

**Office of Marketing, Communications & Public Affairs**

## **Integrated Content Campaigns**

Baruch College always has good news to share – from top rankings and headlines, to faculty and student awards, to global initiatives.

To get the most mileage out of this news, the Office of Communications, Marketing & Public Affairs (OCMPA) builds Integrated Content Campaigns so that Baruch’s schools and units—our partners—can easily share.

This outline shows how OCMPA creates these campaigns to promote across Baruch’s communication channels to reach and engage with a wide range of audiences.

### **STEP 1. CONTENT CREATION**

To start, OCMPA researches a story or idea then generates written content, also called a master story. OCMPA publishes the master story in the [“Newsroom”](#) section of the Baruch website:

- A shareable link is created
- Master stories are always vetted, and all content included is approved
- Partners can use the entire story, or pull out quotes or statistics

### **STEP 2. VISUAL STORYTELLING**

OCMPA often creates a visual element to help people notice and remember the master story. These multimedia visuals take the form of a short animation, a colorful graphic, an eye-catching infographic, or a news-style video segment.

Examples of supporting visuals; where they appear:

**BARUCH WEBSITE (ANIMATED GRAPHIC)**  
High Marks in 2018



**YOUTUBE CHANNEL (VIDEO)**  
Social Mobility: Baruch in the Headlines



**SOCIAL MEDIA (STILL GRAPHIC)**  
Baruch Going Global



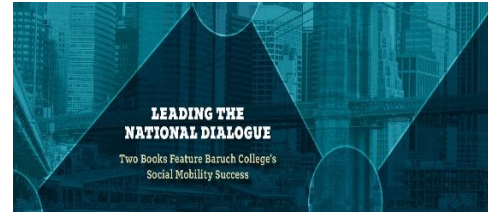
**CAMPUS MONITORS / PHOTO**  
Faculty Fellowship News



**KAPLAN TECH CENTER – COMPUTER MONITORS**  
Top-Tier Ranking



**E-NEWSLETTER: ALUM RELATIONS**  
National Recognition



**STEP 3. DEVELOP & EXECUTE A PROMOTIONAL PLAN**

With a master story and visuals in place—the next step is executing a distribution strategy:

- ✓ **We alert you:** OCMPA will reach out to partners across the college to inform them of just-announced Baruch news to promote
- ✓ **Campaign Elements:** Partners will receive a link to the master story and, if visual elements are available, we will send animated or still graphics sized to the various channels, etc.
- ✓ **#Keypoints:** Message points, hashtags, @ tags, perhaps a quote or stats, are included in our package
- ✓ **Shareable Storytelling:** Partners now have all the elements of an Integrated Content Campaign.

Examples of how OCMPA and our partners have shared good Baruch news:

OCMPA	PARTNERS	MULTI MEDIA CHANNELS
Baruch College Homepage Social Media channels: Facebook, Twitter, Instagram, LinkedIn	Schools and units websites	YouTube
Online Newsroom	Social Media channels	Baruch Homepage
News Flash to campus community	Partners' e-Newsletters	Screens throughout buildings
<i>This Week@ Baruch</i>	Office of Student Life outreach	Kaplan Tech & Computer Center
Press release to media	Baruch's Alumni magazine	Screen outside WSAS Dean's office
CUNY Newswire	Alumni e-Newsletters & events	Videos for events
Government & Community Affairs e-Newsletters	Office of Enrollment recruitment materials	

**STEP 4. HOW ARE WE DOING?**

We want to create and promote content that is meaningful and relevant to Baruch's audiences. To this end, OCMPA is beginning to gather and review metrics—such as open-rates, click-through rates, impressions, and likes—to give us insights into the performance on a campaign.

We look forward to working with our partners to collect, understand, and evaluate these metrics, which are benchmarks for a campaign's success.

## LOOKING AHEAD

We are looking to repurpose Baruch's content over a span of time—rather than a one-time placement.

For example:

- ✓ **Creating a repository:** A library housing current and prior campaigns, including content and visuals, can provide clients with evergreen content that has continuing value and can be reused
- ✓ **Leveraging existing materials:** From the Baruch Alumni magazine, to marketing pieces that the College creates for recruitment, to a brochure for the annual Bernard Baruch dinner...all assets created with Baruch resources will be assessed for repurposing into new campaigns
- ✓ **Developing other mediums:** There are additional formats to communicate our news. [SlideShare](#) is an example of how to repackage content and encourage shareability