

Career Services: Press Paws Podcast Marketing Plan

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Career Services: Press Paws Podcast Marketing Plan

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Introduction

Our team partnered with the Career Services department, with Assistant Director Clark Futch as the primary client contact in re-launching their Career Stories Podcast. The main objective of the podcast was to introduce students to different career paths, networking, and offer practical steps students can take in becoming successful during and after college. Some of the topics that were introduced was entrepreneurship which was led by alumnus Billy Ash and a career path as an occupational therapist led by veteran Jeff Sargent. In our initial client meeting, Clark informed us on the purpose of the podcast and his expectations of what he hoped to achieve in working with us. A few of those expectations included, increasing the number of listens per episode, increasing student feedback and the number of social media follows.

Essentially, our team created a marketing plan which detailed strategies that we were going to use to help promote the podcast and increase student engagement. Due to the lack of engagement we saw as we analyzed the details from the previous podcast, we decided that our first step should be to create a survey for students so we can get a general idea of how many students knew about the podcast and how best we can target those who don't. To our discovery there were a few students that knew the podcast but never tuned in and there were others who did not know about the podcast at all. As a team we decided that a tabling event would be ideal to get the students attention and for us to become more involved. At the tabling event students were informed on what the podcast was about and were encouraged to follow the instagram page for more details. According to our analysis we can suggest that this was ideal since we saw an increase in following and engagement.

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Executive Summary

While partnering with Career Services, our primary goal was to raise awareness for the podcast. Our marketing plan was implemented at an awkward time as the podcast was already launched with a few episodes released; however, we were able to make a significant difference in the viewership and following of the podcast.

Overall, we did not face many problems or issues. Because the podcast is still new and is constantly changing, we were unsure how to market it to the audience, but we did what we could with what we were given from the Assistant Director of Career Services, Clark Futch. He explained that the podcast is still “under construction” and may go through a few adaptations, so the marketing strategies may change over time.

The podcast had little to no marketing done before our group started besides a few social media posts. Our group worked with Clark Futch to come up with various strategies to market the podcast like flyers, tabling events, social media posts, surveys, etc. After implementing the marketing strategies, the analytics showed that both the podcast and Career Services Instagram account had tremendous growth.

Looking back, instead of implementing our survey through social media, we would have administered the survey around campus face-to-face. When the survey was posted to social media, we did not receive as many responses as we had hoped for, especially for the post-survey, which only received a few responses. We believe that a face-to-face approach would have been more successful as we could have spread out around campus and asked people only a few questions to gauge our target audiences.

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SMART Objectives

SMART objectives are important for establishing goals and measuring success; they help to build upon basic goals. Each letter in the acronym SMART has a specific purpose for measuring progress. Without SMART objectives, one does not know whether their strategies worked or if their goals were met.

- **Specific:** Increase views per podcast episode on Spotify.
- **Measurable:** Attain 10+ views per episode.
- **Attainable:** 1/3 of the student population (on campus) will know about the podcast.
- **Relevant:** Increase number of followers on Spotify by 50% by the end of the Spring 2023 semester.
- **Time Bound:** Increase podcast views by the end of the Spring 2023 semester.

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Client Strategies

The Big Idea for our collaboration with Career Services was to build awareness of their Press Paws podcast. We began this project just as the podcast was being launched, and our goal was to achieve a higher number of listeners and followers. To do this, we executed a series of marketing initiatives.

Our team implemented pre- and post- surveys to gauge the target audiences for the podcast. These surveys were in the form of two Google Forms that were posted on the story of the Saint Leo University Career Services Instagram page. The pre-survey asked participants if they had heard about the podcast, where they had heard about it, if there were any particular topics or people they wanted to hear about or from, and what would make them interested in listening to a career services podcast. The post-survey asked similar questions, with the addition of the questions “What was your favorite part about the podcast?”, “How satisfied were you with the last episode?”, and “What could we improve on?”

We also partnered with Career Services work-studies in a tabling event to promote the podcast. When students came up to the table, they were prompted to follow the podcast on Spotify as well as follow the Career Services Instagram account to be entered into a drawing for a chance to win Career Services merchandise.

Finally, we created and distributed flyers around campus to increase awareness of the podcast. The flyer told students to listen to the podcast to learn more about potential career fields and gave brief information about the guests for the first two episodes. It also included QR codes for the Career Services Instagram and Spotify accounts.

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Environmental Analysis

A swot analysis is a tool that is used by most marketers to evaluate a company's strengths, weaknesses, opportunities, and threats. It provides great insight into the market of the product that is being advertised, it allows brands to understand their competition and develop marketing strategies.

With this in mind, when creating an advertising plan for the “Press Paws Podcast” it was decided that a swot analysis was essential to ensure the success of this new product to the Saint Leo community. It allowed our team to evaluate the Press Paws environment as it pertains to their competitors, opportunities, and threats. Here is the proposed SWOT analysis that was created for The Press Paws Podcast.

S- Innovative, Lack of Competition, and Quality Information.	W- Lack of Awareness on a wide scale.
O- Attract a larger target audience and improve social media presence.	T- New podcast that offers the same product.

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Segmentation/Persona

After evaluating the Press Paws Podcast market and finding out about the target audience and compiling data on their demographics, interests, behaviors, and preferences a persona under the description of “Knowledge Seekers” was created. This fictional persona represents the ideal listener based on their age, profession, interests, and other details.

The age of those in this persona are individuals between the ages of 18-24. They are either pursuing a college degree or have already gained certification and are a part of the Saint Leo community. These Knowledge seekers have a great interest in learning more about internships, job opportunities, charitable causes, and new opportunities. They are also attracted to this podcast because it is available on a few of their favorite platforms whereas they can easily tune into the podcast on the way to work or to classes. Careful market analysis reveals that this persona has a high concentration of individuals that will interact with the Press Paws Podcast!

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Press Release

Saint Leo University

March 27, 2023

Contact:
Clark Futch
352-588-8348
clark.futch@saintleo.edu

Career Services Holds Tabling Event for Press Paws Podcast

The Saint Leo University Career Services Department held an informational tabling event for the Press PAWS podcast on March 22 under the direction of Clark Futch, Director of Career Services. This event was held in the SCC Loggia to bring awareness to the Press Paws Podcast to students and staff here on campus.

Since this is the first launch of this new initiative by the Career Services Department, podcast organizers and department chairs were excited to experience a great student turn out at the event.

“I actually never heard about the podcast that Career Services hosts. However, after this tabling event, I am intrigued by the content that they have to share with us,” said Crystal Smith, a marketing major here at Saint Leo.

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Career Services assists students and alumni with all phases of career development, from career guidance and job search training to resume advice, interview skills, and professional networking. We support the mission of Saint Leo University by offering a practical and effective model for life and leadership in a challenging world.

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Measurement Analysis

For our measurement analysis, we conducted pre and post surveys. The purpose of our surveys was to get a better read of the podcast's awareness. From our pre survey, we learned that 53.3% of students that replied to the survey were aware of the podcast and 46.7% were not. We also asked the question "Where did you hear about it?" This question is helpful, as it allows us to better market the podcast and how we can reach out to students and to no surprise, most students learned about the podcast via social media.

In our effort to get the students more involved and hear their input we also asked questions such as, "What could we improve on?", "Are there any topics/people in particular that you would like to hear from?", and "What would make you interested in listening to a career service podcast?". These questions allowed the students to make critiques on the podcast and make suggestions that they would be more interested in. Some students took advantage of this and informed us that they would like to hear about topics such as, internship opportunities, advice on networking, interview tips, and criminal justice and public health related content.

For our last measurement analysis, we used analytics from the spotify account where the podcast was posted. These analyses brought about new details and discoveries as it relates to our listeners' demographics. For example, the majority of our listeners' age group range from the ages of 28-34 years old and 66.7% of our listeners were actually males.

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Conclusion

This project gave the members of our group real-life marketing experience that will be useful in the future. From communicating with a team members to creating marketing materials, this project encompassed everything that a real-world project may need.

Additionally, we learned the usefulness of analytics especially when it relates to SMART objectives. By using analytical data, we can see if our SMART objectives get met, which we can then use to measure our success.

Finally, we received experience in communicating with a client and helping them achieve their goals. When we enter the job market, the skills we learned from this project will aid us in making ourselves look more marketable all while giving us the necessary experience we need to succeed in the marketing world.

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Addendums

Cole Washko

Chansys Griffith is a senior at Saint Leo University, where she is majoring in Healthcare Administration and minoring in marketing. During her four years at Saint Leo, she has served in a leadership role as a Resident Assistant for 3 years and is also a part of delta nu scholastic honor society. One of her long term goals is to one day become a CEO of a hospital. Contact:

chansys.griffith@email.edu or 813-345-7715

Rosa Mills is finishing her first year at Saint Leo University, where she is majoring in Communication and minoring in Music Ministry. She works on campus as the sacristan for student Masses at the Abbey. Rosa also holds a leadership position in University Ministry, serving as the Student Minister for Liturgy and Music. In the future, she hopes to follow a career path as a music minister to combine her faith, talent, and passion. Contact:

rosa.mills@email.saintleo.edu

Crystal Smith

Crystal Smith is a third-year Marketing Major with a minor in accounting. Throughout her time at Saint Leo, she has assumed various leadership positions and has dedicated her time to student life on campus. She has served as the Campus Engagement Chair for the Campus Activities Board, and throughout the school year 2023-2024, she will serve as the student elect Vice

President of Activities. A long-term goal for Crystal is to create a scholarship fund for students in The Bahamas that are interested in pursuing a college career! Contact Crystal via email:

Crystal.smith02@saintleo.edu



Career Services

Tune in to the Career Services Press Paws podcast on Spotify to learn more about potential career fields that may interest you from the experts within them.

The first two episodes explore entrepreneurship with Saint Leo alumnus, Billy Ash, as well as occupational therapy with veteran and doctor, Jeff Sargent.

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