

AMA Project

Who is NCC AMA?

The North Central College American Marketing Association is a professional organization that aims to improve, elevate, and educate marketers while building their professional profile. The AMA is all about advancing its members in their careers through networking, education, and deepening their expertise in the field by adhering to their three principles of connecting, informing, and advancing. At the collegiate level, being apart of AMA is a beneficial way to gain experience in the field of Marketing.

North Central's AMA is more than just a club on campus, it is also a student chapter of a national organization. Our chapter on campus is continuing to grow and we are very excited to see where the rest of the year leads us. This year we are expanding our professional network by bringing in professional speakers and allowing students to grow their business profile by offering them educational experiences.

In the past, we have not done as well as we have hoped in fundraising and this year our plans and goals will hopefully bring our chapter more success. We are also eager to capitalize on our school's location in the historic district of Naperville to offer small businesses marketing research for volunteer experience for our students or even utilize this as a fundraising opportunity.

Our chapter is going through renovations to better address and implement our strategies to meet our overall goals for the year. One of the major changes that will be happening is the utilization of social media. NCC's AMA has always had a Facebook and Twitter page, but they have been very poorly used. Revamping these pages, as well as building an Instagram following will be one of the main focuses this upcoming year for the club.

Audience

Our audience started out broad, focusing on anyone who was involved with marketing and business. We sought an audience from fellow AMA chapters at different schools as well as alumni that may still be interested in what AMA is offering through social media, and faculty from the Marketing and Business department. From there we narrowed it down to millennial females and males that attend North Central College. These students are most likely Marketing or Business majors or minors that are directly involved with AMA or are looking to be kept up to date on the events AMA holds, networking opportunities they provide students with, or other useful information on how to advance their careers.

In class we did an assignment where we created an audience member we believe AMA is trying to reach. We created Emma Carstairs a twenty year old Business and Marketing major at North Central College in her Junior year. She is looking for opportunities to build her resume and sees the world as filled with possibilities as she climbs the ladder higher and higher until she reaches her goal and succeeds. We pictured her as slightly humorous on her social media, but is still looking for professional and interesting new articles to share and engage with. We said that she is prominent on Twitter and Facebook and goes there often to obtain information on her aspiring profession as well as to socialize. She also uses Facebook to network and is mindful of her public profile now she is a Junior starting to think about her professional persona. Emma has a marketing internship in downtown Chicago, and often travels to other states, working with the interns that make up her marketing team to promote the company they work for. She enjoys reading, country music, coffee, studying abroad, and she is careful to dress to impress, in order to take advantage of any networking opportunities that may present themselves.

The second audience member our group created is a student named Katie Roberts. Katie is a Sophomore at North Central College, majoring in Marketing, who attends classes on a daily basis as well as bi-weekly AMA meetings. During her dedicated study time she

works on homework at Boho. Katie is an avid Twitter user, relying on it to be kept up to date on her daily news. She also loves to post pictures of her meals throughout the day. When she graduates she hopes to work in advertising. This summer she has an internship set up at an ad agency. Katie likes to keep up to date with marketing news and follows AMA on Twitter. Katie cares a great deal about the environment and is also involved in NCC Sustainability and drives an electric/hybrid car. She is one of the many binge watchers of Netflix, and loves spending time at home with her family.

Project

When we took over social media for NCC AMA, our aim was to create awareness on campus about the group, grow the groups following on Facebook, Twitter, and Instagram, and improve engagement with followers on these platforms. We chose to work with NCC AMA as one of the members of our team was already a member of the campus group, and had in depth knowledge of how the group worked, who our audience would be, and what the group wanted from us. When we started this project, NCC AMA used only Facebook and Twitter, both infrequently. Both of the sites that the group had featured pictures and information that were not up to date. We aimed to update both of the sites as well as increase traffic to them. In order to grow the group's following, and engagement with current followers, we decided that the frequency of posts had to be significantly increased to at least 2-3 posts on both Facebook and Twitter per day.

One of the first things we did was create an Instagram page for NCC AMA, with which we planned to post photos from AMA and campus events, as well as posting photos related to the two main themes we had planned for the group's Instagram, #TBT and #FacesofAMA. With these we planned to share them from the Instagram page on to the Facebook page, tagging those in the photos, in order to not only receive more engagement

from members of the club for these posts, but also move the group's audience to the new Instagram page.

When we first began posting for NCC AMA, the majority of the posts we shared on Facebook and Twitter were curated, with a few original posts focusing on an upcoming AMA fundraising event. With this in mind we created an event page on Facebook, and planned in advance when we would share the event page, posters for the event and reminders on Facebook and Twitter, not wanting to bombard our audience with constant reminders. We spaced out the posts with a couple of days in between each one, and alternated between posting on Facebook and Twitter about the event.

As we were working for a marketing group, we decided that the curated content we would be posting would consist of articles relating to the marketing and advertising industry, as well as articles related to marketing careers. For example, in the weeks leading up to week 6 (when we would begin collecting data) we posted a quiz that determined what type of marketing career you should have. The quiz had a larger reach and bigger engagement than any of the posts we had published. Wanting to recreate this, when searching for articles on marketing and advertising news sites, we would also attempt to find quizzes that would have the same effect.

During weeks six to nine we aimed to recreate some of the successes of our first weeks of posting. During the early weeks we had noticed that sharing news posts about marketing on the twitter page was doing quite well with our audience. We were getting new followers often from groups that were interested in marketing but that were not related to our student audience, which broadened our reach. In weeks six to nine we aimed to post at least one news article to our feed every day during the week, but often posted more. The aim was to become a good source of articles about the current world of marketing for our audience to rely on. We found our articles by following news sources such as the hubspot blog, and by searching the term 'marketing' in the news section of google. While our posts did not gain a

huge amount of engagement, we did get 15.9K impressions over the four weeks we were posting for, an average of 497 impressions per day. Tweets that did get some engagement were those where we found people to tag in our posts, such as the authors of articles, and the companies that the articles were about.

Campaigns

#FacesOfAMA: This was our most successful campaign. We used this hashtag for Instagram posts introducing the different AMA Executive board members. We also linked these posts to Facebook, where they were extremely successful. We were able to tag the board members on Facebook in the pictures so that the post would appear on their page and would reach all of their followers along with ours. We were only able to do a few of these because AMA was in the process of electing a new executive board.

#AMAGrills: This was the hashtag we used to raise awareness of AMA's fundraiser. They had a fundraiser at Mongolian Grill and had four marketing professors as the guest grillers. We used the picture of the poster they made for the event in many of our posts. We also made a Facebook group for the event so that it would be easier to invite people to the event, but not a lot of success or engagement came from that group.

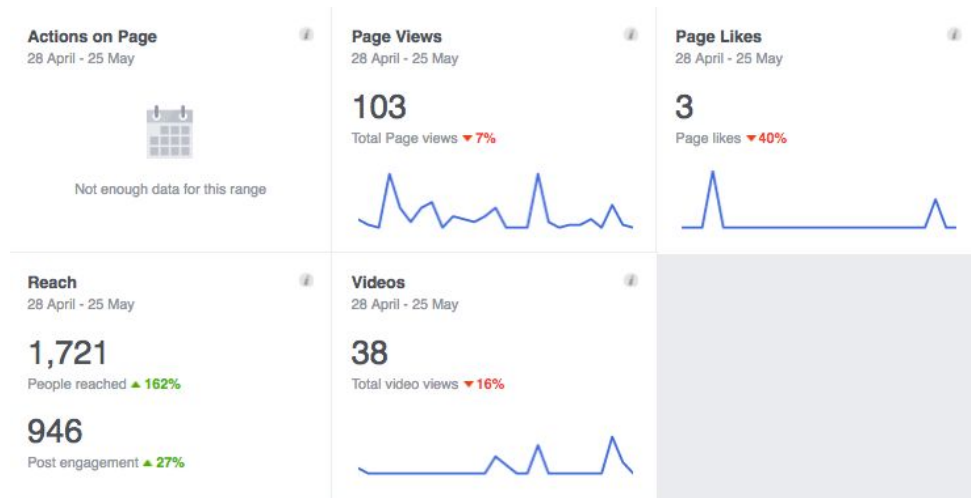
#MotivationalMonday: Towards the end of the project, we were trying to figure out more posts that we could do on Instagram. We were hoping that AMA would have their executive board figured out earlier so we could continue with the #FacesOfAMA, but that was not the case. We then decided to post motivational marketing quotes on Mondays. We were able to get more engagement with hashtags we were able to use. We got people who were not following us liking our posts, which shows that the hashtags we were using helped our reach.

Handbook

Facebook

Login:

Access to account through admin status.



Page Likes:

When first given access to the page (4/11/16), their number of likes was at **183**.

Despite the past four weeks (4/28/16-5/27/16) showing page likes decreasing by 40% likes for the page have continued to rise to **189**.

Frequency:

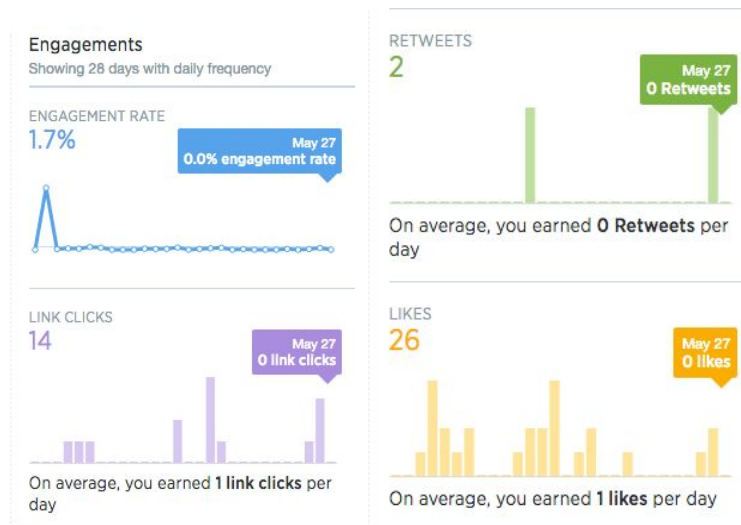
Aim to post on average 2-3 times per day, starting at 12pm, posting no later than 8pm.

Twitter

Login:

Email: ama@noctrl.edu

Password: ama@ncc1



Followers:

Since we were given access to the group's Twitter account in April, their Twitter has gained 30 new followers.

Engagement levels have also risen significantly, due in large part to an increase in account activity.

Frequency:

Aim to post at least 3 times per day. This content should differ from that posted onto Facebook.

Instagram

Login:

Email: ama@noctrl.edu

Password: ama@ncc1

Followers:

Since creating the NCC AMA Instagram account, it has gained 20 followers, followers gained primarily through Instagram and the hashtags being used, rather than through advertising the account on the group's other social media accounts.

The account has also received engagement in the forms of Likes for all of the photos we have posted.

Frequency:

Post no more than once a day, no later than 12pm. These posts should be shared onto Facebook where those in the image can be tagged.

Content

A lot of the content posted onto NCC AMA's Facebook and Twitter is curated. These posts should be marketing and advertising based, if possible containing content that is linked to trending topics or cultural events.

Useful Websites:

<https://www.ama.org>

<http://www.adweek.com/>

<http://adage.com/>

<https://www.ama.org/publications/MarketingNews/Pages/Current-Issue.aspx>

<http://www.businessinsider.com/advertising>

<http://blog.hubspot.com/marketing>

<http://mashable.com/advertising/>

Successes/Failures


After analyzing our posts, it was clear to see that our original posts on Facebook received much more engagement and reach than our curated posts. Our campaigns #FacesofAMA and #AMAGrills performed extremely well, receiving many more reactions and a larger reach compared to the outside sources we posted. This success came from the use of original photos and ability to tag people in these photos. Your audience are mostly North Central students, and they will respond well to photos that involve other North Central students, professors, or events hosted by AMA. For example, the first #FacesofAMA post

Post Details

Reported stats may be delayed from what appears on posts

AMA NCC AMA with Anthony Szymanek.
Published by Nicki Seiton (?) · April 27 · 🌐

Anthony Szymanek - President
He's a senior majoring in Marketing and Finance and hopes to acquire a job as a digital marketing analyst when he graduates #FacesOfAMA



494 People Reached		
16 Reactions, Comments & Shares		
14 Like	9 On Post	5 On Shares
1 Love	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares
74 Post Clicks		
32 Photo Views	0 Link Clicks	42 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

was one of our most successful posts -- it reached 494 people, received 10 reactions, and was shared once. We tagged the individual in the photo--the president of AMA, Anthony--which was definitely a factor in this post's success, given its ability to reach an even larger audience

that may not necessarily be following the AMA page, but are friends with Anthony on Facebook. We also included the #FacesofAMA hashtag, a consistent hashtag we used for our campaign on both Facebook and Instagram.

Our second top-successful post was from our second campaign, #AMAGrills, a hashtag we consistently used in posts about AMA's fundraiser at Mongolian Grill. This post reached 392 people and received 16 reactions. We included an original photo from the actual event, displaying the three marketing professors in action at the event, grilling with happy expressions and genuine smiles. When you are taking pictures to include in posts it is

better to take pictures of actions and details than big pictures full of lots of people. Give the audience a snapshot of one thing that happened rather than a picture of the whole event.

Many of our posts on both Facebook and Twitter were curated. We found

recent articles relevant to marketing and shared them with our own comment about them.

We noticed that many of these posts did reach a good amount of people, but overall did not receive much engagement. One of our curated posts only reached 7 people and did not

receive any engagement; this post

was about Beyonce and

Radiohead redefining online music marketing. Although an interesting, marketing-related topic, we believe

this post was unsuccessful

possibly due to its interesting

formatting; it is formatted differently

than our other curated posts, displaying a small thumbnail of an image and a smaller header next to it. This formatting is not as eye-catching as our other posts, and we also did not use any hashtags. Posts in this format, where the images and headers are small, can easily be scrolled over without a second thought. To improve the chances of having a successful curated post you should try to create more interesting and intriguing text to further engage

Post Details

Reported stats may be delayed from what appears on posts

392 People Reached

17 Likes, Comments & Shares

17 Likes	16 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

15 Post Clicks


11 Photo Views	0 Link Clicks	4 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Published by Nicki Seiton [?] · May 6 at 6:17pm · 🌐

Last night's fundraiser was a lot of fun! Thank you to everyone who came out! #AMAgills



Post Details

Reported stats may be delayed from what appears on posts

7 People Reached

0 Likes, Comments & Shares

0 Likes	0 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

0 Post Clicks


0 Photo Views	0 Link Clicks	0 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Published by Nicki Seiton [?] · May 17 at 12:00pm · 🌐

Radiohead and Beyoncé used unique digital marketing techniques in the release of their surprise albums last month.



Radiohead, Beyoncé Redefine Online Music Marketing in 2016

Two of America's favorite artists are using the art of the surprise to market their new albums. Have they redefined digital music marketing in the process?

WWW.AMA.ORG

Get More Likes, Comments and Shares
Boost this post for \$5 to reach up to 680 people.

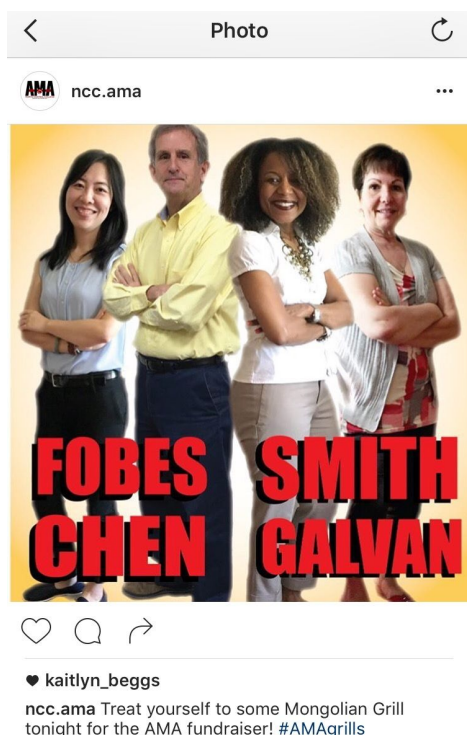
7 people reached

Boost Post

Like Comment Share

our audience, and keep the format of our posts consistent and eye-catching. Use big photos that tell a story, and use hashtags and mentions to allow people to find your post more easily, which will improve the reach.

We found instagram to be the most challenging platform to achieve success on. All of our posts had at least one like, but that was always from an AMA executive board member. Our most successful post only had 7 likes. Our weakest post was a picture of the poster that AMA made for their fundraiser. The poster got a lot of engagement on Facebook, but not on Instagram. We often found that posts did significantly better on Facebook because the audience was bigger. In order to make the instagram account successful you will need to work on keeping it constantly updated and find a style that works across the posts in order to build a bigger following. Our most successful post was part of our motivational Monday campaign. That success came from the use of popular hashtags. We had success with the ones we used, but we only scratched the surface on the amount of engagement you could get from using the right hashtags.



Recommendations for the Future

The most successful posts were the Faces of AMA. Now that the new board is set for next year, Faces of AMA posts would be a great way to get early engagement with the Facebook and Instagram pages in the new school year.

The posts across all of the platforms also need to be more structured and organized. Have scheduled times to make posts, so people can know when to expect them. A lot of the posts we made were curated posts for marketing articles. Organizing these articles into days with hashtags could be helpful. For example, one day of the week can be for articles that are from the www.ama.org website. They said their new articles out in weekly emails to AMA members. A simple hashtag such as #AMAarticles could help organize these to make it easy to see what it is for viewers.

Another day of the week can be for fun, interactive quizzes. We had a lot of success with our first quiz that we posted, and then engagement fell off with our other quizzes. But if they are organized and scheduled so viewers know when to expect them, that could be really helpful.

Another day could also be for “In the news” articles. In the vast majority of all marketing and general business classes students are required once a term to present a recent “In the news” article. Organizing the curated marketing articles could include the hashtag #Inthenews so that North Central students can easily find articles for their classes on our Facebook and Twitter pages. This would be a great way to connect these articles to North Central and to bring value to viewers.

Based on the success of #facesofAMA, a future campaign for the group could be #formerfacesofAMA in which a photo of former NCC marketing students is accompanied by their name, year graduated, and a quote about how their time at NCC has helped their career, also with a link to their LinkedIn account. This campaign could help current students feel inspired in their own future careers and appreciate their time at NCC.