

# ***MAKING A DIGITAL CONNECTION***

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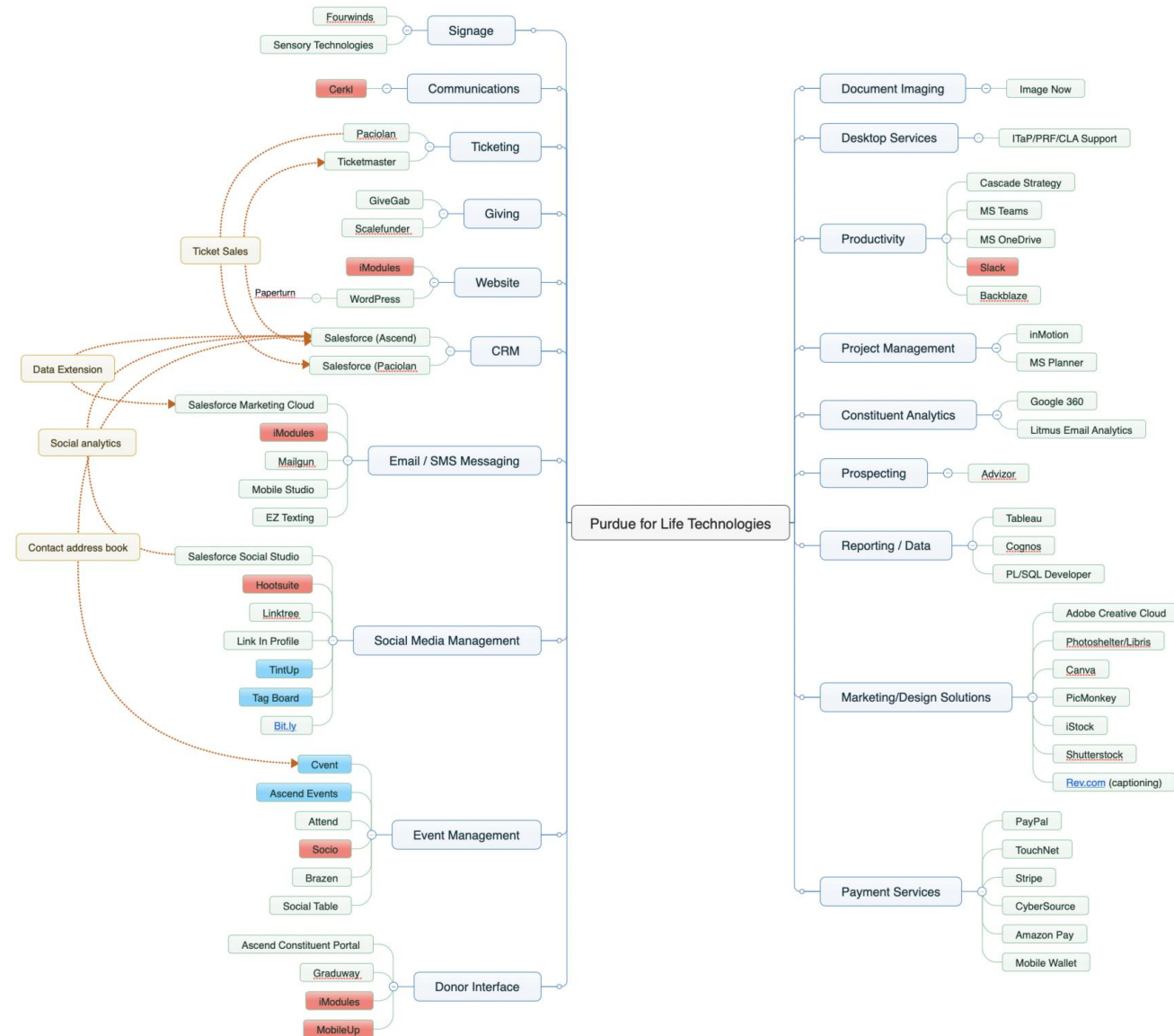
**Vice President of Marketing & Digital Strategy**

# *Current digital platforms*

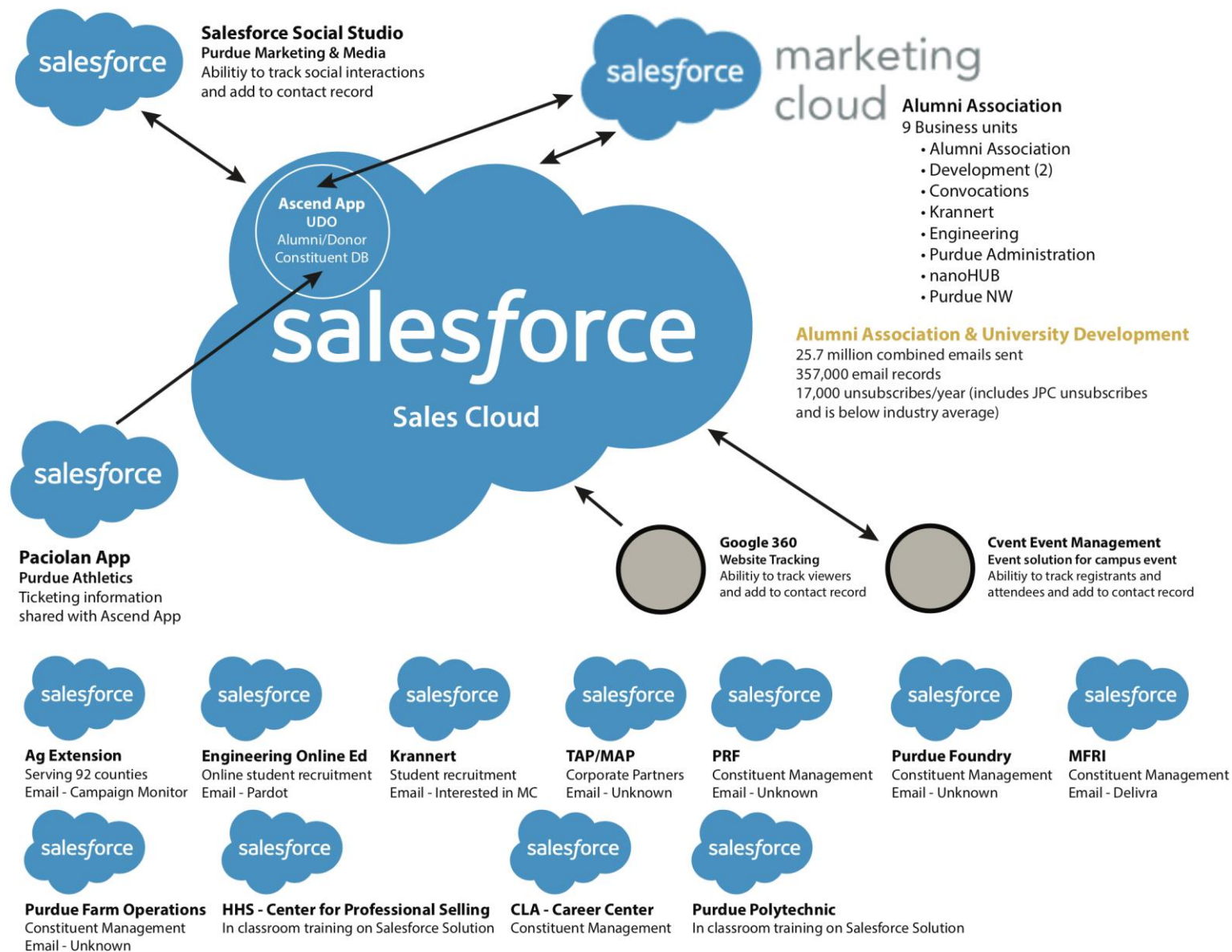
## **Outward facing solutions**

- Salesforce Marketing Cloud email
  - iModules (ret. 10/20), Litmus email analytics
- Graduway alumni portal
- WordPress web content management
- Cvent event management platform
- Hootsuite social media management
- MobileUp alumni mobile app

# Digital platforms and the Purdue for Life transition



# Digital platforms and the Purdue for Life transition



# *Digital platforms and the Purdue for Life transition*

## Outward facing solutions

- Salesforce enterprise across campus
  - CRM, Marketing Cloud, Social Studio
  - New Ascend alumni constituent platform
  - Distributed marketing email for clubs and networks
  - Data integration with our existing platforms
  - New events module within the Ascend platform
- Exploring Salesforce solution for community platform as well as web CMS
- Graduway will continue to be our community engagement platform



# Salesforce Distributed Marketing

## What is distributed marketing?

- Email marketing where we create custom data extensions, based on geographical (zip code) information to send emails to alumni in your area
- Maintain brand standards and compliance across all of our customer journeys
- Build on personal relationships that lead to higher click-thru rates and engagement
- Highlight local events and engagement while sharing messages from the West Lafayette office



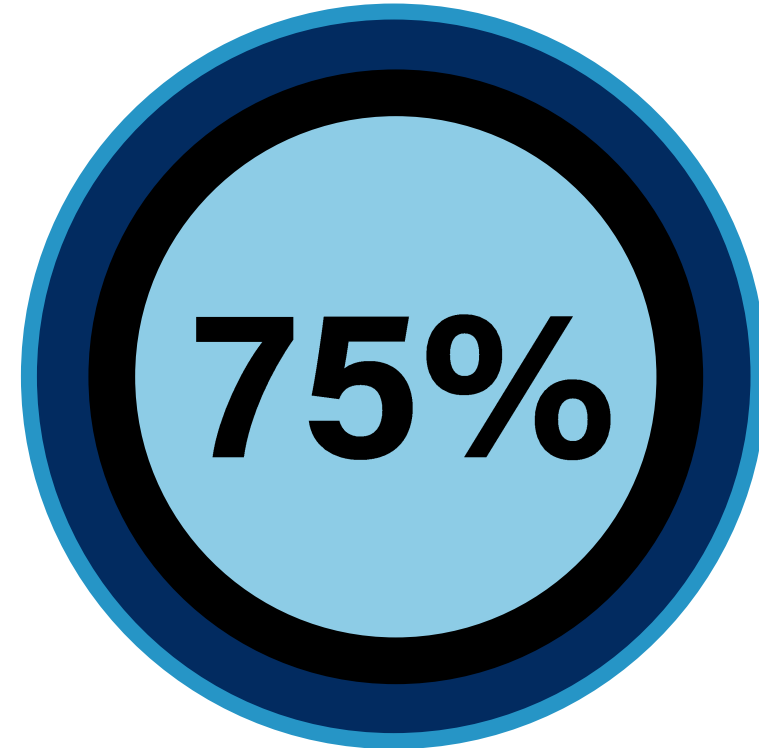
The screenshot displays a two-part email campaign for the Purdue Alumni Student Experience (PASE). The top section features a large group photo of diverse students on a grassy field, with the text "PURDUE ALUMNI STUDENT EXPERIENCE" overlaid. Below the photo, the headline reads "Your journey isn't just about what you learn." followed by "It's the people you meet." The text continues: "And joining PASE — Purdue Alumni Student Experience — is a great way for incoming students to expand their circle. Not only across campus, but also with alumni. But for many students, that connection is out of reach because of financial constraints facing countless families. That's why we're turning to you, a former PASE member, for help. Can you cover a student's dues? Membership costs \$125 for the duration of an undergrad's time at Purdue." The bottom section of the email has a dark background and features a headline "Continue the legacy." with the subtext "As a parent, there's nothing more special than passing on family traditions to your kids." It then states: "And we know that Purdue is an important legacy in your family. To say thank you, we wanted to give back by offering a special discount on PASE membership. PASE, the Purdue Alumni Student Experience, is the largest student group on campus. And, for a limited time, you can sign your student up for \$99 — a 33% savings on the normal price! Membership is good for as long as your student is an undergrad at Purdue. Joining PASE is a great way for your student to expand their circle and get to know students from across Purdue's campus. Plus, PASE offers a unique ability to meet and network with Purdue alumni. Whether your student is on campus or studying from home this fall, Purdue's network of more than 630,000 alumni is an inestimable asset to get your student a leg up. Use the code LEGACY20 to save!" Below this text is an image of a grey t-shirt and a dark jacket, both featuring the "150 LEAPS" logo. The final section, titled "Additional membership benefits", lists: "A PASE jacket", "Discounts at local restaurants and stores", "10% off books and 15% off apparel at Follett's", "Invites to exclusive events — on campus and online!", "Leadership opportunities on the PASE Board of Directors", and "Mentorship opportunities through the Purdue alumni portal". The email header includes social media icons for Facebook, Twitter, and Instagram, and the Purdue Alumni Student Experience logo.

9/9/2020

# *Salesforce Distributed Marketing*

Why use distributed marketing?

75% of consumers expect companies to provide a consistent experience across every channel



# *Salesforce Distributed Marketing*

**With all of our internal teams and volunteers involved in Distributed Marketing, we can:**

- Capture analytics at an individual level, as well as an aggregate level
- Share data with network leaders to show how their constituents are engaging
- Review performance of campaigns and journeys across all clubs and networks at the top level



# 6,000+

## GRADUWAY ALUMNI PORTAL

With over 6,000 registered users and a network size of 326,000 alumni the platform continues to grow, especially during current times

# *Graduway Alumni Portal*

- Creating more virtual events in the last quarter has increased the usage of the platform and continued growth in the registrations
- In addition to the communities and events feed, we have added a business directory for business partners and are launching mentoring this fall with expanded matching of mentors to mentees
- Graduway recently announced in-platform video hosting so we will be able to host virtual events in the platform and continue the conversation within the community hosting the event

# *Event management*

- Our events staff and digital team has been using Cvent for the last year to provide event set-up, registration and pricing for all of our central events.
- Cvent allows us to host events with member vs. non-member pricing
- We are working with Salesforce and the team at UCI Innovation (Development's implementation partner) to share needs of the the West Lafayette office and build out a solution for our clubs

# *THANK YOU*

Conclusion, call to action or contact information. Acumin Pro  
Reg 18 pt. Keep it short with bite-size chunks of information.