**NCMPR Review**

* When promoting a video on social media, the video should start with your most compelling visual, because a lot of people scroll with their volume off, and if people see a talking head, for example, they’ll just scroll right past your video. Use captions/text!
* Treat education photography as he treats wildlife photography: Plan your shots, wait for moments, especially those involving interaction.
* Emotion, not data makes a sale. Create short, emotional videos for your program pages and send to students who are interested in those programs
  + Student to teacher ratio example!
* With photo releases we should consider language about reposting social media content created about our college.
* We should start working on developing implementation strategy for Voice apps, voice search, and the internet of things.
* Ellucian tracking is an issue for everyone that uses it and a lot of community colleges use it!
* Radio is the only traditional marketing medium that is still cost effective for community colleges
* We now need 12-16 touch points for a brand before someone buys
* Ask students to spotlight their friends and fellow students for content pieces
* Create a collage of digital branding assets to see if you are consistent
  + Throw collateral down the straits example
* Monitor program page interaction to measure marketing ROI
  + i.e. send traffic through ads and measure page views, CTA clicks,
  + Our job ends at clicking the apply now button
  + Use these small wins to justify budget increase from your boss