


Content Marketing IN A DIGITAL WORLD



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facilitating a seamless user journey

- 
- A photograph of a modern, multi-story glass and steel building, likely a part of Lehman College. The building has a prominent glass facade and a modern architectural style. People are visible walking on the sidewalk in front of the building.
- **Goher Murtaza**, M.D., M.S., CPP. Director of Continuing Education, Lehman College, CUNY – goher.murtaza@lehman.cuny.edu
 - **David Stevens**, Manager of Web Services, Lehman College, CUNY – david.stevens@lehman.cuny.edu

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Lehman College is the City University of New York's only four-year college in the Bronx, serving the borough and surrounding region as an intellectual, economic, and cultural center. Lehman College's SCPS includes courses for both adults and children; they emphasize personal instruction and hands-on learning.

- Workforce education classes
- Certificate courses
- Business incubator & innovation lab
- Virtual Reality & Augmented Reality Training Academy
- Small Business Development Center
- Adult Degree Program
- Tech Talent Pipeline/Computer Science Accelerated Graduation & Employment

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Continuing Education Website Redesign

- **Lehman's 90x30 initiative**
- Responsive website redesign
- New Registration System
- Improved visibility / SEO
- Content Marketing
- Brand Awareness

<http://lehman.edu/ce>



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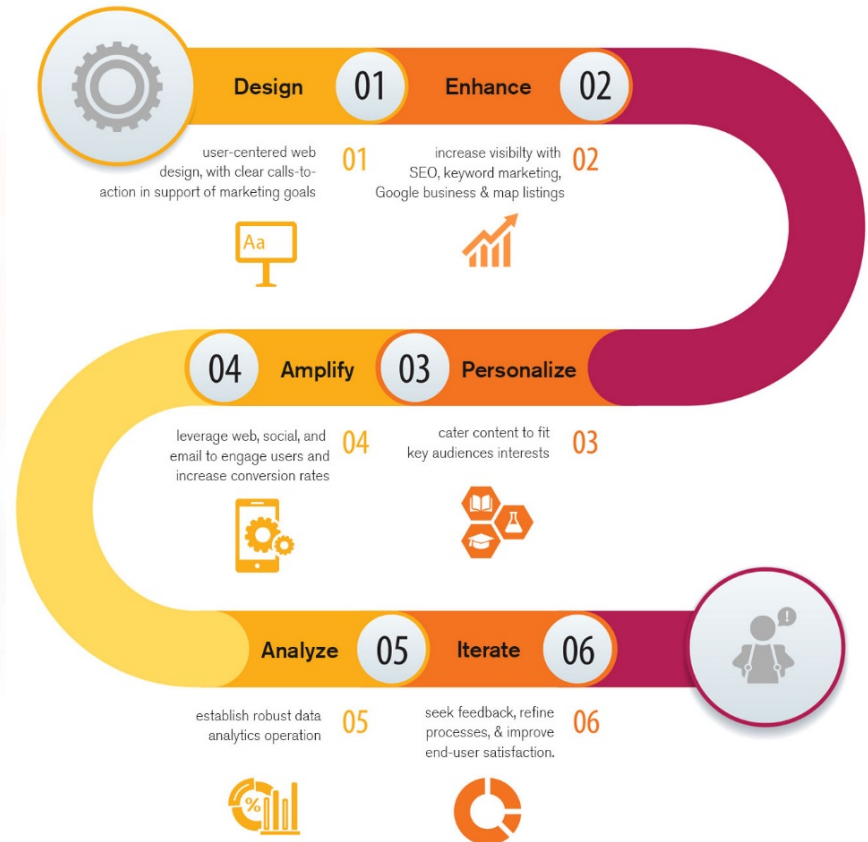
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Facilitating a Seamless User Journey: The Art of Reducing Digital Friction

- **Design** for the end-user
- **Enhance** for visibility & reach
- **Personalize** for impact & interest
- **Amplify** to engage & interact
- **Analyze** to gauge & inform
- **Iterate** to refine & improve



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The Results are In...

- Since the launch of the new Continuing Education website and registration system we've seen a **32% increase in online registrations** and **22% increase in overall registrations** for Fall 2018.

Lead Generation: Monthly leads from our two communication portals:

- **350 leads** from contact us form
- **600 leads** from Live chat



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When you're looking for information where do you go?

- Catalog as a sole marketing source
- Yellow Pages, you're probably one of the last few holdouts.
- The Internet, then you're part of the overwhelming majority!



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Putting your division on the map

- For years businesses have used phone books to put themselves on the map so they're visible.
- As more than 90% of online journeys start with the use of a search engine, it should come as no surprise that the various search engines provide their own local business listings.
- This business listing information is available through a variety of Google properties — including **Google Maps**. In fact, **Google My Business** offers everything you need for a potential customer to find and use your services, buy your products or visit your business.



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Why claim your Google My Business?

- According to Google, **97% of consumers search** for local products and services, but only **37%** of businesses have claimed a Google My Business listing.
- Google uses a variety of factors (i.e. an algorithm) to determine what sites show up in local search results. There are hundreds of factors that are considered in Google's search algorithm. When it comes to local search, here are just a few of the main ones:
 - **Distance:** how close is the business to the searcher or the area where the searcher is located?
 - **Prominence:** measured by how well-known or popular the business/website is based on information Google finds about it on the internet.

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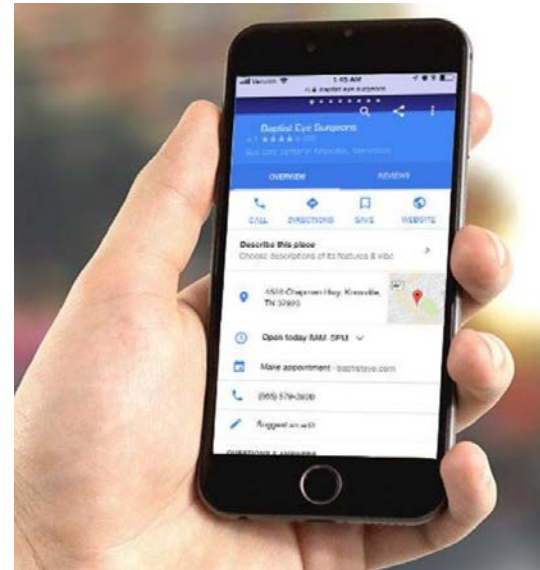
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Where does My Google Business listing show?

- You can find Google My Business listing information on mobile and desktop versions of Google's search engine and on Google Maps.



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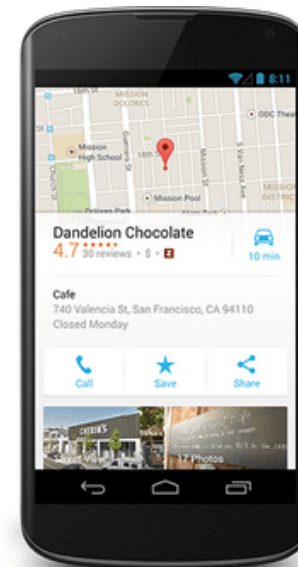
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How can I find or claim my business on Google My Business?

- Claiming your GMB listing is pretty simple. Before getting started, you need to set up a Google email account.
- If you don't use Gmail, you can register another email address as a Google account by visiting www.google.com/accounts
- Once your Gmail account is set up, do the following:



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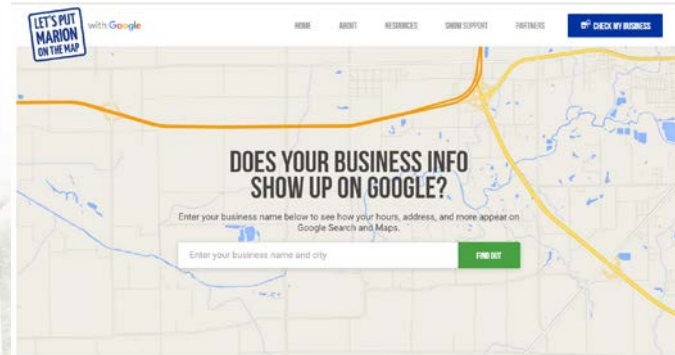


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Steps to creating a Google My Business listing?

Step 1:

- Visit www.gybo.com/business
- Enter the name of your business and click “Find Out”.



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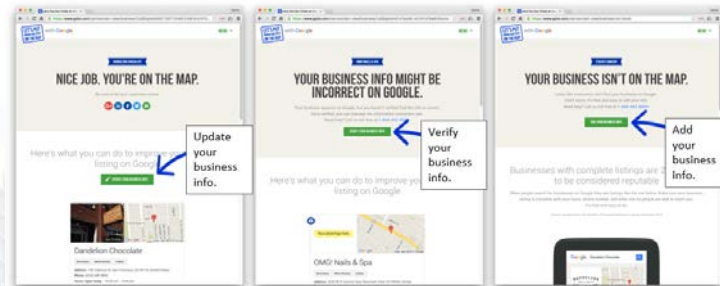


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Steps to creating a Google My Business listing?

Step 2:

- Here you'll see if your business is already listed on Google Maps.
- Google will search and let you know whether or not your



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Step 3: Messages from Google My Business

- **“Nice Job. You’re on the Map.”** This means your business is verified. Either the business owner— or someone authorized to manage the business listing — can then sign in and make updates that can appear on Search and Maps. To access Google My Business, click the “Update Your Business Info” button.
- **“Your Business Info Might be Incorrect on Google.”** This means your business information may show up on Google, but your company’s address is unconfirmed and no one from your company has claimed or verified your GMB listing. You can verify it to confirm the business by clicking the “Verify Your Business Info” This will start the verification process.
- **“Your business isn’t on the map.”** This means that Google can’t find any information about your business. To get started claiming your listing, click “Add Your Business Info.”

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Step 4: Verifying Google My Business listing

- To prevent **wrong people** (i.e. competitors) from claiming your Google My Business listing, Google wants to verify that you are the legitimate owner of your business. This is part of the GMB “verification” process.
- For **mail and phone verification**, Google sends you a PIN verification code on a postcard. You will use that code to confirm your affiliation with your business.
- **Important:** If Google is sending you a postcard to verify, make sure you tell the person who gets your mail that you’re expecting a postcard from Google that’s very important. (Some people think that it’s “junk mail” and it can inadvertently get tossed in the mail.)
- **NOTE:** Google will never call your business and ask for your code, password, or any personal info.

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Step 5: Getting actionable insights about online traffic

Once you claim and verify your Google My Business listing, you can get lots of valuable insights about visitors who view your Google My Business listing. From the insights you can see:

1. How many people visit your website
2. How many people searched for driving directions
3. How many people called you
4. How many people viewed photos of your business

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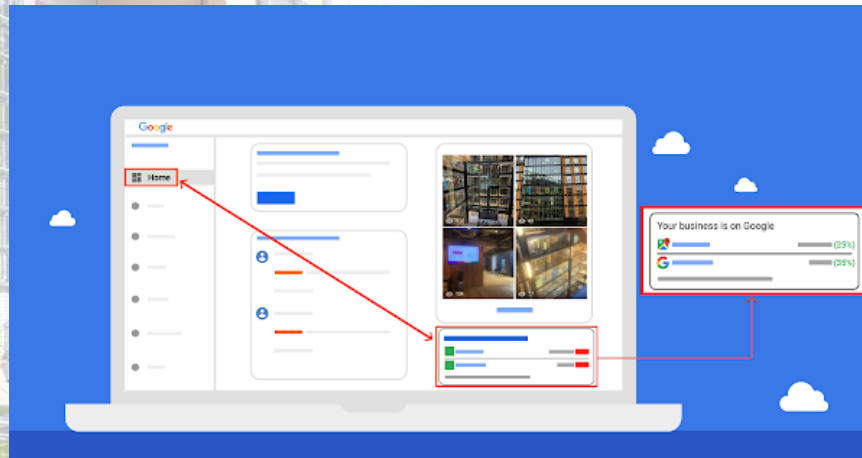
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Step 5: Getting actionable insights about online traffic

- The views displayed on your dashboard are for the past 28 days, so some fluctuation in stats is expected. To get more information on your business's visibility, please visit the Insights tab in your dashboard.



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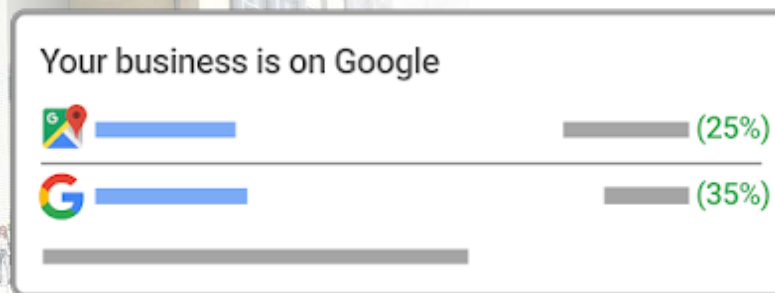
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Step 5: Getting actionable insights about online traffic

- On the card, beside the Search and Maps links are the views in the last 28 days:
- Note: You can view the same information in the Insights tab of your dashboard.



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Beginners' guide to SEO (Search engine optimization)

- SEO is a marketing discipline focused on growing visibility in organic (non-paid) search engine results. SEO encompasses both the technical and creative elements required to improve rankings, drive traffic, and increase awareness in search engines.
- There are many aspects to SEO, from the words on your page to the way other sites link to you on the web. Sometimes SEO is simply a matter of making sure your site is structured in a way that search engines understand.
- Finding the terms and phrases (keywords) that generate traffic to your website, to making your site friendly to search engines, to building links and marketing the unique value of your site. If you are confused about this stuff, you are not alone. Let's debunk it together !



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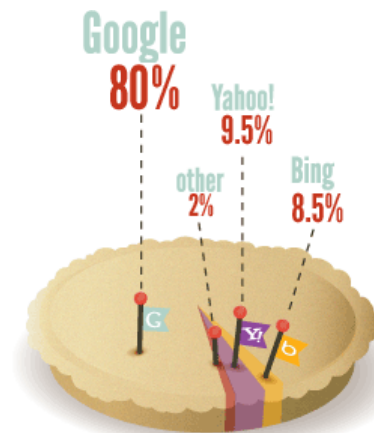
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Why does my website need SEO?

- The majority of web traffic is driven by the major commercial search engines, Google, Bing, and Yahoo!. Although social media and other types of traffic can generate visits to your website, search engines are the primary method of navigation for most Internet users.
- Search engines are unique in that they provide targeted traffic—people looking for what you offer. Search engines are the roadways that make this happen. If search engines cannot find your site, or add your content to their databases, you miss out on incredible opportunities to drive traffic to your site.



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Know What Your Customers are Looking For:

- **Search queries**—the words that users type into the search box—carry extraordinary value. Experience has shown that search engine traffic can make (or break) an organization's success.
- Targeted traffic to a website can provide publicity, revenue, and exposure like no other channel of marketing. Investing in SEO can have an exceptional rate of return compared to other types of marketing and promotion. Search engines are unique in that they provide targeted traffic—people looking for what you offer.



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Can I do SEO for myself?

- The world of SEO is complex, but most people can easily understand the basics. Even a small amount of knowledge can make a big difference. Combine the information provided in this presentation with a little practice and you are well on your way to becoming a guru.
- Depending on your time commitment, your willingness to learn, and the complexity of your website(s), you may decide you need an expert to handle things for you.



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What is worse, no website or bad website?

- Once people land on your website, it becomes your first impression. Because of this, you want your first impression to be the best it can be.
- If you don't have a website, you're missing out on opportunities for customers to identify who you are and if they want to spend money with you.
- This said, if you have a bad website it is better to have no website. While no website equals missed opportunities, a bad website can actually be worse since it literally makes your business look bad.



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The best websites in the world are “simple”

- This might sound rudimentary, but color schemes and color usage are very important when it comes to modern web design. A strong color palette will help create cohesiveness between everything your business puts out.
- White space is a term used for the amount of "empty" space that acts as a buffer between all the elements on your page, including copy, sidebar, margins, etc. Things should have room to breathe; if your website is crowded, it is very hard to direct the attention of your visitor's eye.



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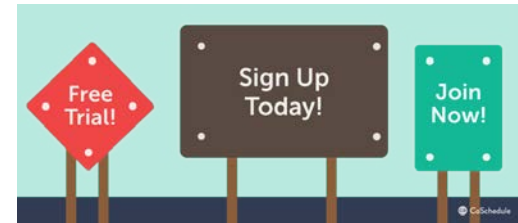
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Call to actions are relationship building tools

- Websites are meant to connect you with the people who are interested in your content, products, and services. Once this connection is made, you want to retain some sort of relationship with these visitors.
- Things like email subscription forms, catalog subscription forms, [contact us forms](#), and register now are [great calls-to-action \(CTAs\)](#).
- [Live chat](#) is another powerful tool to engage your prospective clients in real time.



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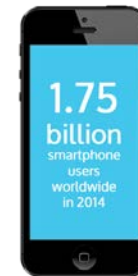
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Loading Speed & Mobile Optimization is Critical

- With today's technology, people expect things to load immediately, or they'll probably throw in the towel three seconds later and never return. As a business, you don't want leads and prospects to think negatively of your brand just because your website is slow.
- Check Your [Site's Mobile Friendliness](#)
- Aside from a manual inspection of your site on a mobile device, an easy way to determine if your site is mobile friendly in Google's eyes is to check [Google Webmaster Tools](#).
- If you have submitted your site to webmaster tools, go to Search Traffic > Mobile Usability. Google will show you any errors that affect your site's mobile friendliness and the proper fixes.



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Relationship Building is the Key to Success

- When it comes to marketing, we understand how important it is to build a trusting relationship with current and potential customers.
- Although the term 'digital' implies that we are dealing with a machine, in essence digital marketing is no different than the traditional methods, where face-to-face relationships were the key to success.



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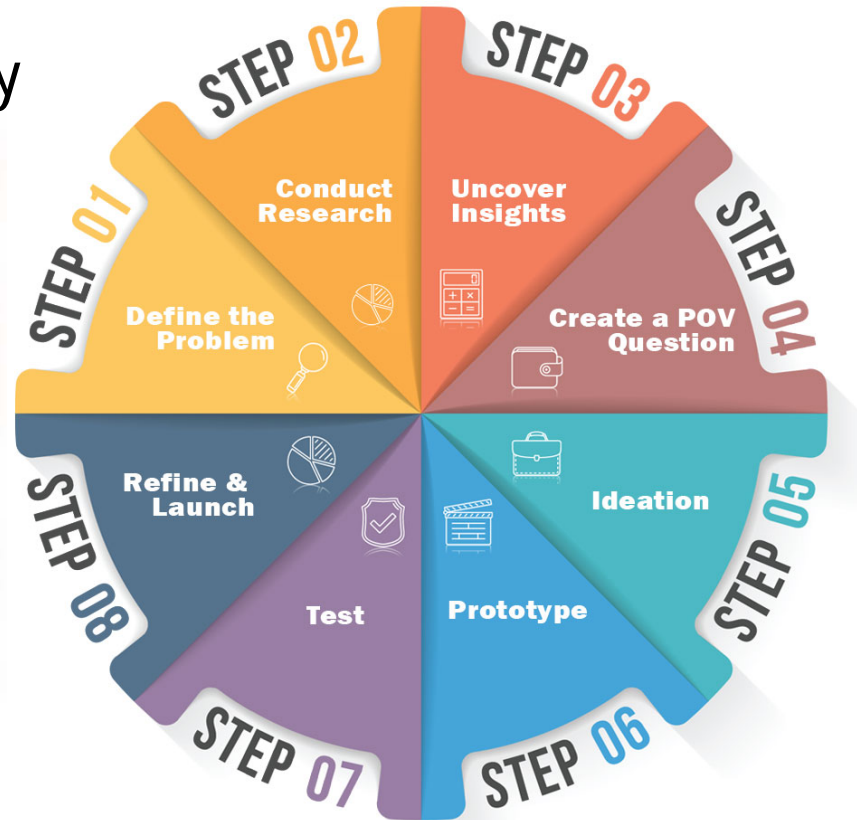
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Design Thinking & Discovery

- **Design** with the end-user in mind
- **Define** the problem to be solved
- **Research** & identify successful models to be emulated
- **Identify** POV questions to ask
- **Ideate** approaches & solutions
- **Prototype** designs and interactions
- **Test** and map end-user pain points
- **Refine** to facilitate a seamless user experience (UX)
- **Launch**, iterate, and repeat!



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Personalize Your Message for Your Audience

- **Cater** your content, videos and media to fit your key audiences interests
- **Leverage** student testimonials, success stories, and return on investment
- **Utilize** webinars & virtual campus tours to replace costly in-person open houses & information sessions



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Amplify to Engage & Interact

- **Define** content strategy and goals
- **Leverage** web & communication ecosystem to amplify messaging and engage your target audience. Tools may include:
 - Email
 - Social Media
 - Blogs, calendars, and more
- **Curate** your content for maximum impact and digital consumption
- **Include** clear calls-to-action for all your web content to drive web traffic, increase user conversion rates, and achieve your institutional goals.



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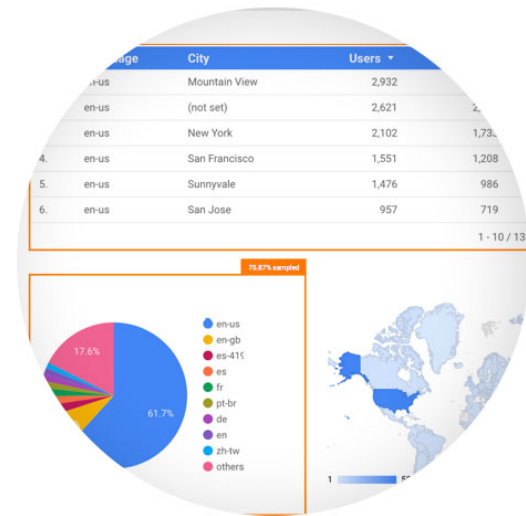
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Analyze to Inform Student Engagement Models

- **Leverage** Google keyword marketing analytics to ensure trending terms and topics are included in your web & content
- **Review Google Analytics** to assess website performance and gauge the effectiveness of marketing campaigns
- **Track** user conversion rates using CampusCE's registration metrics
- **Review** Social Media insights for follows, likes, shares, clicks, and reach.



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Content Life Cycle



OBJECTIVES

To promote the college's brand and strategic goals by streamlining and automating the creation, syndication, sharing, marketing, and end-user conversion of content across the college's digital asset and web eco-system.

ROI includes:

- Increasing enrollment & retention
- Fostering alumni & donor engagement
- Promoting local community & international partnerships

- Content and digital assets are generated, approved, and published.
- Content is amplified via social media, email, and affiliate marketing.
- Calls-to-action encourage user-engagement and increase conversion.
- Analytics track effectiveness and refine digital strategy.