

# NO NEWS LEFT BEHIND

Building a content eco-system that suits the PESO model and your organization

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# Survey

## **Rank familiarization with the following topics:**

- SEO
- Paid social/paid search
- Inbound marketing model
- Integrated marketing and communications strategy
- Email marketing
- Traditional print/display advertising
- Analytics
- Content strategy
- Web content governance

## Survey

“An understaffed team trying to figure out how to hit a constantly-shifting virtual/in-person target.”

“not enough people to get the work done”

“Brand marketing to a wide audience within budget constraints”

# Applying systems thinking to our work

How do prioritize work that is most impactful, given limited resources?

How do measure impact of our work?

How to organize and define the structure of our work?

# PESO Model

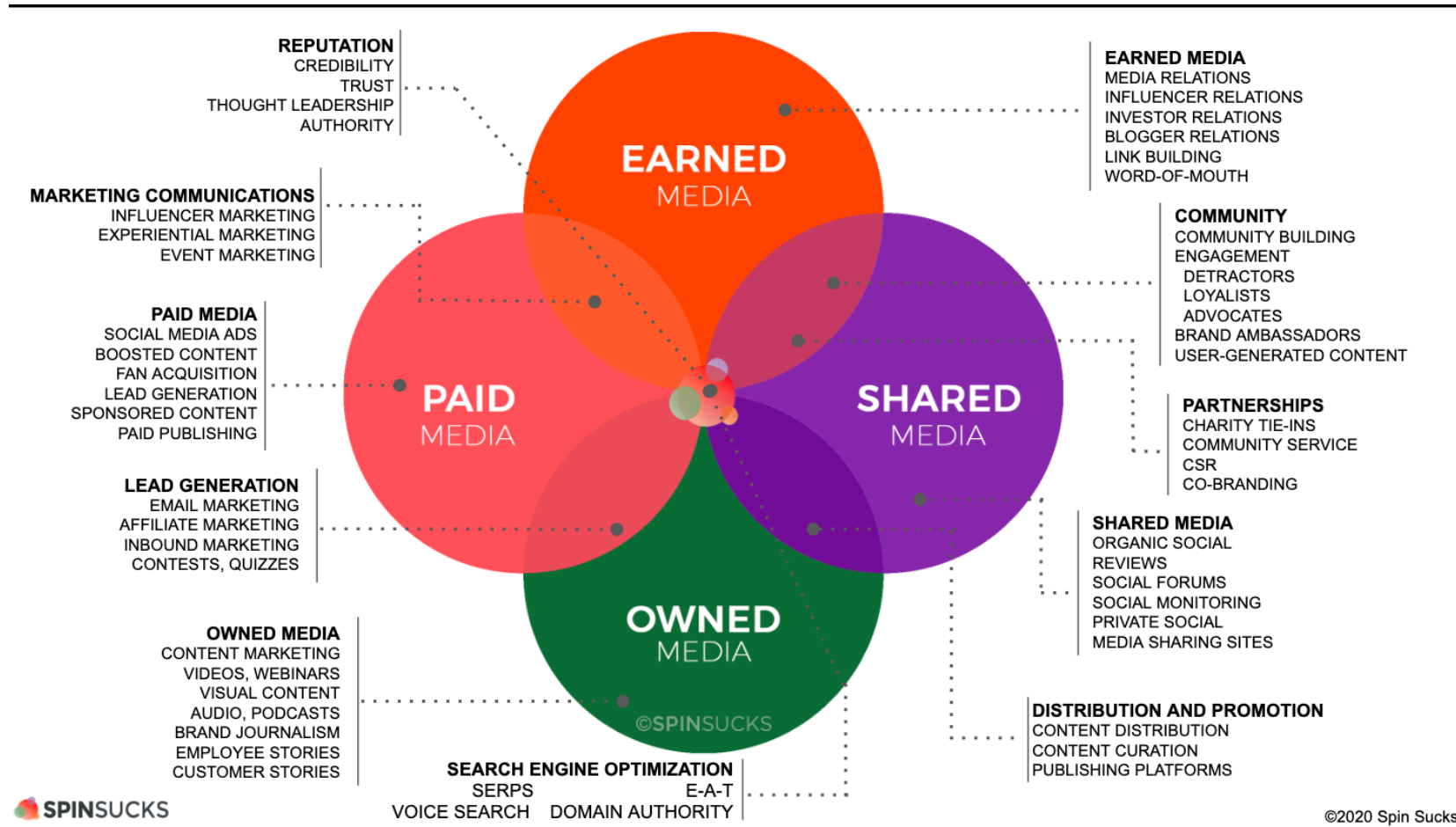
Paid Media

Earned Media

Shared Media

Owned Media

# PESO Model



From: <https://spinsucks.com/communication/pr-pros-must-embrace-the-peso-model/>

# Measuring Paid



Landing page conversions



A/B testing



Emails added to database

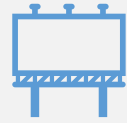


Leads



Conversions

# Measuring Earned



About advertising value equivalency  
(A.V.E.)



Web performance



New audiences



Quality/relevance of media and media  
coverage



# Measuring Shared



Engagement (clicks, likes,  
shares)



Followers



Cost per acquisition /  
conversion rate

# Measuring Owned



Website metrics



Email metrics



Community impact

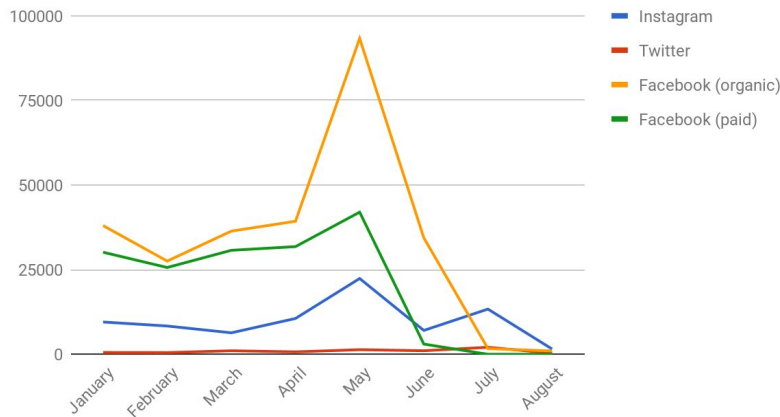


Conversions/sales (less direct for higher education)

## Social Media

### Total engagement across all channels

Total Engagement



### Followers (net)

Facebook	+ 39
Instagram	+ 103
Twitter	- 10

### Total Followers

Facebook	10,509
Instagram	16,565
Twitter	8,580

No paid Facebook advertising in August; still waiting on budget approval for FY21 campaign marketing plan.

### Giphy Stickers

Views  
**681.7K**

## Top content

### Website (pageviews)

- VCUarts Homepage (4,299)
- How to Apply (2,531)
- Academics (1,835)
- Undergraduate Academics (1,547)
- Faculty and Staff Directory (1,317)

### Facebook (impressions / engagement)

- [Faculty P+T](#) (1,249 / 228)
- [Class of 2024](#) (1,030 / 114)
- [CFDA fashion award](#) (1,021 / 110)

### Instagram (reach / engagement)

- [CA student portraits](#) (4,625 / 428)
- [Matching Hearts](#) (4,543 / 338)
- [IDES #SWWW](#) (3,539 / 210)

### Instagram stories (impressions / engagement)

- Adhere to physical dist (1,300 / 2)
- Show us your work (867 / 1)
- Clean shared spaces (1,266 / 1)

### Twitter (impressions / engagement)

- [ELS trailer](#) (957 / 51)
- [Faculty P+T](#) (799 / 38)
- [CFDA fashion award](#) (1,240 / 51)

## Website Analytics

### Audience

Users	15,475
New users	13,406
Pageviews	67,797
Avg. duration	2:42
Bounce rate	48%
Mobile/tablet	40%

### Acquisition (in users)

Organic search	8,212
Direct	5,798
Social	847
Referral	601
Email	638
Paid search	135

**Top News Stories**

Story	Pageviews
<a href="#">VCUarts Announces New Dean</a>	347
<a href="#">Class of 2024 announcement</a>	296
<a href="#">Promotion and tenure announcement</a>	179
<a href="#">Paul Rucker joins VCUarts</a>	122
<a href="#">Lisa Tucci alumni spotlight (theatre)</a>	111

**Google Adwords**

Impressions	47k
Clicks	725
Click-through rate	1.54 %
Avg. cost per click	\$.84
Total cost	\$608
Total acquisitions	31
Avg. cost per acquisition	\$19.61

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# Earned media

August 2020

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## VCUarts Richmond

Number of placements	14
Reach	1,927,323
Advertising Value Equivalency (AVE)	\$17,827.74

## VCUarts Qatar

Number of placements	0
Reach	0
Advertising Value Equivalency (AVE)	0

# E-newsletter

August 2020

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VCUarts students are creating, organizing and changing the world.

DAR distribution, August 5

### Email opens

Successful deliveries	9,406
Opens	2,376
Clicks	202
Open rate	25.3%
CTR	2.1%
Bounces	12

### Top content

New dean announcement	118
Class of 2024	35
FLS: Vitiello	28
Paul Rucker	24
Blue Sky to Red Skies	17

VCUarts distribution, August 5

### Email opens

Successful deliveries	4799
Opens	1,911
Clicks	221
Open rate	39%
CTR	6%
Bounces	38

### Top content

Class of 2024	84
New dean	76
FLS: Stephen Vitiello	29
Blue sky to red skies	16
Paul Rucker announcement	13