**Washington Media Scholars Foundation**

**2017 Case Competition Marketing Plan**

**Objective: *Increase the number of teams and unique universities.***

2010: 57 Teams from 39 Universities Case Due April 12

2011: 67 Teams from 52 Universities Case Due April 18

2012: 100 Teams from 80 Universities Case Due Feb 13

2013: 139 Teams from 99 Universities Case Due Feb 12

39% increase in teams; 24% increase in number of colleges over 2012

2014: Goal – 176 teams from 110 Universities Case Due Feb 12

**Target(s):**

1. Students (Majors: Communications, Political Science, Marketing (b-schools), History)
2. Professors, Career Advisors, Scholarship/Fellows advisors, Deans +Sports Mktg Profs.
3. Former/Current: Mentors, intern supervisors of past participants
4. Students who sell college media, CNBAM
5. Coalitions: MAIP (4A’s), Emma Bowen Foundation, Washington Center, Heritage Foundation, Discus Awards
6. Student organizations: Student Governments, Ad Club, PRSSA, College D’s and R’s
7. WMSF Donors, event attendees, NMI employees
8. Station Groups and vendors
9. Parents of target students

**Key Messages:**

1. Networking and Job opportunities in Washington, D.C.
2. Scholarship opportunity
3. Free trip to Washington, D.C.

**Website Traffic and Sources**

**January 15 – February 12, 2013**

Total visits: 10,258 (- 6.95%)

Page views: 17,437 (- 7.34%)

% of new visits: 88.18% (- 1.81%)

**From January 15 – February 12, 2012**

Total visits: 11,024

Page views: 18,818

% of new visits: 89.8%

**2013 Traffic sources (Total visits from January 15 – February 12)**

DiscusAwards.com 2,149 visits *Free* ***(Will not be the same in 2014. Program has ended.)***

Direct (poster, prof) 1,418 $3,373.19 (printing, shipping costs); 936 mail pieces

Pages/visit +19.19% and Avg. visit +29.66%

ValueClick video 1,104 $172.21 *Serving Fees only* ***(Okay, but not necessary.)***

Facebook.com 948 $2,268.95 ***(Only spend $400-500 in 2014.)***

POLITICO/banner 823 *Free* ***(Okay, but not necessary.)***

ValueClick banner 673 *Free* ***(Okay, but not necessary.)***

Google/organic 629 *Free* ***(Okay, but not necessary.)***

Google/CPC 405 *$250 (Approx.)* ***(Okay, but not necessary.)***

Scholarships.com 580 *Free*

Email Marketing 522 $270.53 ***(Increase to $500.)***

Visits +40.7% over 2012; New visits 97.49%

Fastweb.com 273 *Free*

DailyCaller 246 *$1,500 in 2013* ***(Okay, but not necessary.)***

LinkedIn 68 $167.03 ***(Terrible performance. Don’t repeat.)***

Other (combined) 420 NA

**Top 6 States visiting MediaScholars.org**

California 1,202 visits

Texas 783 visits

New York 782 visits

Florida 680 visits Virginia 478 visits

Illinois 459 visits

**Tactics and Outcomes:**

**Students self-identified introduction to WMSF 2013.**

Half of the 2013 registrants heard about the competition from either a professor or school communication (e.g. email, listserv, poster). The best performing method in terms of units successfully reaching the second round of the competition were school communications and professors. This is a change from 2012 when past Media Fellows Scholarship Recipients and referrals from a friend were the most effective sources of participants. Online and Facebook advertising generated significant registrations, but only a relatively small percentage of these units were invited to participate in the second round.

**Paid Advertising:**

2012: $12,220.02

2013: $ 8,001.91 (A $0.33 savings per site visit)

2014: $3,750 to $4,000 (Dependent on testing.)

|  |  |  |
| --- | --- | --- |
| **Website** | **Budget** | **Dates** |
| E-mail marketing | $500 to $750 | 11/18/2013 – 2/07/2014 |
| Facebook | $500 | 1/06/2013 – 2/11/2014 |
| Twitter | $250 to $1,500 | 1/07 – 2/6/2014 |
| Reddit | $250 to $1,000 | 1/07-09 test; 1/14 – 2/10/14 |
| Posters to Professors | $2,000 | Oct sent to 331 profs; Jan additional 100 profs. |
| 2014 Total Budget: | $3,500 to $5,750 |  |

**Television PSAs**

Aired PSAs on a handful of markets in 2012. Too much effort for limited engagement.

**Qualification Round Tutorial Analytics (Launch – February 17, 2012):**

2012: 261 Total views (26 reviews: 15 “very helpful”, 11 “somewhat helpful”)

2013: 313 Total views; 286 unique views. 8:44 avg view time.

2014: Not public. Tutorial only available to registered teams.

**Mail poster** **to target universities (Mailed Fall 2013; + Mailing to Sports Profs in Jan ‘14)**

1st Priority: Profs at target schools, Ad Club advisors, career center

2nd Priority: AEJMC Contacts, Semester in Washington advisors

**Social Media**

*Facebook* – Launched the “Media Scholar Hall of Fame”, Uploaded YouTube video links, posted copies of announcements, promoted status updates, aggressive ad campaign.

*Twitter* – Continue to direct message student groups, career tweeters, career services, parent groups, coalition tweeters, engaged professors. Retweet interesting job offers, undergraduate career/internship stories. ***(Adding Twitter campaign in 2014. Testing 40 unis in waves.)***

*StumbleUpon.com* – We have a WMSF account.

*LinkedIn* –Posted initial announcements re: deadlines and launch; Some groups post jobs on our group page, but not related sponsors or event hosts. Tested LinkedIn ads with poor results. CTR was respectable, but bounce rate was high.

*Pinterest* – Add boards for career advice, scholarship guidelines, professional attire, media planning.

**Coalitions (See addendum for contact information)**

* 4A’s MAIP internship program
* The Washington Center intern program shared information with their participants
* Several media industry colleagues sent WMSF email to their academic contacts.
* Michael Worley: College D’s; Center for American Progress
* The Heritage Foundation: Job Bank listing and internship newsletter mention
* Fund for American Studies ***(RR ask Charlie Black.)***
* Young America’s Foundation
* College R’s ***(Via Tim Duffy.)***
* PRSSA
* Contacted Enactus (Formerly known as SIFE). Distribution to their student list would cost $25,000. ***(Purely a for-profit non-profit. Little interest in helping students.)***

**Mailing List emails (CampaignMonitor) – Very successful driver of 2013 traffic**

Average Open Rates 2013: Total: 28.78%Professors: 23.29% Students: 28.63%

2012: Total: 27.6%Professors: 21.7% Students: 29.1%

|  |  |  |  |
| --- | --- | --- | --- |
| **Date Sent** | **Email Message** | **Professors** | **Students** |
| 11/18/2013 | 2014 Qualification Round Launch |  |  |
| 1/02/2014 | Fall Fellows Scholarship Winners. Case Competition opportunity. |  |  |
| 1/09/2014 | 2014 Poster Email (Letter size for easy printing; Include NASCAR if confirmed.) |  |  |
| 1/15/2014 | 2nd Round Preview – NASCAR Case Competition Partner announcement |  |  |
| 1/22/2014 | President’s Message |  |  |
| 1/28/2014 | Media Scholar Video filmed 2013; Hall of Fame; Scholar LinkedIn profile links?? |  |  |
| 2/03/2014 | Participant Guide; Must register for access to tutorial |  |  |
| 2/06/2014 | Procrastinator Push |  |  |

**Other Emails (KW sent personally)**

Ongoing – Registration confirmation emails with next steps, tutorial link, attachments.

**Story Pitches/Press Releases**:

*Pitch in early January.*

USA Today College

Huffington Post College

*Pitch prior to Media Scholars Week – stories that feature the current group of scholars.*

Daily Caller

CNN iReport

Yahoo

FoxNews

Advertising Age

MediaWeek publications (AdWeek)

**Place Case Competition information on scholarship websites (see addendum)**

Scholarships.com

FastWeb

CollegeBoard

ScholarshipExperts.com

Nat. Society of Collegiate Scholars (USC grad)

Jack Kent Cooke

College Answer

ScholarshipMonkey.com

CollegeToolKit.com

Collegenet

FindTuition

Phi Beta Kappa

Phi Theta Kappa

National Scholarships Office

ScholarshipAmerica.org

How2WinScolarships

StudentScholarshipSearch

ScholarshipFellowship.com

**Addendum: Contact Details**

**Coalitions – Invite to Networking Reception!!**

4A’s MAIP list: Carl Desir, Manager, MAIP Program [cdesir@aaaa.org](mailto:cdesir@aaaa.org)

The Heritage Foundation:Matt Adkins, Job Bank Manager [Matthew.Adkins@heritage.org](mailto:Matthew.Adkins@heritage.org)

The Heritage Foundation: Angelis Schrader, Intern program [angelise.schrader@heritage.org](mailto:angelise.schrader@heritage.org)

The Washington Center: Tony Cerise, Dir, Academic Seminars [TonyC@twc.edu](mailto:tony.cerise@twc.edu)

College D’s, Center for American Progress listserv [worley.michael@gmail.com](mailto:worley.michael@gmail.com)

Fund for American Studies, Lily Harrison [lharrison@tfas.org](mailto:lharrison@tfas.org)

Young America’s Foundation, Kate Edwards kedwards@yaf.org

**Scholarship Websites**

*Discus Award*: Dan Toplitt [dan@campusdirect.com](mailto:dan@campusdirect.com) and Mark Jacobs [mark@campusdirect.com](mailto:mark@campusdirect.com)

*CollegeBoard*: Elizabeth Blue, editor [eblue-NONEMP@collegeboard.org](mailto:eblue-NONEMP@collegeboard.org) (They contact us)

*FastWeb*: [scholarships@fastweb.com](mailto:scholarships@fastweb.com) Alternate: Quinarra Brown [Quinarra.Brown@monster.com](mailto:Quinarra.Brown@monster.com)

[*Scholarships.com*](http://www.scholarships.com/scholarship-providers-resources/list-your-scholarship/): Scholarship Title - Media Plan Case Competition  Scholarship ID – 213566 Security Key - VPHZT15712

*Sallie Mae scholarship*: scholarships@smscholarships.com

*BrokeScholar*: Etienna R (ET) Winzer, VP Chase Student Loans, 813-909-0459, [et.r.winzer@chase.com](mailto:et.r.winzer@chase.com) [http://www.ChaseStudentLoans.com](http://www.chasestudentloans.com/)

*ScholarshipExperts.com*: Christina Rosa [cris@scholarshipexperts.com](mailto:cris@scholarshipexperts.com)

*Student Advisor:* [*Info@StudentAdvisor.com*](mailto:Info@StudentAdvisor.com)

**Story Pitches**

USA Today College: Patrick Foster [pfoster@usatoday.com](mailto:pfoster@usatoday.com)

Advertising Age: Alexandra Bruell, [abruell@adage.com](mailto:abruell@adage.com) 212-210-0229; Media, PR, Direct Agencies

Ad Week: [Christopher.Heine@adweek.com](mailto:Christopher.Heine@adweek.com) @Chris\_Heine;

Broadcasting and Cable (Afternoon email: Media Buyer and Planner Today)