The Division of Marketing and Communication exists to support Samford’s mission and to serve the university community in order to enhance the university’s brand and foster its positive reputation locally and globally.

Services Offered to the Campus Community

- Digital Marketing
- Email Marketing
- Graphic Design
- Licensing Services
- Media Monitoring
- Media Relations and Training
- News and Feature Stories
- Photographic Services
- Print, Electronic and Broadcast Ad Placement
- Video Production
- Social Media Training and Support
- University Publications
- Website Development and Maintenance
Web Marketing
July 1, 2020 - June 30, 2021

Web Traffic Comparison

<table>
<thead>
<tr>
<th></th>
<th>2018-19</th>
<th>2019-20</th>
<th>2020-21</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors</td>
<td>1,208,531</td>
<td>1,446,641</td>
<td>1,476,862</td>
<td>+22.2%</td>
</tr>
<tr>
<td>Visits</td>
<td>2,739,287</td>
<td>2,825,186</td>
<td>2,838,206</td>
<td>+3.6%</td>
</tr>
<tr>
<td>Visitors from Search</td>
<td>678,012</td>
<td>728,146</td>
<td>741,023</td>
<td>+9.3%</td>
</tr>
<tr>
<td>Visits from Search</td>
<td>1,674,112</td>
<td>1,529,470</td>
<td>1,553,481</td>
<td>-7.2%</td>
</tr>
</tbody>
</table>

Recruitment

• Created virtual commencement pages, virtual visit pages, virtual admitted student days, and multimedia virtual tours for the university and our 10 schools.
• Collaborated with undergraduate admission to launch biannual search campaigns, update Realize campaign, and develop a new Choose Samford personalized yield campaign.
• Redesigned pages for arts, arts and sciences, law, nursing, pharmacy, professional studies, public health, and undergraduate admission.
• Developed ad landing pages to support digital advertising campaigns for the university as well as academic programs in arts and sciences, divinity, education, law, nursing, pharmacy, and public health.
• Supported undergraduate admission to launch our first in-house student recruitment personalization campaign.

Advancement

• Created new pages to support fundraising related to Forever Samford, Big Give, and Parent Giving campaigns.
• Developed a virtual homecoming microsite.
• Redesigned the alumni programs homepage.
• Proofed and coded 658 advancement, school, and university alumni newsletters and emails.

Branding

• Developed a new accreditation microsite to ensure compliance with SACSCOC requirements and to highlight our positive comparisons with peer colleges and universities.
• Developed a multimedia microsite in support of the university’s 2020 annual report.

More than 1.4 million visitors and 2.8 million visits to Samford’s website.

• Redesigned the Spiritual Life, Career Development Center and Samford Ambassadors webpages to provide a better visitor experience with the goal of improving conversions and enhancing our brand.
• Developed a secure, on-site YouTube video player for samford.edu.
• Improved search engine optimization score with SEO partner SEMRush from 89% to 97% to improve security, page speed, search optimization, and usability for an enhanced visitor experience that reflects positively on the Samford brand.
Communication

• Developed microsites in support of the celebration of Dr. Westmoreland, the presidential search, the appointment of Dr. Taylor, and the Task Force on Racial Justice.
• Published digital editions of Seasons, Cumberland Lawyer, Beeson magazines and the 2020 University Annual Report.
• Created new email templates and subscription forms for the Office of Diversity and Intercultural Initiatives and the Thriving Pastors Initiative to support internal and external communication related to these operations.
• Created and launched a microsite, For a Time Such as This, in support of a digital campaign featuring 91 news and feature stories of innovation, community, and perseverance to highlight our university response to the COVID-19 pandemic.

COVID-19 Response Microsite

• Built and maintained a microsite in support of the university’s ongoing coronavirus communications, including videos, news stories, FAQs, and pandemic protocols. The site has registered 506,623 page views from 150,353 visitors.
• Developed a coronavirus dashboard that is updated daily to effectively communicate COVID-19 infection trends on campus. The dashboard has registered 179,210 page views from 33,459 visitors.

Digital Marketing

Paid Social and Paid Search

Platforms: Paid social, paid search, paid video, display

Placements: Facebook, Instagram, Google, Inside Higher Education, Smart TV

Total Number of Digital Campaigns 43

Campus Clients: Beeson Divinity, Cumberland School of Law, Moffett & Sanders School of Nursing, School of Public Health, McWhorter School of Pharmacy, Orlean Beeson School of Education, Howard College of Arts & Sciences, School of the Arts, Ministry Training Institute, Samford University

Most viewed ad:
School of Public Health, All Programs Application Campaign (Google Ads, Display Ads)
1,436,453 campaign impressions

Top engaged ad:
Samford University, Samford Celebrates (Westmoreland Tribute/ Facebook Image Ad)
28,194 campaign clicks

Paid Social—2020-2021
Impressions: 7,689,154
Clicks: 94,112

Paid Search, Display and Video — 2020-2021
Impressions: 5,431,416
Clicks: 64,852

Inside Higher Ed Campaign
Impressions: 549,752
Clicks: 571

Email Marketing in Emma

<table>
<thead>
<tr>
<th></th>
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<th>2019-20</th>
<th>2020-21</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email Projects Supported</td>
<td>634</td>
<td>570</td>
<td>658</td>
<td>+3.8%</td>
</tr>
<tr>
<td>Email Opens</td>
<td>836,293</td>
<td>1,006,238</td>
<td>1,181,017</td>
<td>+41.2%</td>
</tr>
<tr>
<td>Clicks to Engage</td>
<td>59,474</td>
<td>83,429</td>
<td>80,465</td>
<td>+35.3%</td>
</tr>
</tbody>
</table>

Note: These numbers exclude all recruitment related emails for undergraduate and graduate programs.
Social Media

Followers in all primary university accounts* in Sprinklr social media management system

2020-21 Total Primary Account Followers: 230,581

2020-21 Total Primary Account Engagements: 1,610,890

Video Views

<table>
<thead>
<tr>
<th>Platform</th>
<th>Twitter</th>
<th>YouTube</th>
<th>LinkedIn</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018-19</td>
<td>202,750</td>
<td>884,169</td>
<td>31,333</td>
</tr>
<tr>
<td>2019-20</td>
<td>24,028</td>
<td>568,055</td>
<td>49,969</td>
</tr>
<tr>
<td>2020-21</td>
<td>26,585</td>
<td>33,983</td>
<td>36,206</td>
</tr>
</tbody>
</table>

Total Video Views in Social Media: 2,224,924

Top Engaged Posts on university flagship accounts

1. Instagram-
   #RoadtoSamford President
   Taylor is “Sweet Home Alabama”
   Reach: 11,777
   Total Engagements: 2,840

2. Instagram-
   Announcing Beck A. Taylor as Samford’s 19th President
   Reach: 15,046
   Total Engagements: 2,836

3. Instagram-
   Announcing Dr. Westmoreland’s Retirement
   Reach: 24,834
   Total Engagements: 2,828

4. Instagram-
   Vivian Cunningham graduates at 78 years old
   Reach: 12,160
   Total Engagements: 2,654

5. Instagram-
   Final Goodbye; Transition from Westmoreland to Taylor Presidency
   Reach: 11,883
   Total Engagements: 2,618

62 primary accounts representing the academic schools, athletics, admission and other areas of campus.
Broadcast Media

Completed **956** videos, recordings, and livestream projects.

- **561** Edited video pieces produced
- **220** Event and class recordings
- **175** Livestream events

Designed **2,051** social media graphics, video board pieces, and digital pieces for Samford Athletics.

**YouTube Subscribers**

- **2018-19**
  - 8,955 subscribers

- **2019-20**
  - 10,400 subscribers
  - **28.3% INCREASE**

- **2020-21**
  - 11,489 subscribers

**Notable Video Projects**

- **Samford University Annual Report 2020**
- **Hello Samford, It's Great to Be Back**
- **Cornerstone Video Series**
- **Bring Back the Bulldogs**
University News

• Produced and distributed **459 news and feature stories** for public distribution, resulting in **20,500 media mentions** in national and global news outlets with a total estimated audience of **149.1 million**.

• Produced and distributed **40 issues of Belltower**, the university’s bi-weekly e-newsletter, to a weekly average of 38,000 alumni, parents, donors and friends of the university.

• Distributed **2,675 hometown news stories** related to student accomplishments to 950 media outlets and with an estimated social media reach of 919,000.

• Produced **41 COVID-19 campus email communications** during 2020-21.

• Launched a digital campaign, *For a Time Such as This*, featuring **91 news and feature stories** of innovation, community, and perseverance to highlight our university response to the COVID-19 pandemic.

News Highlights

**Believe in Yourself: Vivian Cunningham Earns Samford Degree at 78**

*Date:* May 3–June 9, 2021
*Totals Placements:* 317

**Beck A. Taylor Elected 19th President of Samford University**

*Date:* March 10, 2021
*Totals Placements:* 122

**Dr. Westmoreland Announces Retirement Plans**

*Date:* August 28, 2020
*Totals Placements:* 24

**How Social Distancing is Changing Human Behavior**

*Date:* August 12, 2021
*Totals Placements:* 38
*Noteworthy Outlets:* MSN United Kingdom, Pittsburgh Post-Gazette, Markets Insider

**Alexander Hamilton and the religion of the American Revolution**

*Date:* May 9, 2021
*Totals Mentions:* 6
*Noteworthy Outlets:* ABC Australia, MSN New Zealand
Creative Services

1,619 creative projects created and completed

- Notable projects include the School of the Arts calendar, the Big Give, football and basketball athletics programs, materials for the Forever Samford campaign, commencement programs, recruitment materials across all schools, and digital graphics for social and web use.

Completed the redesign and installation of hundreds of signage projects across campus in support of the pandemic.

University Publications:
University Annual Report, Seasons, Cumberland Lawyer, School of the Arts Annual Report, Beeson magazine

Completed 277 photoshoots

Licensing

- Reviewed 991 licensing requests involving university brand marks and merchandising
- Provided licensing and brand standards training for student organizations and employees
- Completed a national RFP and selected Affinity Licensing as the university’s next licensing partner.
- 2020-21 total licensing revenue: $37,728
- 2020-21 total car tag annual revenue: $78,019.69
- Top vendor partners: Champion, Nike by Branded Custom Sportswear, Signature Announcements, L2 Brands, Peter Millar
Spotlight on Marketing in the 10 Schools

Arts
Produced six videos to promote Art & Design programs in the School of the Arts, including the two newest degrees in Game Design and 3D Animation and an accelerated Master of Architecture. These videos will support recruitment and be used on various platforms, including web, email, social media and more.

Arts and Sciences
Published more than 100 news and feature articles featuring Howard College of Arts and Sciences stories of innovation, community, and perseverance in response to the COVID-19 pandemic.

Business
Effectively promoted the appointment of Chad Carson as dean of Brock School of Business through successful photography, creative assets, a news release and media placement.

Divinity
Produced a video that provided a comprehensive tour of Beeson Divinity School’s Hodges Chapel, highlighting key distinctives of the school, that can be used in a variety of recruitment and reputation-building purposes. This video replaced a previous tour video that was created in 2010.

Education
Effectively promoted the 10th anniversary of the Tom and Marla Corts Distinguished Author Series through digital advertising, print materials, social media and email campaigns. A video also was produced to celebrate the history of the Corts Series and the significant impact of Tom and Marla Corts on the university, the community and the cause of literacy.

Health Professions
Created 5 donor impact reports in partnership with the Division of University Advancement. Each stewardship piece, developed for identified annual scholarships, introduced donors to scholarship recipients through photography and quotes and included a note from the dean.

Law
Supported an enhanced digital advertising campaign for Cumberland School of Law’s Juris Doctor program, and completed a comprehensive project to restructure web and digital assets for the school’s online graduate programs, which led to an additional successful digital advertising campaign.

Nursing
Supported the launch of the school’s inaugural nurse residency program through the development of print pieces and a website and promotion on social media. Additional support was provided by managing a quarterly newsletter for the residency in alignment with a received grant.

Pharmacy
Developed a brochure and produced four videos for the promotion of McWhorter School of Pharmacy’s Century Circle, which is an advancement initiative with the goal of endowing 100 scholarships before the school’s 100th year.

Public Health
Launched a digital advertising campaign in the final weeks of the application cycle for the School of Public Health’s master’s degrees, promoting the application deadline. The campaign reported 2,162,985 impressions, driving more than 8,971 visitors to the website with 12 “Apply Now” conversions.

Marketing and Communication Team

Catie Bell, Director of Digital Marketing
Jessica Black, Executive Director of University Marketing and Communication
Morgan Black, Marketing and Communication Manager, Cumberland School of Law and Brock School of Business
Scott Camp, Senior Graphic Designer
Todd Cotton, Executive Director of Web and Creative Services
Leighton Doores, Marketing and Communication Manager, Orlean Beeson School of Education
Stephanie Douglas, Senior Graphic Designer and Photography Services Manager

Donna Fitch, Digital Communications Specialist
Sean Flynt, Marketing and Communication Manager, Howard College of Arts and Sciences
Holly Gainer, Director of University Communication
Laura Hannah, Senior Graphic Designer
Betsy Holloway, Vice President for Marketing and Communication
Ed Landers, Director of Media Center
Lauren Marino, Social Media Manager
Kristi Metz, Assistant to the Vice President for Marketing and Communication and Coordinator of Licensing Services

BJ Millican, Assistant Director of Broadcast Media
Kristen Padilla, Coordinator of Marketing and Communication, Beeson Divinity School
Brad Radice, Executive Director of Broadcast Media
Adam Roebuck, Digital Marketing Analyst
Sara Roman, Marketing and Communication Manager, Moffett & Sanders School of Nursing and School of Health Professions
Ashley Smith, Marketing and Communication Manager, School of the Arts
Sarah Waller, Director of University Marketing and Communication Lead, McWhorter School of Pharmacy and School of Public Health