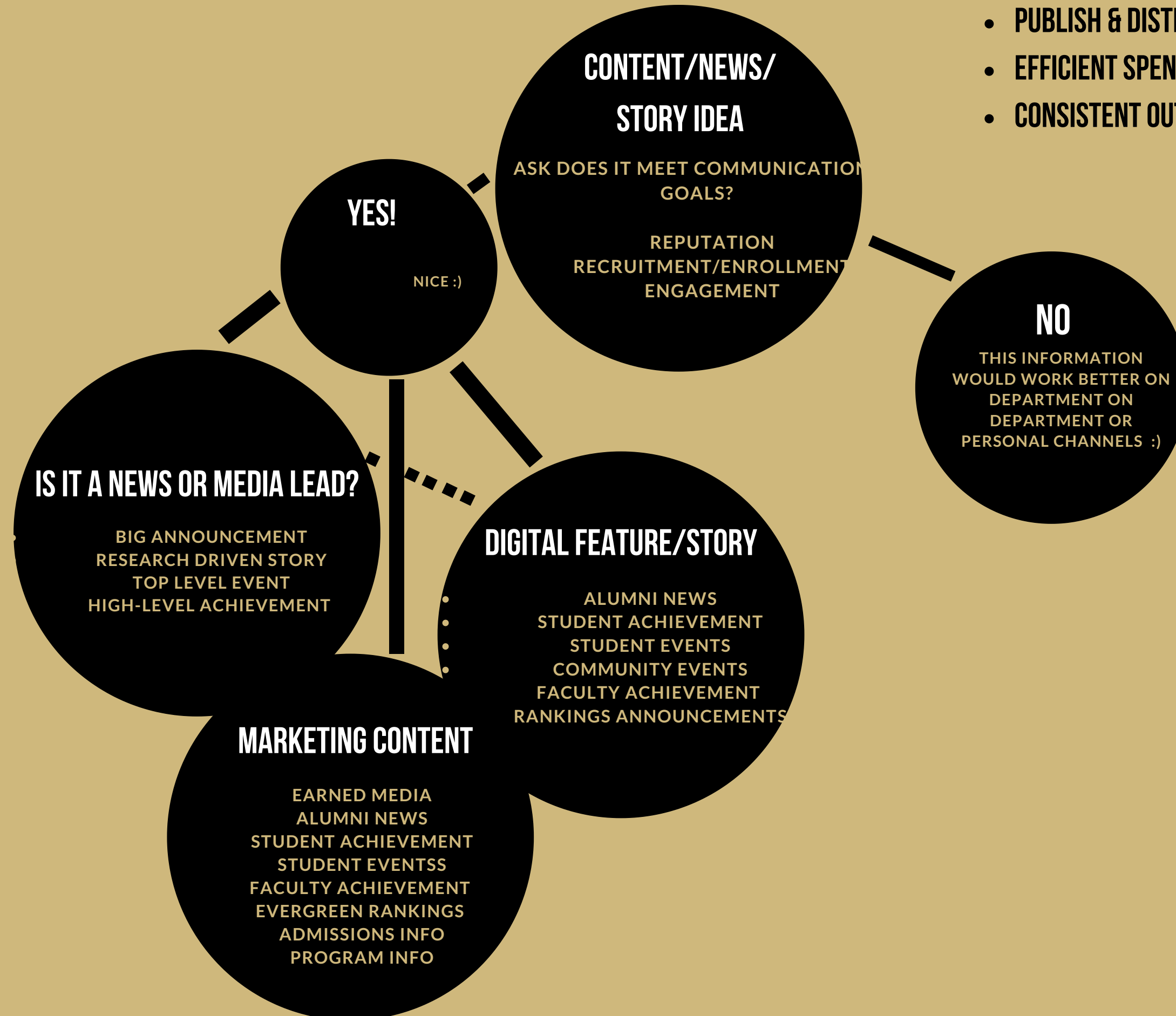


**BUILDING A CONTENT ECO-SYSTEM THAT SUITS THE PESO  
MODEL & YOUR ORIGINATION**

# **“THERE IS SO MUCH ((AMAZING STUFF)) GOING ON AND I DON'T EVEN KNOW WHERE TO START!”**

STUDENT PERFORMANCE AND EXHIBITIONS  
CRISIS COMMUNICATIONS  
FACULTY Q&A IN LOCAL ARTS MAG  
GETTY AWARDS  
RENOWNED VISITING EXHIBITIONS  
ALUMNI RECEIVES A GRAMMY  
ADVISING HOURS  
TIMELY PUBLISHED RESEARCH  
STUDENT VIRTUAL MEET-UPS  
SOCIAL ADS  
STUDENT LANDS A TOP INTERNSHIP  
GRADUATION REGISTRATION  
CAMPUS TEACHING AWARDS  
STUDY ABROAD EXPERIENCES  
ALUM IN LOCAL GALLERY  
HEAVILY ACADEMIC PUBLISHED RESEARCH  
NEW PROGRAM OFFERING  
PAID SEARCH  
ARTS & MEDIA LIVING LEARNING COMMUNITY  
STUDENT FILM HONORED IN NATIONAL FESTIVAL  
STUDENT FILM RECEIVES DEPARTMENT AWARD  
INTERNSHIP OPPORTUNITIES  
LEAD GENERATION  
ADMISSIONS INFO-VISIT DAYS  
VISITING DEAN AT COLLEGE  
VICE PRESIDENT CAMPUS  
YOUNG ALUM LANDS COOL JOB  
ALUM NAMED LEAD ANIMATOR AT DISNEY

# THE DIGITAL CONTENT ECO-SYSTEM MAP

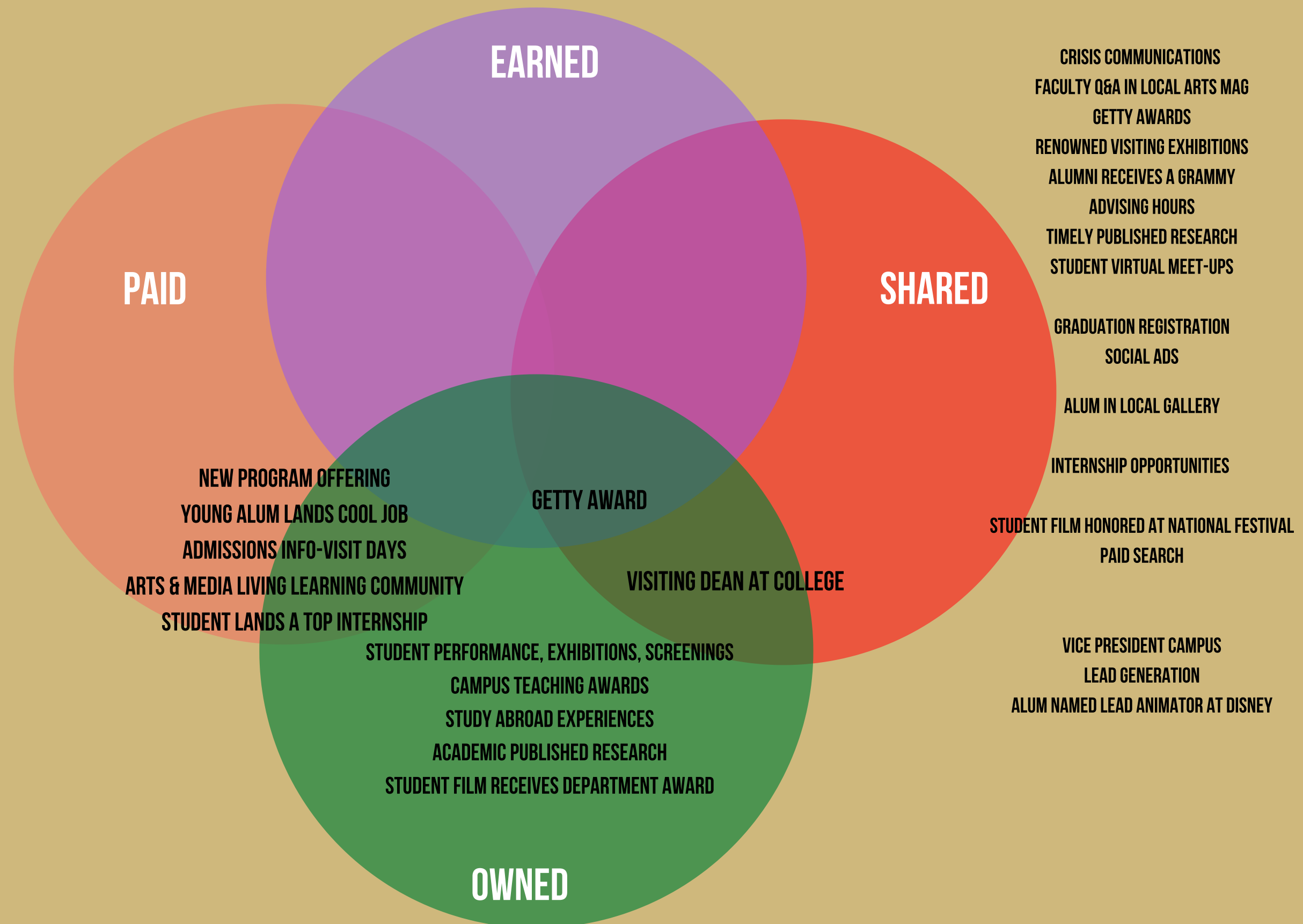


## WHY IMPLEMENT A CONTENT ECO-SYSTEM?

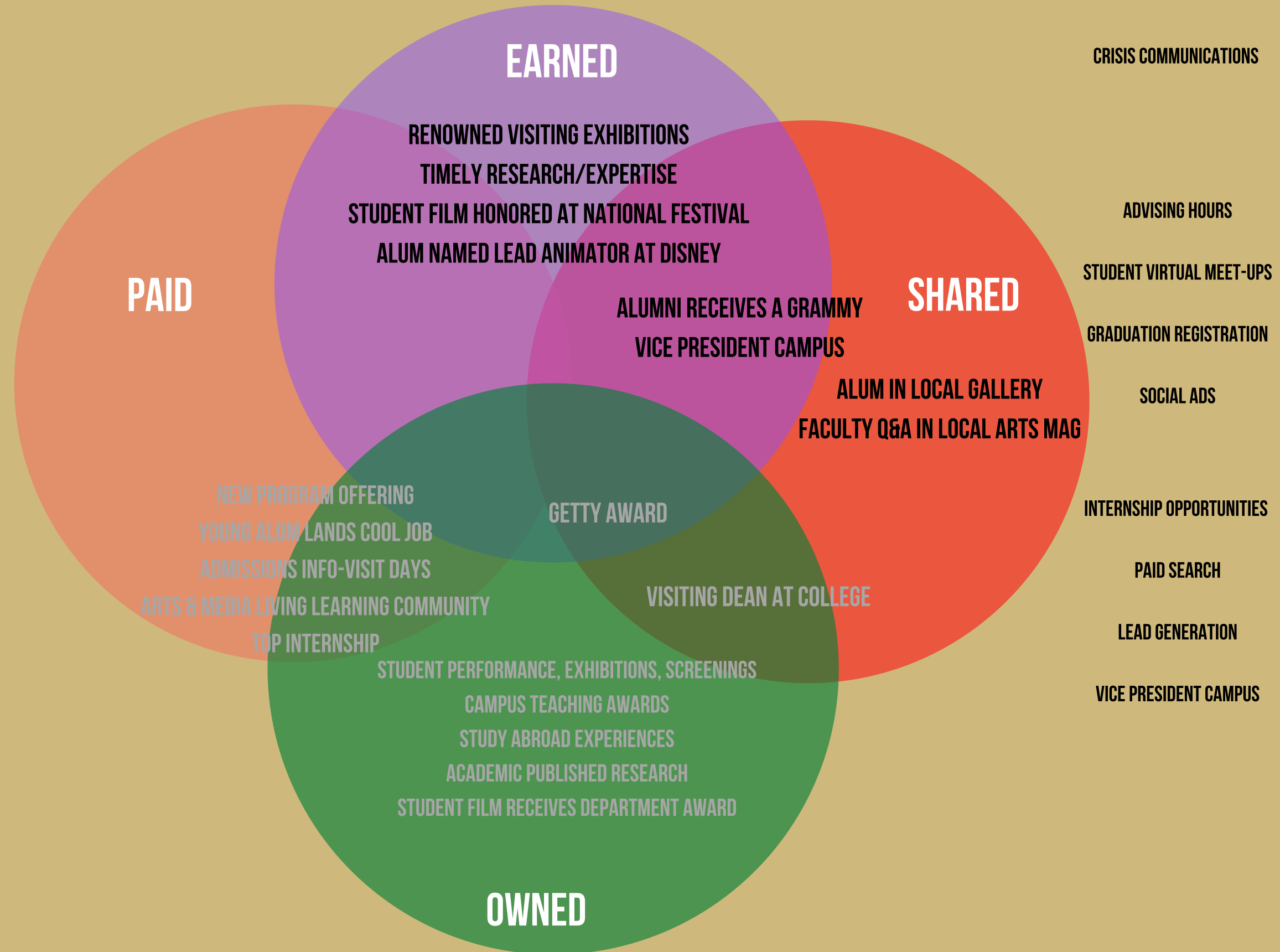
- PUBLISH & DISTRIBUTE CONTENT FASTER
- EFFICIENT SPENDING BY STREAMLINING CHANNELS
- CONSISTENT OUTLETS FOR YOUR MULTIPLE AUDIENCES



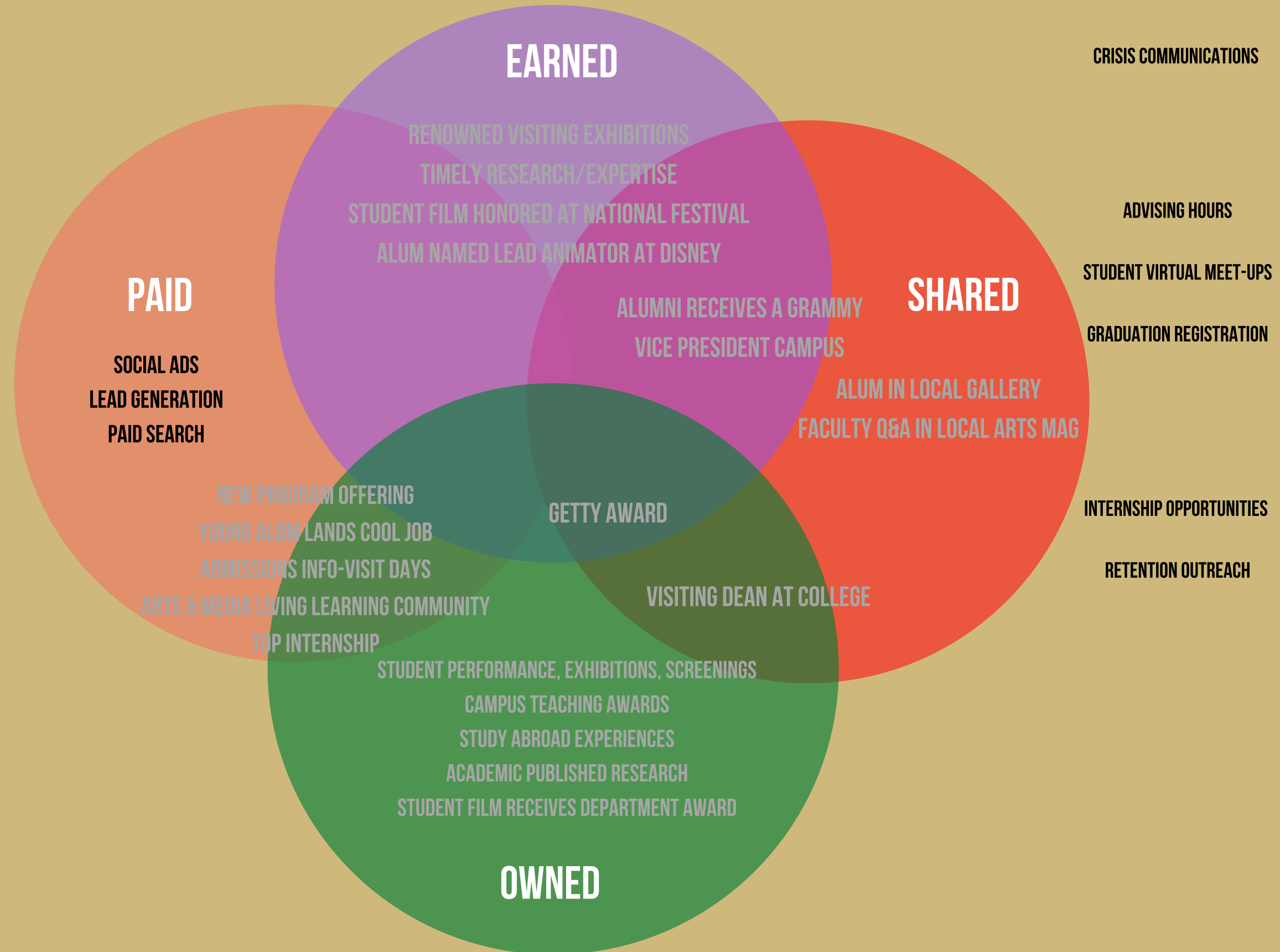
# ALIGN YOUR CONTENT WITH GOALS, AUDIENCE, AND PESO MODEL.



# ALIGN YOUR CONTENT WITH GOALS, AUDIENCE, AND PESO MODEL.



# ALIGN YOUR CONTENT WITH GOALS, AUDIENCE, AND PESO MODEL.



# STREAMLINING YOUR ECOSYSTEM & PESO MODEL:

## TOOLS FOR ALIGNING YOUR PESO MODEL WITH GOALS:

- LINK IN BIO (OWNED & PAID)
- LINK TREE
- PROMOTE ACTIONS THAT ALIGNS WITH GOALS
- PARTNERSHIP CULTIVATION (SHARED & EARNED)
- REPORTING TOOLS?

## CREATE A ROBUST CONTENT INTAKE & CULTIVATION PROCESS

- FORM OR INTAKE METHOD
- STICK TO IT
- BE ACCOUNTABLE

## RESULTS:

- TOP OF FUNNEL ENROLLMENT
- SHIFTS IN ALUMNI BEHAVIOR
- BRAND BUILDING



# WHAT ABOUT WHAT'S LEFT IN **YOUR INBOX?**

**CRISIS COMMUNICATIONS**

**ADVISING HOURS**

**STUDENT VIRTUAL MEET-UPS**

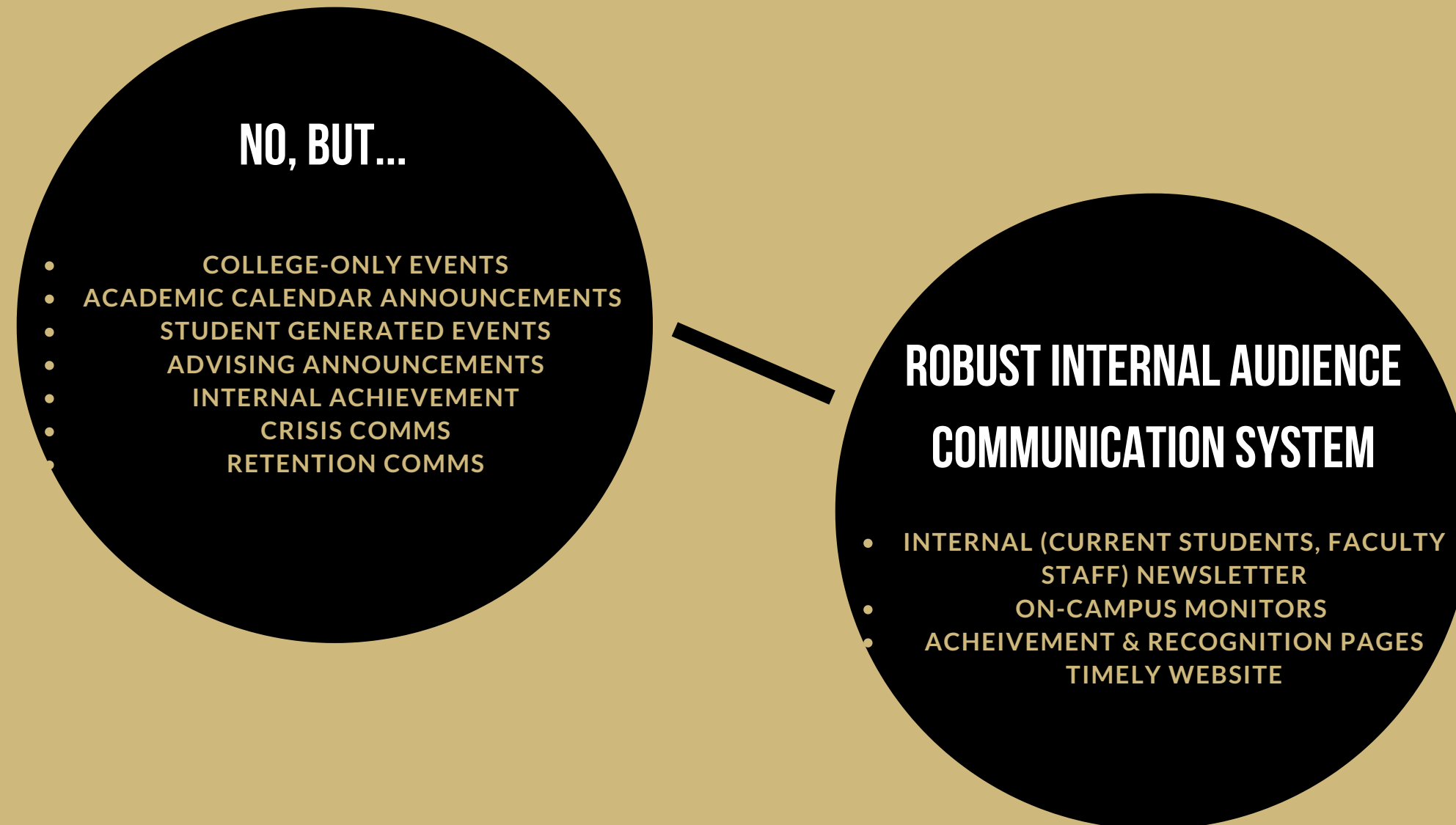
**GRADUATION REGISTRATION**

**INTERNSHIP OPPORTUNITIES**

**ENROLLMENT TASKS**

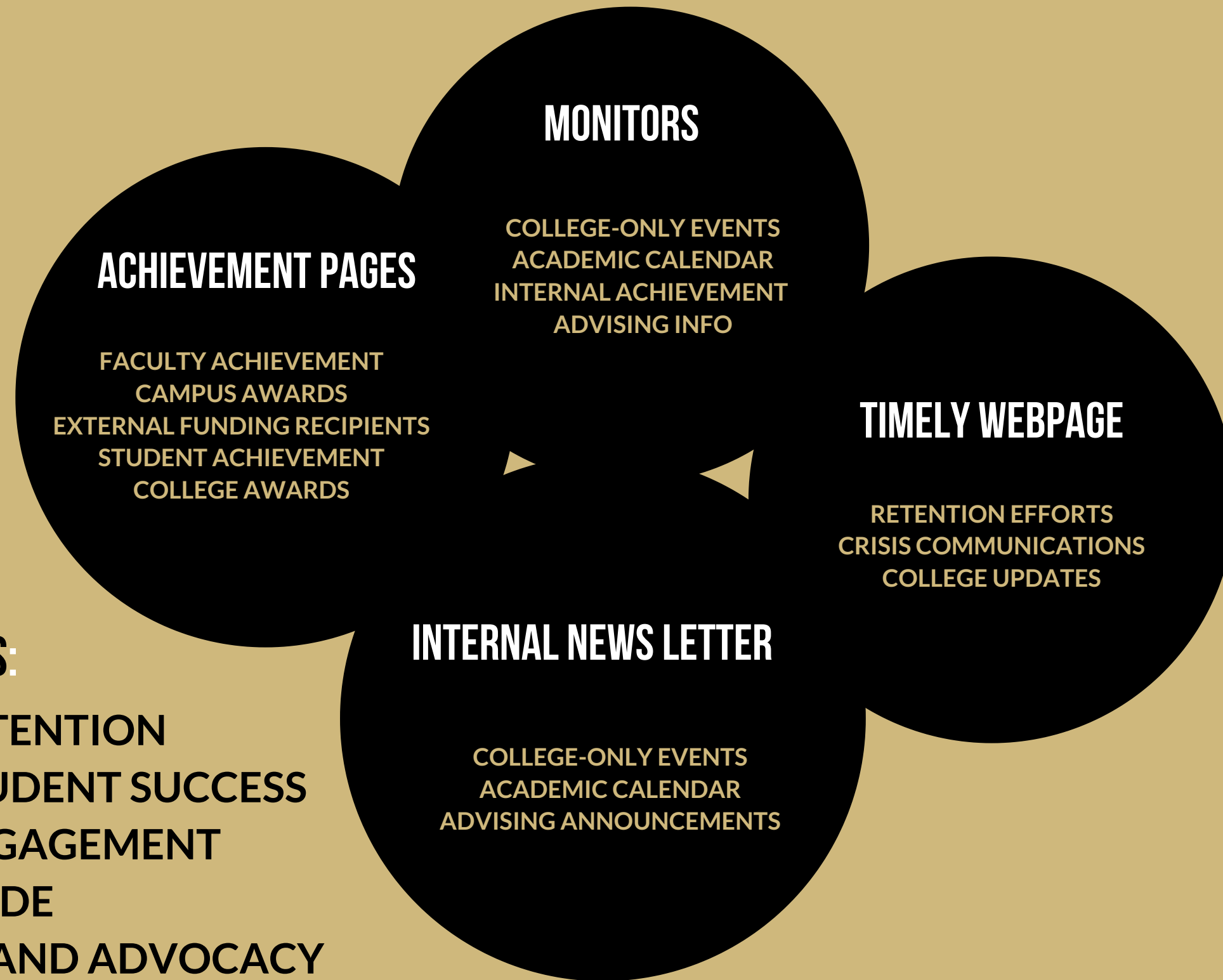
**CURRENT STUDENT/RETENTION OUTREACH**

# THE "NO, BUT..." DIGITAL CONTENT ECOSYSTEM



# THE "NO, BUT..." DIGITAL CONTENT ECOSYSTEM

ESTABLISHED: MARCH 2020 :)



## RESULTS:

- RETENTION
- STUDENT SUCCESS
- ENGAGEMENT
- PRIDE
- BRAND ADVOCACY