CAHNRS Marketing Services

- **Advertising procurement**: For both print and digital media, such as newspapers, magazines, websites and social media platforms.

- **Analytics and Data Analysis**: Tracking and analyzing the effectiveness of marketing campaigns is crucial for optimizing strategies and making informed decisions.

- **Audit Reports**: A comprehensive and systematic examination and evaluation of one, or a range of, marketing activities and performance. It involves a detailed analysis of the marketing function to assess its effectiveness, identify strengths and weaknesses, and recommend improvements.

- **Community Engagement**: Foster positive relationships and partnerships with local businesses and residents, enhancing the college's reputation and strengthening ties with the community.

- **Content Marketing Strategy and/or Implementation**: A strategy that advises on how to deliver and promote high-quality, informative, and engaging content. This could span blog posts, videos, webinars, and other content that showcases the college's expertise, research, and offerings.

- **Digital Marketing**: We can provide an entire Digital Marketing Strategy or elements such as Pay-per-click (PPC) online advertising, email marketing, social media marketing, geo-targeting promotion.

- **Email Marketing**: Connect with your audience more personally, deliver targeted content, and achieve specific marketing objectives.

- **Evaluation Reports**: An Evaluation involves the process of assessing and analyzing the effectiveness and efficiency of a marketing strategy, campaign or project to determine whether marketing efforts are achieving their intended objectives and to identify areas for improvement.

- **Event Promotion**: Assistance with event branding, advertising, and registration for conferences, lectures, and other events.

- **Marketing Clinic**: 1-to-3-hour video consultation for you, your team or your department, focusing on your unique marketing needs and providing advice and
guidance on your marketing output.

- **Marketing Segmentation**: A strategic approach to categorize a larger market into distinct segments based on certain criteria or variables, such as demographics, psychographics, behavior, geography, or preferences. This allows us to target specific customer groups with tailored marketing strategies and messages. It also allows us to better understand their customers' needs, preferences, and behaviors, ultimately leading to more effective and efficient marketing efforts.

- **Marketing Strategy and/or Implementation**: A bespoke strategy with or without a budget breakdown and campaign plan, tailored to your intended audience and utilizing the most appropriate methods from the marketing mix. We can also offer implementation of the campaign and budget management, depending on staff availability.

- **Market Research**: Tailor your marketing efforts by understanding the needs and preferences of prospective students, donors, and partners. Market Research takes on many forms and can include focus groups, online surveys, student satisfaction, and competitive research.

- **Social Media Strategy**: A comprehensive plan that outlines the goals, objectives, tactics, and guidelines for using social media platforms to achieve your marketing and business objectives.

- **Student Recruitment**: Targeted advertising campaigns, producing content and materials for college fairs, and developing enrollment-focused content.

- **Toolkits**: A marketing-based toolkit can be used to train your stakeholders or inform your volunteers and communities.

- **Training and Presentations**: In-person or online training on a wide variety of marketing topics.