

OCT - NOV 2023

# MONTHLY MARKETING REPORT

Comprehensive of  
October and  
November with  
Updates for the  
Rest of the Year

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## MAJOR HEADLINES

### A few things to note



Go to [tidio.com](https://tidio.com) to look into the platform we are running the ChatBot off of.

**ChatBot** is up and running on BOTH [adventmovespeople.com](https://adventmovespeople.com) and [rethinksponsorships.com](https://rethinksponsorships.com)

Speaking of, [rethinksponsorships.com](https://rethinksponsorships.com) went through a **full redesign** since we last met.

**Pre-recorded webinars** will be scheduled in the new year to discuss topics such as:

- The Tradeline Presentation for Deans and College Academics that Grace will be co-presenting.
- Higher Education Construction for Campus Planners and Architects
- Friendraising and Fundraising with high-points from our meeting with Toby Marlatt, to be advertised to Advancement and Development.

These webinars will be on our website, for sales team members to share in 1-1 correspondence, and advertised on LinkedIn.

The marketing portion of the Q1 onsite will include BOTH an **Advent History Video**, as well as a **best practices coaching and encouragement** for sharing Advent's work on social media.

## BE ON THE LOOK OUT!

### LinkedIn Posts for Dec.

For the rest of the year, we plan to post about the following:

Next week, Advent's LinkedIn will post about our **Summer Internship Programs**. JR's LinkedIn will repost and our former interns have been mobilized to promote about their fabulous experience!

The following week, Advent's LinkedIn will post a **blog post** by Lisa and Phil about our unique working relationship with **Fanatics**.

Finally, we will close out our year with our 2nd Annual **12 Days of Advent**.

We encourage you to please repost and share.

## STORY-TIME

Since the start of October, we have produced 3 Story-Time and uploaded them to Vimeo. The links are below:

### St. Louis University: O'Loughlin Family Champions Center

<https://vimeo.com/877617957/b23ffd35e7?share=copy>

### Michigan CAI

<https://vimeo.com/865602218/7d9f6f462a?share=copy>

### Fanatics

(end of Sept)

<https://vimeo.com/867284558/79gefd9703?share=copy>

Keep an eye out for the upcoming **Belmont Massey** and **Oregon State: Reser Stadium** Story-Times.





## INSTAGRAM ENGAGEMENT

### September\*

Accounts Reached

**1,892**

Post/Story Total

**12**

### October

Accounts Reached

**1,912**

Post/Story Total

**5**

### November

Accounts Reached

**1,382**

Post/Story Total

**6**

## LINKEDIN ENGAGEMENT



### September\*

LinkedIn Impressions

**6,745**

Posts

**9**

Impression Per Post

**749**

### October

LinkedIn Impressions

**10,075**

Posts

**9**

Impression Per Post

**1,119**

### November

LinkedIn Impressions

**5,724**

Posts

**8**

Impression Per Post

**715**

\*See September boxes to compare to our previous engagement

**GO TO NEXT PAGE FOR SOME KEY TAKEAWAYS**

## WHAT DOES ALL THIS MEAN?

Our instagram is primarily used as a portfolio, and we actively engage with our client's posts about our work to promote it to any interested page visitors. Our more successful posts come with the completion of projects and our ability to collect content on them.

Below you can see JR's Impressions on LinkedIn in the Past 90 days. Impressions are any time the post is visible to a user for a set amount of time.

We see a spike in end of September, early October which could be attributed to Conference-Mania and our follow-up campaigns and posts.

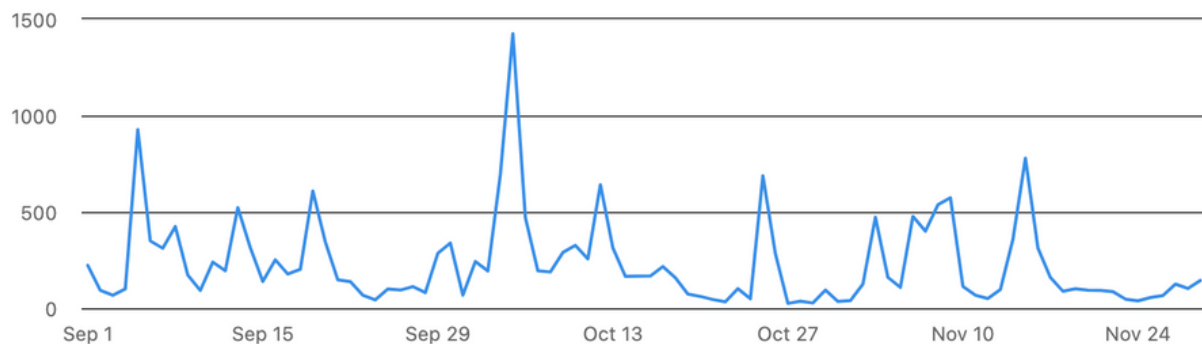
**Our LinkedIn Impressions saw a great boost in October, in part because of Grace's Tradeline post.**

**We will be looking to encourage more team member posts in the new year.**

**20,735**

Impressions

▲102.5% Past 90 days



## WHAT DOES ALL THIS MEAN? CONT.

Here you can see the total followers of JR's LinkedIn in the past 990 days, as well as the Profile Views. The general downturn of the graph can be explained by a lack in Dripify campaigns. With the Sponsor Partner Campaign working through and some internal review, we plan to re-asses our campaign strategy to keep these numbers increasing in 2024.

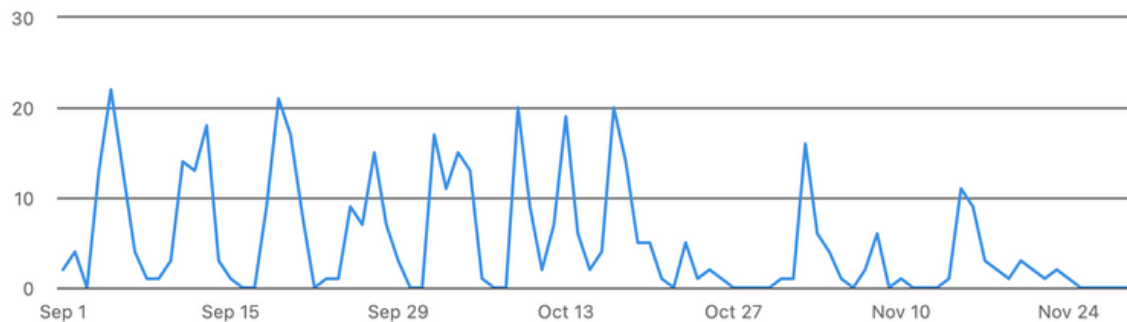
**4,861** ?

Total followers

▲10.2% Past 90 days

**New followers** ?

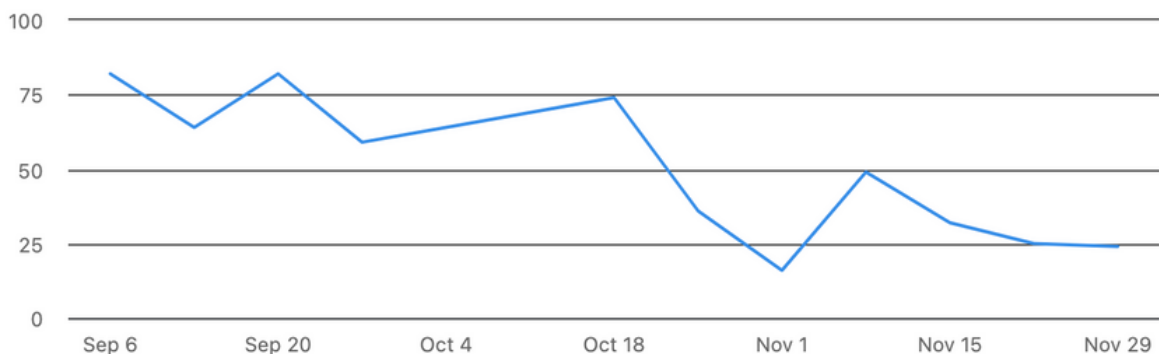
Past 90 days ▾



**630**

Profile viewers

▼4% previous week



**Tradeline Conferences  
that JR has been  
accepted to speak at in  
2024:**

Research Facilities  
April 8-9, 2024  
Boston, MA

University Sci & Engineering  
April 11-12, 2024  
Boston MA

**Co-Presenting with Grace!**  
University Facilities  
May 6-7, 2024  
San Diego CA

University Sci & Engineering  
November 14-15, 2024  
Scottsdale AZ

Laurel and Mindy traveled to Orlando for the IAAPA conference. We supplied them with business cards that had a QR code to our project page and their contact information as well as tablets and fidget spinners (that went over surprisingly well).

## CONFERENCE NEWS

### **From Laurel on the IAAPA Conference :**

"The IAAPA (International Association of Amusement Parks and Attractions) Expo, "the premier global event for the attractions industry, brings together passionate professionals from around the world to shape the future of creating unforgettable guest experiences."

We attended November 14-16 and found many potential fabrication vendors, met with companies that we may be able to partner with and/or can help us get work in different sectors than our current main focus areas, and maintained/strengthened connections with some of Advent's existing vendors as well as personal contacts we both have in the industry who could be assets to Advent in a variety of ways."

**P.S. the IAAPA conference had all-you-can-eat Dippin' Dots, we are pretty torn up about not being sent.**



## AUTOMATED EMAIL CAMPAIGNS

### Highlights and a Deep Dive for October Compared to September

**Disclaimer:** Please note that there is a small sample size associated with the percentages below. A major decrease/increase is likely a result of, for example, 1-3 people not opening an email, etc.

#### Highlights:

11,820 Total Emails Sent

**-38.55%**

2,126 Total Opens

**-2.02%**

17.99% of total emails sent were opened

523 Total Clicks

**-2.75%**

4.42% clicked on a link in the email

38 Total Unsubscribes

**-0.04%**

0.32% unsubscribed from our campaigns

## Deep Dive into the Leads List:

### DEANS

32.12% of total emails sent were opened.  
18.25% had a link clicked on.

Open Rate/Click Rate

**-8.18%**

**-4.87%**

### ADVANCEMENT/DEVELOPMENT\*

21.43% of total emails sent were opened.  
30.00% had a link clicked on.

Open Rate/Click Rate

**-19.68%**

**-19.29%**

\*Note the higher differential is effected by the sample size change. In Sept. there were 34 new contacts. In Oct. there were 8.

### EXECUTIVE ASSISTANTS

20.51% of total emails sent were opened.  
20.51% had a link clicked on.

Open Rate/Click Rate

**-5.81%**

**-3.17%**

### CAMPUS PLANNERS\*\*

26.09% of total emails sent were opened.  
8.70% had a link clicked on.

Open Rate/Click Rate

**-42.33%**

**-12.35%**

\*\*Note the higher differential is effected by the sample size change. In Sept. there were 8 new contacts. In Oct. there were 7.



## AUTOMATED EMAIL CAMPAIGNS

### Highlights and a Deep Dive for November Compared to October

**Disclaimer:** Please note that there is a small sample size associated with the percentages below. A major decrease/increase is likely a result of, for example, 1-3 people not opening an email, etc.

#### Highlights:

9,654 Total Emails Sent

**-18.32%**

1,888 Total Opens

**+1.57%**

19.56% of total emails sent were opened

505 Total Clicks

**+0.81%**

5.23% clicked on a link in the email

24 Total Unsubscribes

**-0.08%**

0.24% unsubscribed from our campaigns

## Deep Dive into the Leads List:

### DEANS

24.46% of total emails sent were opened.  
15.38% had a link clicked on.

Open Rate/Click Rate

**-4.65%**  
**-2.87%**

### ADVANCEMENT/DEVELOPMENT\*

19.44% of total emails sent were opened.  
16.67% had a link clicked on.

Open Rate/Click Rate

**-1.99%**  
**+5.96%**

\*Note the higher differential is effected by the sample size change. In Oct. there were 8 new contacts. In Nov. there were 14.

### EXECUTIVE ASSISTANTS

18.18% of total emails sent were opened.  
13.64% had a link clicked on.

Open Rate/Click Rate

**-2.33%**  
**-6.87%**

### CAMPUS PLANNERS\*\*

20.00% of total emails sent were opened.  
6.67% had a link clicked on.

Open Rate/Click Rate

**-6.09%**  
**-2.03%**

\*\*Note the higher differential is effected by the sample size change. In Oct. there were 7 new contacts. In Nov. there were 2..



## ADVENT WEBSITE ANALYTICS

[adventmovespeople.com](https://adventmovespeople.com)

2,600+ Total Users

**-1.0%**

10,000+ Overall Views

**+23.1%**

1m 31s Average Engagement Time

**-4.40%**

2,555 New Users

**+29.37%**

1,061 Direct Visits (from email links)

**+4.70%**

1,059 Organic Search

**+37.30%**

224 Organic Social

**-1.75%**

Please contact all of us collectively to best provide you with any additional narrative to pair with this data.