

2022
-
2023

MARKETING AND COMMUNICATION Highlights

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



Samford University
Marketing and Communication

2022-23 National Awards and Recognitions

The Marketing and Communication team received a number of national awards and accolades during 2022-23:

Circle of Excellence Awards - Council for Advancement and Support of Education

Cumberland School of Law Viewbook, Gold for Publications/Promotional Publications

Education Digital Marketing Awards

2021 Samford Annual Report, Silver for Annual or Community Report

Beeson magazine, Silver for Digital Publication - Single

Faculty Success Center Microsite, Merit Winner, Microsite

2023 DeRose-Hinkhouse Memorial Awards by the Religion Communicators Council

Beeson magazine: Singing the Faith, Best in Class, Periodicals

Beeson magazine: Singing the Faith, Category Winner, Magazines - Single Work

Sing On, Category Winner, Editorial - Single Work

Hodges Chapel: A Special Beeson Podcast, Award of Merit, Video: Documentary/Educational - Single Work

Beeson magazine: Conversation with DeVonta Anderson, Award of Merit, Podcasts - Single Work

Wilmer C. Fields Awards Competition by the Baptist Communicators Association

Sing On, 3rd place for Opinion/Editorial, News Writing Division

Hodges Chapel: A Special Christmas Beeson Podcast, 3rd place for Video: Instructional - More than 3 minutes, Audio-Visual Division

Beeson magazine: Conversation with Devonta Anderson, 2nd place for Audio: Broadcast/Podcast - Individual Episode

Web Marketing

Web Traffic

| | 2021-22 | 2022-23 | Change |
|----------------------|-----------|-----------|---------|
| Visitors | 1,769,485 | 1,984,076 | +12% ↑ |
| Visits | 3,142,240 | 3,399,953 | +8.2% ↑ |
| Visitors from Search | 823,336 | 901,141 | +9.5% ↑ |
| Visits from Search | 1,656,250 | 1,742,340 | +5.2% ↑ |

Almost **2 million visitors** and **3.4 million visits** to Samford's website.

Email Marketing

| | 2021-22 | 2022-23 | Change |
|---------------------|-----------|-----------|----------|
| Email Projects Sent | 1,138 | 1,234 | +8.4% ↑ |
| Opens Registered | 2,301,054 | 2,623,850 | +14.0% ↑ |

Web services managed **342 marketing email projects** serving 3 university divisions and **all 10 schools.**

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

Highlights

Recruitment

- Created a Spanish language admission microsite to serve underrepresented students.
- Collaborated with Enrollment Management to develop new admission and next steps landing pages to assist with graduate recruitment.
- Collaborated with the Career Development Center to launch a virtual resource library to assist prospective and current students in identifying career paths they can pursue at Samford.
- In collaboration with school-based marketing colleagues, redesigned arts, business, divinity and law pages to improve website goal conversions.
- Developed new program pages for architecture, Christian counseling, interior design, law and history, neuroscience, philosophy, speech and language pathology fast-track and theology programs.

Advancement

- Launched the new Campus Recreation, Wellness and Athletics Complex page to support fundraising.

- Provided support for Samford Gives Back by developing a new landing page and managing home and giving page takeovers during the campaign.
- Developed a new searchable scholarships page in collaboration with Annual Giving.
- Collaborated with the Samford Alumni Association to redesign the alumni section of the website to increase alumni engagement.
- Collaborated with Athletics to redesign and expand their section of the university site to promote Samford Athletics and giving.

Branding

- Integrated Beeson Divinity School into the university website.
- Redesigned the Center for Worship and the Arts pages to streamline the content with a focus on promoting Animate, worship conferences and their online certificate.
- Created a new Faith & Learning Initiative page "to equip Samford faculty to thoughtfully integrate a commitment to faith in Jesus Christ with the pursuit of academic excellence."

- Published the 2022 digital issue of the Orlean Beeson School of Education *Research and Innovation* publication.
- Designed and launched a renovated Alabama Governor's School webpage.

Communication

- Redesigned the Student Affairs section of the university website to make it more accessible for prospective and current students.
- Collaborated with Human Resources to redesign the employee resources page to assist employees in finding vital information.
- Integrated events from the student organization site into a new Student Event calendar.
- Developed new process for integrating news from the Athletics website into the university news site.
- Proofed and coded 342 advancement, school and university alumni e-newsletters and emails.
- Provided 272 trackable QR codes for five divisions and 10 schools.

Social Media

2022-23 Followers to Primary* Social Accounts: **261,490**

2022-23 Total Primary Accounts Engagements: **1,915,510** **↑19%** increase

2022-23 Web Sessions Generated Via Social Media: **80,966**



Samford University flagship Twitter account
2021-22: 12,761 followers
2022-23: 13,360 followers **↑4.7%** increase



Samford University flagship Facebook account
2021-22: 28,057 followers
2022-23: 31,281 followers **↑11.5%** increase



Samford University flagship Instagram account
2021-22: 20,441 followers
2022-23: 23,650 followers **↑15.7%** increase



Samford University flagship LinkedIn account
2021-22: 38,841 followers
2022-23: 41,723 followers **↑7.4%** increase



Samford University flagship YouTube account
2021-22: 12,659 followers
2022-23: 13,623 followers **↑7.6%** increase



Samford University flagship TikTok account
2021-22: 1,040 followers
2022-23: 1,674 followers **↑61%** increase



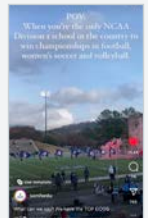
Samford University flagship Spotify account
2021-22: 109 followers
2022-23: 176 followers **↑61.5%** increase

Top Engaged Organic Posts

f 1. **Flagship Facebook - Revival at Samford, User Generated Content**
Total Engagements: **21,346**
Reach: **395,276**



ig 2. **Flagship Instagram - Top Dogs in the Country**
Total Engagements: **11,861**
Reach: **387,401**



ig 3. **Flagship Instagram - Revival at Samford, User Generated Content**
Total Engagements: **7,538**
Reach: **31,081**



ig 4. **Flagship Instagram - Step Sing, the Grid was Lit**
Total Engagements: **3,482**
Reach: **18,224**



tt 5. **Flagship TikTok - Pack the Stadium**
Total Engagements: **3,185**
Reach: **52,291**



Video Views in Social Media

| | | |
|----------------|----------------|-----------------|
| Twitter | YouTube | LinkedIn |
| 395,586 | 857,732 | 107,068 |

| | | |
|-----------------|------------------|---------------|
| Facebook | Instagram | TikTok |
| 383,160 | 2,512,738 | 1,419,500 |

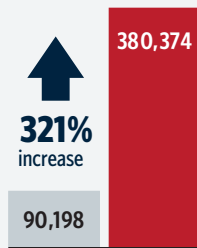
2022-23 Total Video Views in Primary* Social Media Accounts: **5,675,784** **↑232%** increase

*Primary social media accounts include 72 accounts representing 21 areas of campus, including all 10 schools, advancement, athletics and enrollment management.

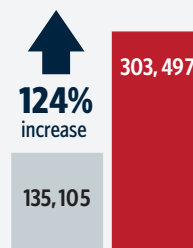
A Record-Breaking Year in Social

Samford's social media content broke multiple records across platforms during 2022-23:

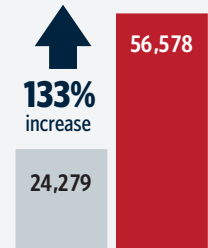
In the fall of 2022, flagship's **Top Dogs in the Country reel**, content touting the many championships our student-athletes claimed, broke the record for our top engaging post of all time with **380,374** views on Instagram, where it still currently holds the university record for the most views on the platform.



Only a few months later in February 2023, the user generated content from the **Revival experience** surpassed the Top Dogs in the Country post. This content, posted on flagship's Facebook, now holds the top spot for our most engaging post of all time. It received **303,497** views on Facebook, and it currently holds the record for the most video views on the platform.



Samford's social media presence on TikTok is only a couple of years old, but we made significant progress in 2022-23. The video rallying students to **pack Seibert Stadium** ahead of Samford Football's FCS Playoff Game in the fall of 2022 catapulted this content to our 10th top engaging post of all time, with **56,578** views.



Digital Marketing

Platforms: Google Ads, Facebook, Instagram, LinkedIn, YouTube, Spotify, Connected TV and TikTok

Placements: Paid Search, Paid Social, Paid Display, Paid Video and Paid Audio

Total Number of Campaigns: 44

Campus Clients:

- Samford University
- Office of Advancement
- Beeson Divinity School
- Brock School of Business
- Cumberland School of Law
- Division of Enrollment Management
- McWhorter School of Pharmacy
- Moffett and Sanders School of Nursing
- Orlean Beeson School of Education
- Professional Studies
- School of the Arts
- Howard College of Arts and Sciences
- School of Public Health
- Center for Worship and the Arts

| | |
|---|-------------------|
| Paid Social (Facebook, Instagram, LinkedIn and TikTok) Impressions: | 14,752,551 |
| Paid Social (Facebook, Instagram, LinkedIn and TikTok) Clicks: | 51,338 |
| Paid Search and Display (Google Ads) Impressions: | 13,840,894 |
| Paid Search and Display (Google Ads) Clicks: | 153,389 |
| Paid Video (Connected TV and YouTube) Impressions: | 2,180,296 |
| Paid Video (Connected TV and YouTube) Clicks: | 2,755 |
| Paid Audio (Spotify) Impressions: | 1,243,677 |
| Paid Audio (Spotify) Clicks: | 2,580 |

Total Impressions Generated:
32,017,418
Up 133% from 2021-22

Total Clicks Generated:
210,062

Most Viewed Promotion

Campaign:
Samford University Spring 2023 Brand Campaign

Tactics:
Digital billboards, Connected TV, Paid Search, Paid Social (TikTok, Facebook and Instagram), Paid Audio (Spotify) and Paid Display

Impressions:
11,129,607

DIGITAL BILLBOARDS



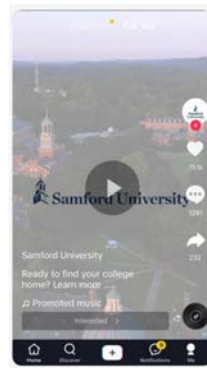
CONNECTED TV



SPOTIFY



TIKTOK



PAID DISPLAY



PAID SOCIAL



Top Engaged Promotion

School:
McWhorter School of Pharmacy

Campaign:
Pharm.D. FY22-23

Tactics:
Paid Search, Paid Display, Paid Social (Facebook and Instagram) and Paid Video (YouTube)

Impressions:
7,887,009

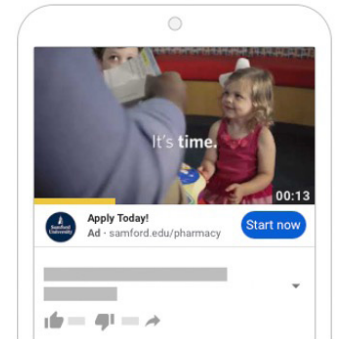
Clicks:
42,110

Clicks to Apply:
656

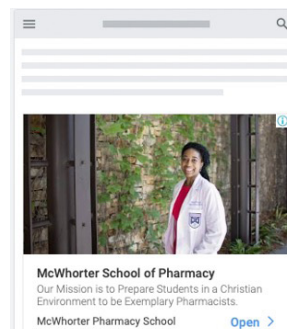
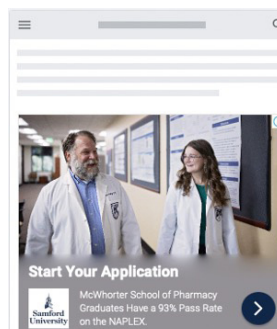
PAID SOCIAL



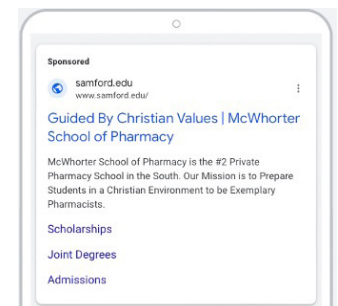
YOUTUBE



PAID DISPLAY



PAID SEARCH



Broadcast Services

Completed **816** videos, recordings and livestream projects.

- 769** Edited video pieces produced
- 84** Event recordings
- 47** Livestream events

Designed **1,799** social media graphics, video board pieces and digital pieces for Samford Athletics.

YouTube Subscribers



2018-19
8,955 subscribers

2022-23
13,631 subscribers

2019-20
10,400 subscribers

2020-21
11,489 subscribers

2021-22
12,659 subscribers

↑ 7.68%
INCREASE

Notable Video Projects



Graduate Programs at Samford University



Emma Chambers, Disabled Doesn't Mean Unable



Legacy League, Nursing Scholarship Launch



Beck's Bench Season 2

University News and Media Relations

Produced and distributed **445 news and feature stories for public distribution**, resulting in more than **29,900 media mentions** in national and global news outlets.

Produced and distributed **25 issues of Belltower**, the university's bi-weekly e-newsletter, to an average of **39,000 alumni, parents, donors and friends of the university**.

Distributed **3,242 hometown news stories** related to student accomplishments to **1,586 media outlets** and with an estimated **social media reach of 838,000**. The stories were published in **44 states**, including Hawaii. The top five states with the most stories published were Georgia, Alabama, Florida, Texas and Tennessee.

News Highlights



When a Christian Revival Goes Viral

Date: Feb. 14, 2023

Noteworthy outlets: *MSN, Fox News, Washington Post, New York Post*

Total placements: 564



Chris Hatcher's Impact on Sonny Dykes and Kirby Smart

Date: Jan. 5, 2023

Noteworthy outlets: *ESPN, Associated Press, AL.com, Yahoo Sports*

Total placements: 65



Global Methodist Church Approves Beeson Divinity School as Recommended Seminary

Date: March 17, 2023

Noteworthy outlets: *Religion News Service, Christianity Today, AL.com*

Total placements: 13



Samford Athletics Celebrates Historic Season with Total of 11 Southern Conference Championships

Date: May 31, 2023

Total placements: 86

Noteworthy outlets: *ESPN.com, Yahoo Sports, AL.com, WBRC Fox 6, CBS 42*



Samford Hosts 2022 Baptist World Alliance Annual Gathering

Date: July 13, 2022

Noteworthy outlets: *Baptist News Global, Baptist Standard, Black Christian News Network, NBC 13*

Total placements: 21



Samford Celebrates Groundbreaking of State-of-the-art Campus Recreation, Wellness and Athletic Complex

Date: April 25, 2023

Noteworthy outlets: *Birmingham Business Journal, Business Alabama, NBC 13, AL.com*

Total placements: 8

Creative Services

Completed **818 creative requests**, which resulted in the development of **1,775 unique print and digital creative pieces.**

Other notable projects included pole banners for downtown Homewood, the Cumberland School of Law Viewbook, "Where Passion Meets Purpose" print and digital advertisements, a redesign of the university's commencement program, the president's Christmas card, new materials for Family Weekend and Samford Giving Day, Step Sing GIFs (which included 17 student-based GIFs representing individual shows) and a redesign of the University Visitor's Guide.

Developed a variety of materials in support of the Campus Recreation, Wellness and Athletic Complex, including a fundraising brochure, leave behind card and naming opportunities flyer.

Developed environmental graphics featuring the new Campus Recreation, Wellness and Athletic Complex, installed both on the building and along the construction fence.

Collaborated with Enrollment Management on the development of graduate recruitment materials for the School of Health Professions, Moffett & Sanders School of Nursing, McWhorter School of Pharmacy and School of Public Health. Materials included new road piece and value piece brochures, as well as new admit packets.

University publications included the 2022 Annual Report, two issues of *Seasons* magazine, *Cumberland Lawyer* magazine and the School of the Arts calendar.

Scheduled & managed **422 photoshoots**

Licensing Services

- Reviewed **1,669 licensing requests involving university brand marks and merchandising.**

- Provided licensing and brand standards training for student organizations and employees.

- Licensing revenue for 2022-23 (only Q1-Q3): **\$79,417**

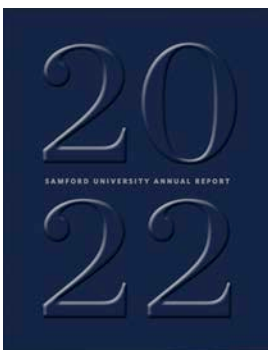
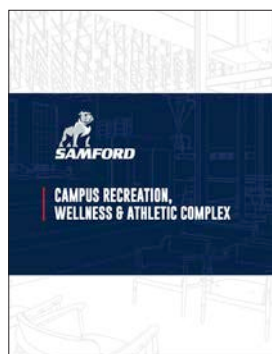
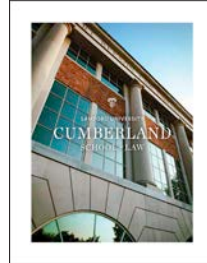
- Car Tag revenue for 2022-23: **\$76,198**

Top licensed vendors:

1. Branded Custom Sportswear (Nike)
2. Champion Custom Products
3. University Tees
4. L2 Brands
5. Peter Millar

Top retail partners:

1. Follett
2. University Tees
3. Fresh Prints
4. Custom Ink
5. Amazon



Spotlight on Marketing in the 10 Schools

Arts

Produced the 2022 School of the Arts Annual Report, the 2023-2024 Samford Arts calendar, a series of videos for the music department, and updated event, donor and environmental signage. Promoted more than 100 performances and events.

Arts and Sciences

Created a monthly newsletter called *The Heartbeat* to increase knowledge and awareness among alumni. Initiated Instagram and LinkedIn accounts for the college. Redesigned the college homepage and central areas of the website with fresh photography and updated content.

Business

Produced a video promoting the 15-year anniversary as Brock School of Business featuring former deans Beck A. Taylor and Howard Finch along with Dean Chad Carson. Also produced a video highlighting the M.B.A./Pharm.D. joint degree featuring McWhorter School of Pharmacy Dean Michael Crouch who recently completed the M.B.A. Launched a successful digital campaign promoting the M.B.A.

Divinity

Developed and implemented a promotional plan for three new degrees: a Master of Arts in Christian Counseling, a Master of Theology and the school's first Ph.D. program, Theology for the Church. This included updating the Beeson website, creating print materials and sharing news stories through external media and social channels.

Education

Implemented a holistic marketing initiative to support An Evening with Tim Tebow for the 12th Annual Tom and Marla Corts Distinguished Author Series in partnership with the Percy Cook Ratliff Lecture Series. Supported graduate recruitment through the development of a strategic digital ad campaign promoting the school's Alternative A programs. Initiated work on the 2023 digital research publication, *Research and Innovation in Education*.

Health Professions

Launched a graduate campaign integrating digital content and print materials that showcased unique aspects of each health profession. This initiative was strategically created to attract audiences at college fairs and clinics and to distinguish Samford from competitive programs.

Law

Welcomed and promoted new dean Blake Hudson. Designed new recruitment materials, including the school's viewbook which won a Circle of Excellence Gold Award from the Council for Advancement and Support of Education. Created promotional materials for the Five in Five initiative, a \$10 million fundraising campaign for the next five years. Implemented successful digital campaigns for recruitment as well as an awareness campaign promoting the school's #4 ranking in trial advocacy by *U.S. News & World Report*.

Nursing

Collaborated to develop a branded gathering space for all nursing students that incorporates the rich history of the school over the past 100 years. Ran a digital campaign to increase awareness of loan forgiveness available for graduate students, generating 1.7 million impressions and 6,000 visits to our landing page by prospective students.

Pharmacy

Collaborated on a comprehensive graduate recruitment campaign, including a new road piece print publication highlighting the school's numerous distinctives. The publication was nominated for a 2023 Circle of Excellence Award by the Council for Advancement and Support of Education.

Public Health

Developed a robust digital marketing campaign focused on graduate recruitment, highlighting the school's degree offerings, flexible curricula, and Christian values and generating 5,000 new users to its landing page and nearly 300 apply clicks. The campaign employed a variety of tactics, including targeting users from competitors' websites and users who visited the SOPHAS homepage, the centralized application service for public health in higher education.

Marketing and Communication Team

Anne Madison Adcock, Marketing and Communication Manager, School of the Arts

Wheat Bailey, Media Center Manager

Madison Barker, Digital Marketing Specialist

Morgan Black, Director of University Marketing, Marketing and Communication Lead for Brock School of Business and Cumberland School of Law

Kameron Brown, Marketing and Communication Coordinator, Orlean Beeson School of Education

Scott Camp, Senior Graphic Designer

Todd Cotton, Assistant Vice President for Creative and Web Marketing

Neal Embry, Marketing and Communication Manager, Beeson Divinity School

Donna Fitch, Digital Communication Specialist

Holly Gainer, Interim Director of University Communication

Laura Hannah, Senior Graphic Designer

Betsy Holloway, Vice President for Advancement and Marketing

Eric Holsomback, Marketing and Communication Manager, Moffett & Sanders School of Nursing and School of Health Professions

Lauren Marino, Social Media Manager

BJ Millican, Director of Broadcast Services

Diamond Nunnally, Marketing and Communication Coordinator, Howard College of Arts and Sciences

Sofia Paglioni, Marketing and Communication Coordinator

Brad Radice, Executive Director of Broadcast Services

Frank Ruggiero, Marketing and Communication Manager, McWhorter School of Pharmacy and School of Public Health

Carter Schultz, Assistant Vice President for University Marketing and Public Relations

Sarah Waller, Director of Creative Services

Daniel White, Web Marketing Coordinator

Miles Wright, Executive Director of Creative Services

Joelle Youngblood, Executive Assistant for Marketing and Communication