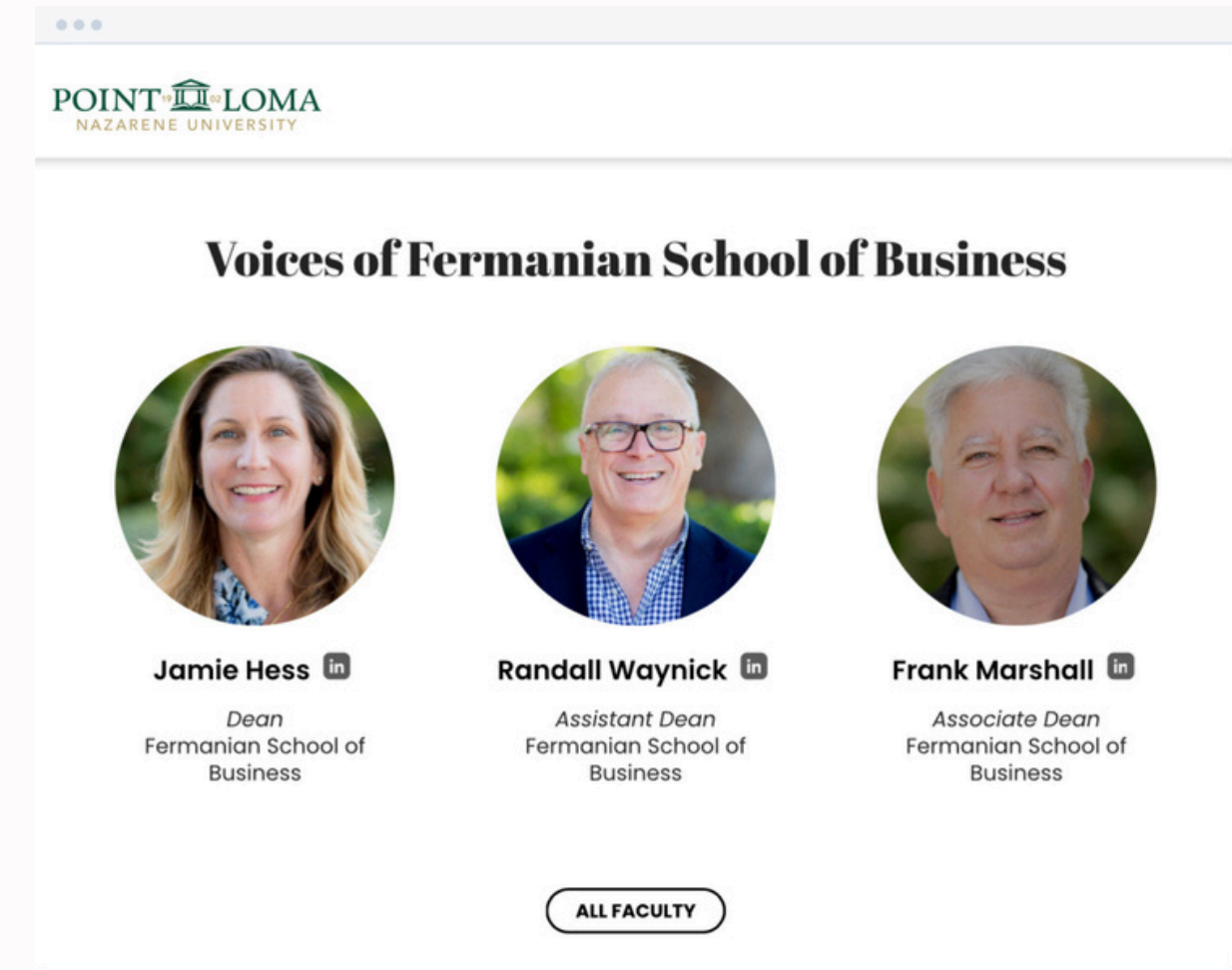
Current FSB Website

- 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?



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



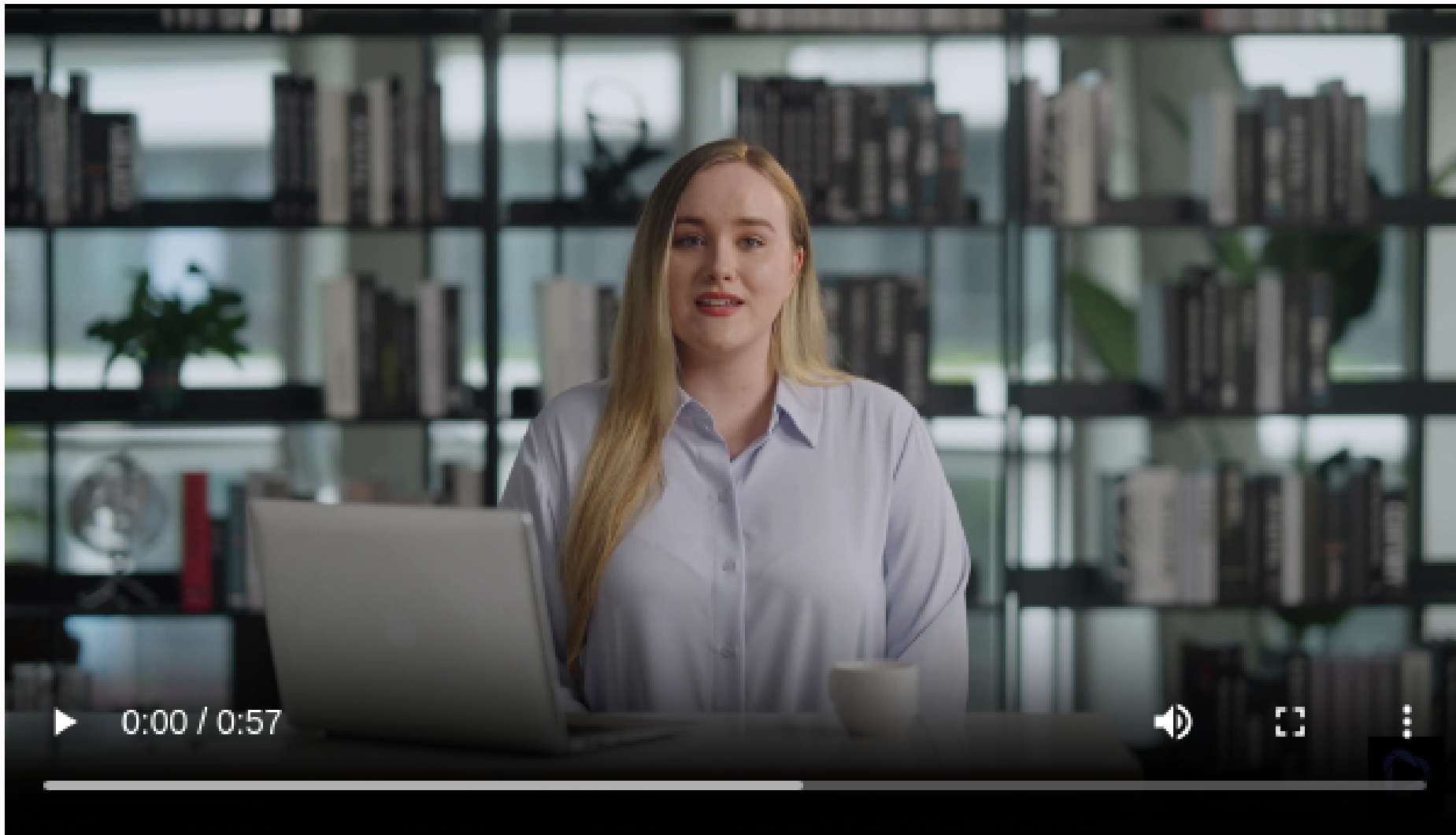


SEO KEYWORDS

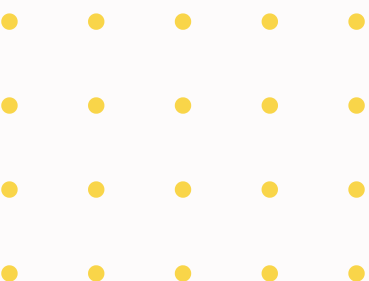
Blog Title: “Fermanian School Of
Business: Your Business Internship
Success Team”

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
- AI 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 ▾

4:47 PM (0 minutes ago) ☆ ↶ ⋮

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



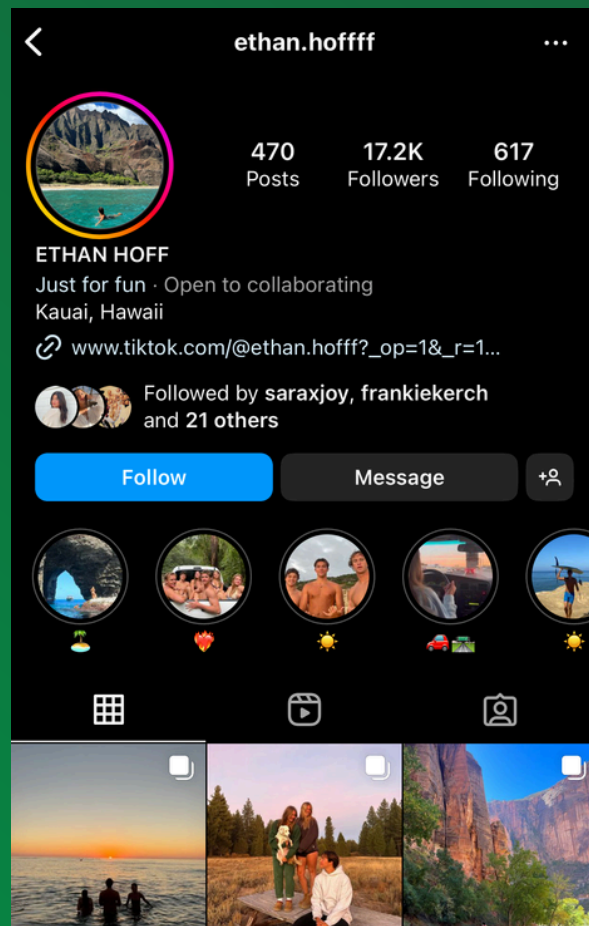
- 1 billion monthly users
- 82% of college students use frequently
- quick, entertaining content



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

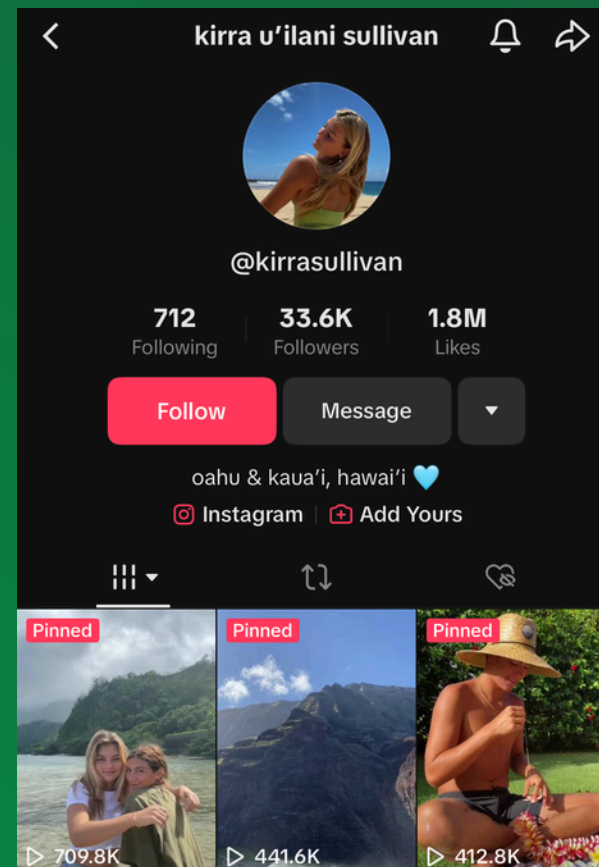
Influencers

Instagram



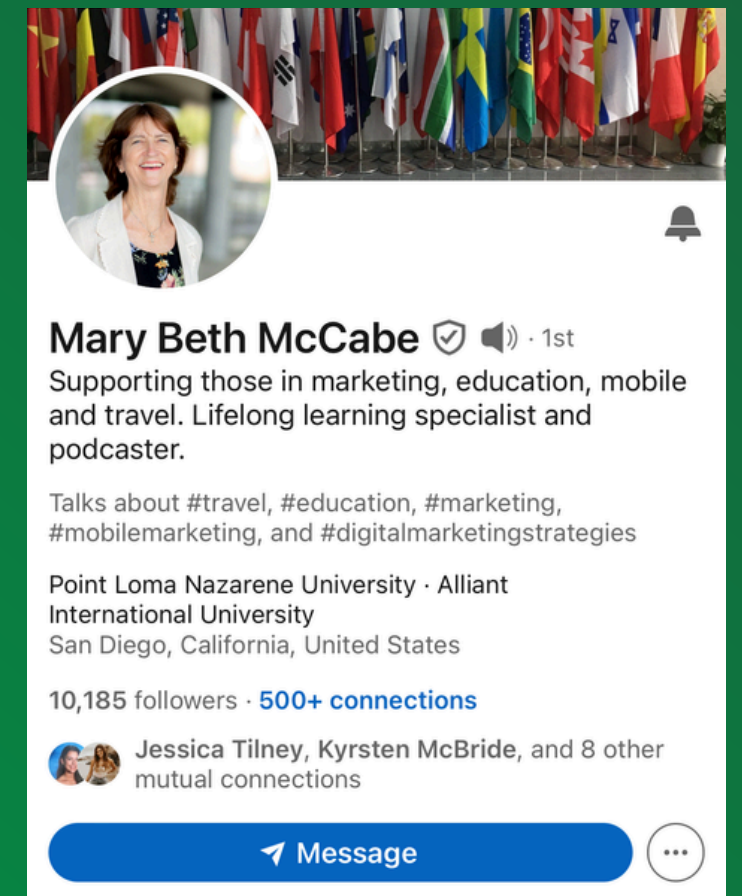
- Ethan Hoff
- 17.2k followers
- PLNU student

Tik Tok



- Kirra Sullivan
- 33.6k followers
- PLNU student

LinkedIn



- Mary McCabe
- 10.1k followers
- FSB professor

Mobile Marketing

- Targeted SMS, a user-friendly app, and mobile-friendly 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

KPIS

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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