



FSB Digital Marketing Plan

Maddi Hanks

POINT ¹⁹₀₂ LOMA
NAZARENE UNIVERSITY

FERMANIAN
SCHOOL OF
BUSINESS

OVERVIEW

The Fermanian School of Business is the largest department on campus and the business department of Point Loma Nazarene University. However, the department does not currently have optimal online engagement and is struggling to increase brand awareness among students.

650

Students

FSB is the largest department on campus, with the most undergraduate students.

There are seven different majors to explore, as well as 14 different minors.

7

Majors

6

Clubs and Societies

There are many opportunities to get involved in FSB, with a club or society for almost every business path.

- The target market of this plan is current FSB students.

- **The goal of this digital marketing plan is to increase engagement on social media channels to increase online community and create more brand awareness**

SMART Goal:

Specific: Enhance engagement on social media channels among current FSB students to strengthen the sense of community and increase awareness of relevant events and resources.

Measurable: Achieve a 25% increase in likes, comments, and shares on FSB social media channels within the next six months.

Achievable: Develop and implement a targeted marketing strategy tailored to current students' interests and needs, such as career resources, student achievements, and exclusive events.

Relevant: Increased social media engagement directly contributes to fostering a more connected and informed community among current FSB students, helping them take advantage of opportunities and resources available within the school.

Time-bound: Achieve a 25% increase in social media engagement among current FSB students within the next six months, starting from the beginning of the next quarter.

UNCOVER THE NEED

The Fermanian School of Business addresses the need for self-actualization, helping students reach their full potential and purpose. Research shows that 94% of people who have a bachelor's degree feel very happy with their lives (Oreopoulos and Salvanes 2011). FSB is here to help aspiring business professionals reach their career goals and, ultimately, their purpose.

The school's mission is "to provide high-quality business programs that equip students to make a positive impact in their workplace and community by connecting purpose to practice." This tells us that FSB is here to help students find their purpose in their careers and reach their self-actualization.

CONNECT INSIGHTS

Audience Persona

Name: Ella

Description: Ella cares most about school, her career goals, and her social life. She is currently a business major but does not know what department she belongs in. Ella is interested in resources that will help put her on the right path for her future.

Demographics:

- Gender: Woman
 - Age: 18–21
 - Location: San Diego, CA
 - Education: Undergraduate FSB Student
 - Income: Very low; does not have time for a job as a student.
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- Needs: Ella wants to discover her path within FSB and achieve self-actualization to find her purpose.
 - Motivations: Finding a field that Ella feels passionate about.
 - Pain Points: It's difficult to discover what field you want to enter, and Ella has not yet discovered her strengths in business.
 - Persona's Journey: Ella trusts social media and reads about the personal experiences of others her age. The best way to reach Ella is through the social media accounts of current or past students. She has an interest in FSB but does not know enough to reach the point of desire.

The target market is current FSB students, and the audience persona represents the needs and motivations that they experience. The audience is not currently aware of the opportunities that FSB offers to students, and the best way to increase awareness and community engagement is through this digital marketing plan. The audience is interested in what FSB has to offer, but the problem is there is a lack of awareness among students. FSB is the largest department on campus, and its online presence only reaches 1/6, or 17%, of students, according to its Instagram account. FSB needs to see an increase in social media and website engagement.

ACTIVATE SOLUTIONS

There are seven solutions to generate more brand awareness through online engagement.

Landing Page Design

<https://4150956.hs-sites.com/maddi-hanks-fsb>

Where Business Meets Purpose, Excellence Unveiled

[Learn More](#)



Mort Ricky

FSB Alumni

"At the Fermanian School of Business, I learned the skills to succeed in the business world, without having to sacrifice my values."

Discover your path at Fermanian

Opportunities for every student

Undergraduate

Seven different majors to choose from, and
13 minors



Graduate

Night time and daytime MBA programs



Online Degrees

Three different online programs



Get started

This landing page design is optimal because there is a clear call to action with bright buttons, and it is easy to navigate using the home bar at the top of the page. The large text and the open space make the page easy to scan. The page features images of PLNU students to showcase their academic success. I also featured a testimonial to show the credibility of the program, which signals trust in the page. At the bottom of the page, there are some facts about FSB's different program options, as well as another call to action. This page is designed for visibility, making users more likely to take our call to action.

SEO Keyword List For Blog

Keyword	Avg. Monthly Searches	Competition	Three Month Change
San Diego Business	1k-100k	Low	0%
Business Internship	1k-10k	Low	0%
San Diego Networking	100-1k	Low	+900%
Student Internship	100-1k	Low	0%

Blog

This blog will harvest demand and gain credibility because of its high-quality content and new information for FSB students. It is very specific to FSB, so it will improve the

department's search engine results through the keywords above. This makes this blog an effective way to improve online engagement among students.

"Navigating the Path to a Business Internship in San Diego: A PLNU Student's Guide":

For Fermanian School of Business students aspiring to pursue a career, an internship can be the key that unlocks the door to real-world experience and future job opportunities. San Diego, with its thriving business community and beautiful coastal setting, offers a plethora of internship opportunities for ambitious students, and FSB is here to help.

1. Define Your Goals

Before you dive into the world of internships, it's essential to have a clear understanding of your goals and what you want to achieve from the experience. Ask yourself:

- What specific area of business am I interested in (e.g., marketing, finance, management, entrepreneurship)?
- What skills do I want to develop during my internship?
- Do I have any particular companies or industries in mind?

Having a well-defined objective will help you tailor your internship search and make more informed decisions. Speaking with the FSB career coach, Nick Wolf, can also help you understand your career goals, and which internships will be the best fit.

2. Build a Strong Resume

A polished resume is your ticket to stand out from the crowd. Begin by listing your academic achievements, relevant coursework, and extracurricular activities. Highlight any leadership roles or volunteer experiences that demonstrate your skills and dedication.

In BUS 3013 (business communications), students will learn how to perfect their resume and communicate professionally. The Fermanian School of Business often hosts resume building events for students who are looking to stand out in applications, so keep an eye out for the next upcoming one.

3. Networking Matters

In the competitive world of internships, networking can make all the difference. Attend career fairs, networking events, and workshops to introduce yourself to recruiters. PLNU hosts a career fair every semester, and FSB provides many networking events for business related internships. LinkedIn is another great way to get connected with business professionals, as well as PLNU alumni.

4. Research Potential Internship Opportunities

San Diego is home to a diverse range of businesses, from startups to multinational corporations. Begin your search by researching companies that align with your career goals and interests.

FSB is a valuable resource for internship opportunities. Take advantage of the support provided by Nick Wolf, the dedicated career coach, as well as using Handshake to explore your options. FSB has strong relationships with many San Diego businesses, so don't hesitate to reach out.

5. Ace the Interview

The interview stage is your chance to showcase your personality, skills, and passion for the role. Prepare for interviews by researching the company, its culture, and recent news or developments. Clubs at FSB are often hosting events to prepare students for interviews, so attending these will fine tune your professional skills.

During the interview, be confident, articulate, and ready to discuss your qualifications and experiences. Ask thoughtful questions about the internship and the company to demonstrate your interest.

FSB Connections:

1. LPL Financial

LPL is a San Diego based finance company, and they are the country's largest independent broker and dealer. They actively have over 20 PLNU alumni working for them across various business fields.

LPL is always offering internships to business students, and have hosted internship fairs in the past through FSB. LinkedIn is a great way to get connected with the company and speak with current employees.

2. Illumina

Illumina is a biotechnology research company based in San Diego. They have 17 PLNU alumni as employees currently, many who have come from FSB.

Illumina is frequently posting internship opportunities related to business, and recruiters often share resources to help prepare for interviews.

3. General Atomics

General Atomics is a technology development company for government and commercial uses. The company is based out of San Diego, with 18 PLNU alumni actively employed. They are often posting internship opportunities on LinkedIn.

4. Qualcomm

Qualcomm is a telecommunications company that specializes in connectivity solutions. They have over 25 PLNU alumni actively working for them.

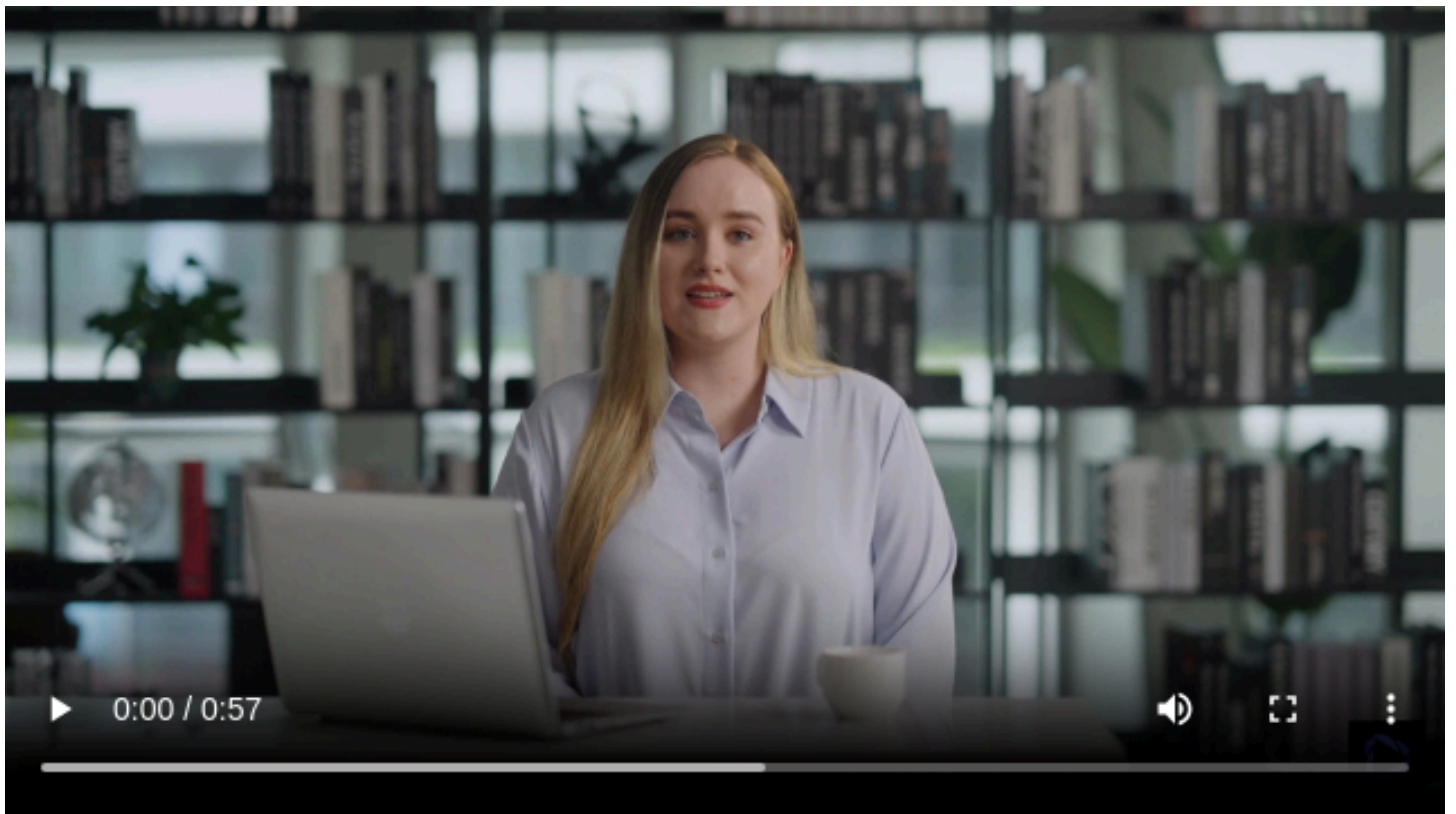
5. San Diego Padres

The Padres currently have 15 PLNU alumni actively employed. In the past, the Padres have hosted career nights to showcase their employment opportunities to students. They are frequently posting internships on their LinkedIn page.

*ChatGPT wrote this

Blog Idea #2: “How to Secure a Job Right Out of College: The PLNU Guide”

Blog Video



Paid Advertising

Using Google Ads for paid advertising will work to generate demand through the use of search and display ads. Search ads will reach an audience who is already searching for what FSB has to offer. This will help resources, such as the blog, rank at the top of the SERP. Google search ads are effective for this business because you are only paying per click, making this cost-effective compared to other types of paid ads.

Email Marketing

Email marketing works to harvest demand because the consumer has already shown interest by providing their email, and this will influence them to take action by clicking the

link to read the full blog on the FSB website.

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

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 toward your internship goals.

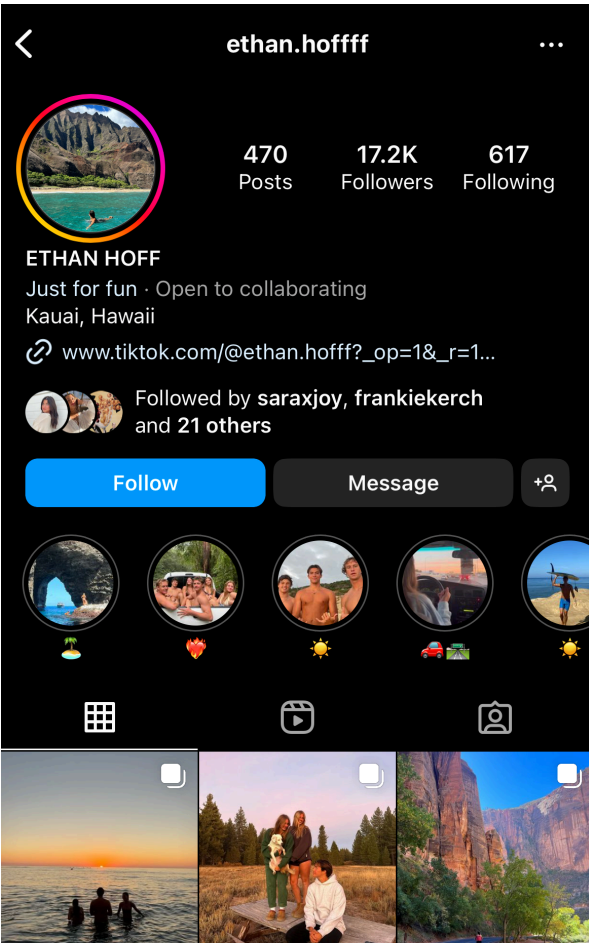
CLICK HERE to read more.

Social Media Channels

Social media channels work to harvest demand through inspiring desire and action from consumers. Using social media can also increase brand loyalty of past and current customers.

Instagram

Instagram has over 2 billion monthly users, with the majority of its users ranging from 18-30 years old. Instagram features pictures and videos (reels), and various ways to engage with content. Likes, comments, shares, and saves are all important for engagement.



Ethan Hoff:

- 17.2K followers
- PLNU student

Ethan posts lifestyle content related to San Diego and Hawaii and often shares content specifically related to PLNU. The audience persona wants to see the personal experiences of students and appreciates content from people her own age, making Ethan a perfect fit. He will be able to share his personal experience surrounding the FSB with his audience and highlight the department's events and opportunities.

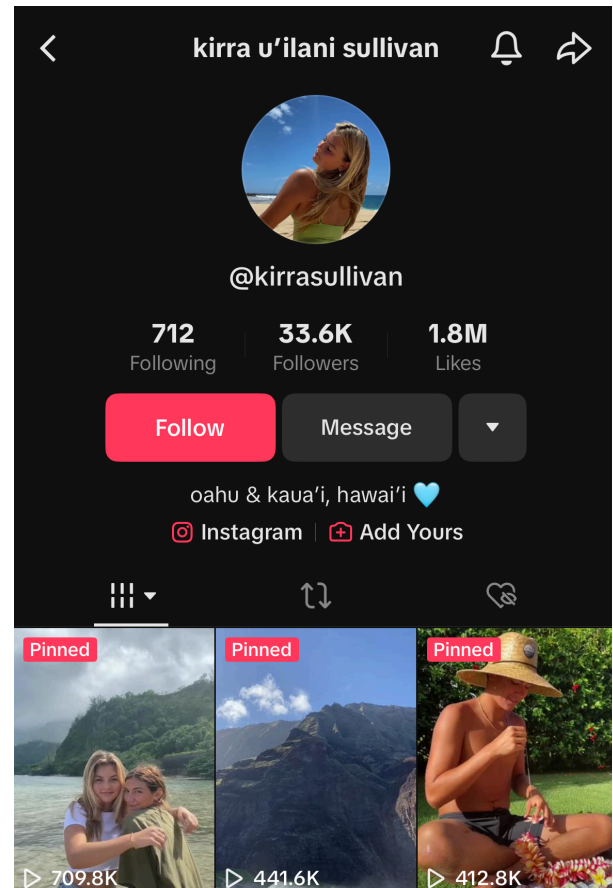
Tik Tok

Tik Tok has over 1 billion monthly users with a young audience base. Tik Tok is only video content. Ways to engage with this content are through likes, comments, reposts, and shares.

Kirra Sullivan:

- 33.6K followers
- PLNU student

Kirra is a lifestyle TikTok creator who posts content about her life in San Diego and Hawaii. Most of her content is in a “day in the life” style, showcasing her daily activities and routine. She is a match for our audience because she is a current student and can show her experience to those interested in FSB. Kirra will generate demand by highlighting what it is like to be an FSB student and showcasing events and opportunities for students.



LinkedIn

LinkedIn provides work and career-related content. This is an important channel to reach students through because they are actively seeking job and internship opportunities on here. Ways to engage with content on LinkedIn is through shares, comments, and likes. This is a great channel because it allows users to share content linking back to their website and other online content.



Mary Beth McCabe

Supporting those in marketing, education, mobile and travel. Lifelong learning specialist and podcaster.

Talks about #travel, #education, #marketing, #mobilemarketing, and #digitalmarketingstrategies

Point Loma Nazarene University · Alliant International University
San Diego, California, United States

10,185 followers · 500+ connections



Jessica Tilney, Kyrsten McBride, and 8 other mutual connections

Message

Mary Beth McCabe

- PLNU professor
- 10k followers

Mary Beth is a marketing professor at FSB and has a large audience on LinkedIn. Many of her audience members are current FSB students, and she would be influential in attending upcoming events and engaging with online content. Her content is related to marketing and business, and she often shares highlights of the FSB. Mary Beth will help create brand awareness for students who have an interest in the program but do not yet desire it.

MOBILE MARKETING

Mobile marketing will work to harvest demand using push notifications to send text messages about upcoming FSB events. Mobile marketing fits our target market because the age range of college students is very active on mobile devices, as opposed to desktops. Location-based targeting and geo-fencing will help determine when to send push notifications to students based on where they are in relation to campus. FSB will use the My PLNU app to send notifications to students via text message. Knowing the audience's mobile habits is also important to consider, with the morning and evening being the best times to contact the customer. Students will be less likely to acknowledge a notification if it comes during the middle of a busy school day.

MEASURE RESULTS

- Landing Page: The landing page success should be measured using A/B testing, to determine if users are more likely to convert using different design elements.
- SEO keyword list: The success of the SEO keywords can be measured through generated searches.
- Written blog and video: The blog performance can be measured through pages per session to see if the blog influences users to engage with the rest of the website. Performance can also be measured by average engagement time, especially for the video, to see if users are staying to view the entire video or reading the entire blog.

- Paid advertising: Paid ads can be measured by the conversion rate to see how many users are navigating from the ad to other online resources.
- Email marketing: The performance of email marketing can be measured using the KPI of conversion rate to see how many people take action and click on the link provided.
- Social Media Channels: Social media performance can be determined through user engagement KPIs through content consumption. This includes likes, shares, and comments across all social media platforms.
- Mobile Marketing: Mobile marketing success can be measured through its conversion rate to see how many consumers click on the notification to engage with its content.

CONCLUSION

In conclusion, this digital marketing plan will increase FSB's social media and online engagement through the solutions provided. The key elements that will drive this plan are the SEO keyword list, the blog, paid advertising, and the use of social media channels. Using the different KPIs to measure the success of this plan will determine if the plan is operating as planned. This plan is extremely relevant to FSB because you cannot have a business school if you cannot showcase its marketing skills.