RIT-Saunders Marketing and Analytics | Business Community Collaboration Project

Hello, and thank you for your interest in partnering with us on a collaborative Marketing Analytics project. Your company's participation will provide invaluable real-world experience in planning, optimizing, and reporting on marketing campaigns, helping to prepare the next generation of marketing professionals to hit the ground running in their careers.

This document will provide a detailed overview of the purpose, structure, and roles in the project. If you have any additional questions, please feel free to reach out to us directly.

Thank you again for your interest – we look forward to working with you!

Sincerely,

Jesse M. Redlo, EdD, and Alex Butler, MBA

Contact:

Dr. Jesse M. Redlo:

Prof. Alex Butler:

Project Purpose

Our goal is to collaborate with your business to coordinate and run a short, small-budget, full-funnel marketing campaign. Our students will then work with common digital marketing tools and techniques to provide content and analyze the campaign performance data throughout the semester, culminating in final projects that demonstrate their ability to apply course concepts to data analysis, insight generation, and campaign optimization. The result will be detailed campaign analyses that we hope will help inform future marketing decisions for your business.

We ask that your company provide direction on your objectives so that we can design a campaign that meets your business needs, as well as a budget and a few creative assets to use in the campaign – see guidance on budget & creative below. All of that budget will go directly to media for your company and there is no agency fee for our participation as the primary benefit for RIT/Saunders and our students is purely pedagogical.

As this campaign must provide useable data before our final assignments, it will naturally be a short campaign – two to three months. While this could be a simple campaign aimed at driving incremental revenue, given the short campaign duration, we suggest considering the opportunity to test a marketing hypothesis, such as comparing the

performance of different messages, creative designs, or media platforms. It's our hope that the data and analysis provided by our students will reveal opportunities for your business to capitalize on independently or with the help of a more robust agency partner.

Project Structure & Roles

From the academic perspective, we'll make the most of this opportunity to work with your business by collaborating across three classes:

- Marketing Analytics (MKTG-768, Butler)
    - An MBA-level analytics course that will plan and analyze the campaign holistically, assessing the strategic outcomes across all three layers of the funnel.
- Social Media Marketing & Analytics (MKTG-430, Redlo)
    - An undergraduate-level course that focuses on Social Media Marketing, including content development and evaluation of its performance.
- Search Engine Marketing & Analytics (MKTG-410, Butler)
    - An undergraduate-level course focused on paid and organic Search, including bid strategy, keyword strategy, and ad copy development.

Each of these classes will be divided into teams, with your company assigned to one of teams in each class. We welcome your company to work directly with the teams as much as you'd like, but it is our aim to avoid creating unnecessary administrative workload for you, and we understand if you prefer a more passive involvement.

While the Marketing Analytics and Search Engine courses are likely to require minimal interaction, your input and feedback will be critical to the efficacy of the Social Media team's work at various points through the semester. **We ask that someone on your team is designated as the project owner so that we have a clear understanding of decision-making authority and project ownership**. As we work through onboarding, we can discuss your preferences and set up points of contact.

Finally, while our teams will provide their strategic recommendations and analytics, **we will rely on you for the actual activation/launch of the campaigns and social posts through your business' accounts on the respective platforms, as well as access to campaign performance data**. Our students will all sign non-disclosure agreements to keep campaign information private, but keeping the ownership of the activation step in your hands minimizes any concerns around non-employees accessing your business accounts and reduces the complexity of managing an unnecessary financial relationship with the university. We, the professors, are happy to help you navigate campaign setup if you'd like our assistance in activation; in fact, we'd welcome you to join our classes during the activation phase so that our students can observe the campaign setup and activation process. Let us know if you have any questions or concerns.

Guidance on Budget & Creative

Budget

Your overall budget and timeline are entirely up to you – 100% of the budget will be allocated to paid media, with no additional fees. We deeply appreciate any spend you're willing to allocate to this project, and the experience it provides our students. Here are a few things to keep in mind while considering your budget:

- The spend will be split across three channels: these must include Google Digital Display and Paid Search, and will also include a Social Media platform of your choosing, such as LinkedIn, Facebook, or Instagram. We're happy to discuss options if you'd also like to include search through Microsoft's Bing platform as well.
- As a general guideline, we suggest a bare minimum spend of $400 per month to divide across the channels. Of course, higher budget is likely to drive stronger results, though we cannot guarantee leads or any other specific outcomes; for our academic purposes, the data from your campaign will provide valuable insight to our students at any budget level you're comfortable with.
- As part of the project, our teams will provide recommendations for spend allocation across both channels and months. Ultimately, we'll look to your project owner for final decisions and approvals to make sure that decisions align with your company marketing strategy. If you have a strong preference for a particular approach to budget allocation, please let us know so that our students can work with your goals and preferences in mind.
- If considering LinkedIn, please be aware that the platform requires a $250 minimum monthly spend.

Creative

Still image creative assets in .png or .jpg format will be required for Digital Display campaigns – we're happy to use any assets you have and are interested in running, but we recommend the following sizes at minimum:

- 300 x 250 px – a versatile medium rectangle for desktop and mobile
- 320 x 50 px – the standard mobile banner size
- 728 x 90 px – a leaderboard banner for top-of-page placements
- 160 x 600 px – an effective size for sidebars and vertical placements, commonly called a skyscraper

Additional common sizes to consider include:

- 336 x 280 px – a large rectangle that provides more space for content than the medium rectangle
- 320 x 100 px – a large mobile banner with more space for messaging
- 500 x 500 px – a large square, most common in paid social

The easiest course of action here is to use creative assets that you already have in-house. We are happy to connect you with a student that can help with design if you'd like to develop new assets, but please keep in mind that this would be outside the primary scope of the project and will require some lead time and greater involvement from your project owner.

The Social Media and Search classes will each develop content and/or ad copy as part of their coursework. For both classes, examples of previous content/copy that you have used are extremely helpful, especially if you're willing to provide any performance data to help demonstrate what has and hasn't worked, which will help guide our teams' strategic recommendations.

Additional Background on Digital Marketing

Digital Marketing has emerged over the past several decades with remarkably effective and efficient tools for connecting with audiences, building relationships, and ultimately driving sales. As these technologies continue to develop in sophistication and complexity, those pursuing careers in marketing need specialized training to succeed at maximizing value across these digital tools. In the broadest sense, the purpose of this project is to provide students at RIT's Saunders College of Business with hands-on experience using those tools and, more importantly, understanding the data produced by the tools to improve digital marketing performance.

Digital marketing campaigns typically pursue at least one of three objectives: 1.) Raise **awareness** of a brand or product, 2.) build audience **consideration** of the brand or product through education and relationship-building, and 3.) drive customers through **conversion** by creating opportunities for sales or other desired actions.

When pursued together, we visualize these objectives as a funnel, guiding customers from an initial awareness of a brand or product down to the eventual adoption and purchase of the product; and these campaigns usually employ different media types to pursue those objectives, such as digital display banners for awareness, social media for consideration, and paid search for conversion. To succeed as digital marketers, our students need practice with campaigns and data across these different media types, which is where we need your help.

Please feel free to reach out to us directly if you have any questions not answered here. Thank you again for your interest and we look forward to working with you!