



8 Reasons Your Post Secondary School/College **NEEDS A** **DIGITAL AGENCY**

Some smaller schools believe they can't afford an outside digital agency, but this is simply not true. This guide will show you some of the many benefits of working with a digital agency.

About The Author



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Ken Franzen is President of Neon Goldfish, a digital agency focused on helping businesses and organizations structure marketing strategies in line with their goals. Ken has been working with businesses and organizations with their marketing needs for over 12 years. Before co-founding Neon Goldfish, Ken worked in the Yellow Pages industry.



"The days of simply having a website are behind us. To be competitive and attract today's consumer, you must have a plan in place and implement it every single day."

Ken is married with three children and resides in Southern Michigan.

About Neon Goldfish

Neon Goldfish is a digital agency specializing in helping businesses and organizations create marketing systems that generate quality leads. In late 2014, Neon Goldfish began focusing on creating specific marketing solutions that help post secondary schools and colleges with increasing enrollment and attracting a stronger student.

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How Can Your School/College Benefit?



No matter your role at your school / college, you are often tasked with wearing several different hats each and every day. When you finally get around to marketing, you are faced with some difficult questions.

These can include:

- Where will I get the best value for my marketing dollars?
- How much do I spend on marketing?
- Who is the best person to handle my marketing?

Some post secondary schools and smaller colleges have the misconception that an outside digital agency is only for the larger organizations with million dollar budgets... this is not true. There are plenty of quality digital agencies that help organizations of all sizes and budgets. The following pages will help guide you through some of the many benefits of working with a digital agency.

Knowing Your Industry

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While working with a digital agency itself brings tremendous value, working with an agency that *knows* your industry is a premium. An agency with clients in your industry will bring a wealth of experiences they've had in various markets that can be applied to your strategy ultimately taking some of the testing and guess work out of the equation. Consider the following:

- **TIME** - Experience is gained over time. There are no shortcuts.
- **LEADS** - You want to work with a company that has a successful track record for creating leads that convert.
- **BUDGET** - Working with a company that knows your industry should lead to more efficient use of your budget leading to a stronger ROI.

Cutting Through the Noise

2

Consumers are bombarded by advertisements from every direction from the time they wake up until they go to sleep. Creating a message that will cut through this noise will have a dramatic impact on the success of your campaign. Screaming as loud as possible is not necessarily the best strategy. Here are some things to consider.

- **KNOW YOUR AUDIENCE** - Invest time in understanding your target audience beyond standard demographics.
- **UNDERSTAND PLEASURE AND PAIN** - Consumers are driven by seeking pleasure and avoiding pain. Convey how your product or service can satisfy this drive.
- **DEVELOP A STRONG CALL TO ACTION** - Give your target audience a reason to contact you... tell them exactly what you want them to do.



Choosing the Right Vehicle

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“Where do I get the best value for my investment?”

This is one of the most common questions asked by all business owners. With so many different vehicles available, which ones will deliver the most relevant leads that will convert into a sale? Consumers have changed the ways in which they purchase and are now conducting more research than ever before. One-dimensional strategies are a thing of the past. The type of advertising vehicles that should be included in your strategy depends on many factors. A digital agency can help you identify the vehicles that will help you reach your target audience and continue communication throughout their purchase cycle giving you the best shot at their business.

- **PUT YOURSELF IN FRONT OF YOUR TARGET AUDIENCE** - Know where they're looking and be there as much as your budget allows.
- **GIVE THEM THE INFORMATION THEY NEED** - Many consumers will research your product/service ad nauseam prior to making contact. Be their source for the information they are looking and they will look to you as an expert in your field.
- **CAPTURE THEIR INFORMATION** - Because we rarely know where the consumer is in the purchase cycle, we want to be able to be there when it comes time to purchase. Capturing their information so we can continue to communicate with them will lead to high conversion rates.

Tracking Success

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Measuring the effectiveness of your marketing dollar is important to understand what is working and what does not. Many strategies involve multiple moving parts that all help contribute to the success of the campaign and need to be measured collectively to identify how they contribute to the overall campaign. A digital agency can help with the following.

- **IMPLEMENT TRACKING** - Properly setting up various tracking methods to help collect information.
- **GENERATING REPORTS** - Extracting the data and compiling into a report for easy review.
- **INTERPRETING DATA** - Review of the metrics to fully understand the results of your marketing efforts to use for making adjustments and decisions.

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Working with an agency does not have to be costly at all. In fact, many times you will find that employing an advertising agency will save you money. Here are some ways an agency can save you money.

- **TRACK YOUR CAMPAIGN** - Effective tracking of your marketing efforts alone will save you money allowing you to know how every dollar is performing.
- **NOT WASTING UNTRAINED STAFF'S TIME** - Labor is expensive. Having your Office Manager double as your Social Media professional may not be best use of your staff's time and talents.
- **LEVERAGING MARKETING AUTOMATION** - Marketing automation software can streamline many of the mundane tasks into an automated system that continuously brands your organization to prospective students with content relevant to where they are in the purchase cycle.



Working with an advertising agency can you give you the **PEACE OF MIND** knowing that your marketing is one less component of your business that you have to spend all day worrying about. Here are some time savers an agency can help with.

- **CREATING AND ANALYZING REPORTS** - Compiling and reviewing the data from your marketing efforts takes time. Your agency can take care of this for you providing easy to access information so you are quickly up to speed on performance.
- **KEEPING UP WITH THE LATEST AND GREATEST** - Every time you turn around there is a new popular platform you need to determine if it should be part of your mix. Let your agency keep up to date on all these items.

We Don't Call In Sick

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Many businesses choose to handle their marketing inhouse. This is typically handled by the business owner (when they have time) or an employee to perform double duties. While this may seem like the most cost-effective method, there are several reasons to consider using and outside advertising agency.

- **SAVE TIME AND MONEY** - Hiring staff, training staff, workspace, insurance and payroll taxes all costs money and takes time to implement. Using an agency is a simple and clean route.
- **YOU CAN COUNT ON US** - You will not have to worry about vacation time, sick days, family leave or maternity leave as you would with an employee. Most agencies are teams of skilled individuals that can cover for one another during an absence so you never have to worry or wait.

Even the Best Rely on Help

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Even the best athletes have swing coaches, lifting coaches, and seek the counsel of other professionals to be sure they are at the top of their game. Your marketing deserves the same. A digital agency can be a valuable asset to any organization's marketing efforts.

- **FRESH PERSPECTIVE** - Often times we are too close to our business to see the obvious. A fresh set of eyes or unique angle from a consumer mind set can create ideas and open channels never previously explored.
- **KEEPING ACCOUNTABILITY** - Time is a precious thing and it sometimes a limited resource to a busy, growing company. An agency can work you in a variety of capacities to make sure your marketing efforts do not fall victim to the 11th hour syndrome.

WORK WITH A DIGITAL AGENCY THAT CAN MAKE ALL THE DIFFERENCE

Contact Neon Goldfish to learn more about how we help post secondary schools / colleges make the most out of their marketing budgets. We will take the time to learn about you and your goals to help formulate a customized strategy for you.



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