

MARKETING ACTION PLAN 2019

Unitec Priority	One liner	Team Priority	Action and Timing	Q2	Q3	Q4
Success of all students, with a focus on priority groups (Māori, Pacific, Under 25, International) and the communities we serve (West, Central & North Auckland)	<i>Be a considered and active advocate for all groups, continually aligning our brand positioning and optimising our activities to our audiences</i>	Utilise data, and generate insights	<ul style="list-style-type: none"> - Implement segmentation and present findings to key business partners (Q2) - Create a report of priority groups insights (Q3) - Develop and socialise international student personas (Q3) - Incorporate segmentation into marketing considerations, processes and documentation (Q2-Q4) 	X	X	
		Activate engagement with priority groups	<ul style="list-style-type: none"> - Establish advisory networks and formalise feedback loops with priority groups (Q2) - Develop marketing action plans that align to each priority groups' success strategy (Q3-Q4) 	X	X	X
		Create lead nurture strategy	<ul style="list-style-type: none"> - Connect the Engage platform with PeopleSoft (Q3-Q4) - Develop lead nurture action plan in time for the 2020 Semester 1 campaign (Q3-Q4) 		X	X
		Improve resonance and salience of marketing messaging	<ul style="list-style-type: none"> - Create and implement a communications calendar of activities (including digital, print, multi-media and experiential activities) that broadcast student success (ongoing) - Test, analyse and refine brand voice and messaging - with consideration for USPs, market segments, priority groups and success outcomes (ongoing) 	X	X	X
Quality learning, teaching and applied research to develop work-ready graduates and lifelong learners	<i>Help internal stakeholders better meet students' learning needs and aspirations by championing the student voice and generating relevant insights and strategies</i>	Provide Schools with marketing support	<ul style="list-style-type: none"> - Complete and report on Semester 1 & 2 Student NPS survey (Q2 & Q4) - Conduct twice-yearly reviews of the Schools marketing strategies to reflect new customer insights, data and learnings (Q2 & Q4) - Contribute to Unitec's product portfolio review and development (ongoing) - Develop and deliver relevant collateral and marketing materials to support Schools' needs (ongoing) 	X		X
		Support internal partnerships	<ul style="list-style-type: none"> - Conduct twice-yearly check-ins with Priority Groups and key business partners (eg alumni, student success) to share new customer insights, data, and learnings (Q2 & Q4) - Establish reference group/s to enable thought leadership between Marketing and internal partners (Q2) 	X		X
		Critique and adapt current processes to ensure continuous review and improvement	<ul style="list-style-type: none"> - Undertake Post Implementation Reviews for all key projects (ongoing) - Review and refine marketing processes (ongoing) - Establish International working group to review current processes and implement ongoing improvements (Q2) 	X		
		Optimise Marketing's internal communications and resources	<ul style="list-style-type: none"> - Deliver quarterly marketing updates to ELT and business stakeholders (Q1-Q4) - Update brand guidelines and distribute across Unitec (Q3) - Re-configure Digital Asset Management system to improve storage and access Q3) - Establish regular brand hui with Copy Centre and other brand users to ensure consistency of our brand (Q2) 	X	X	X

Engaged and inspired staff, equipped with the capabilities to support and deliver best learning	<i>Build reliable and collaborative relationships as a team and with the wider Unitec whānau to deliver our expertise with guidance and respect</i>	Develop our team culture	<ul style="list-style-type: none"> - Complete ADEPs and Performance Partnering (ongoing) - Continue regular team hui and green couch sessions (monthly/as needed) - Complete Te Rito programme (Q3) - Engage in Ally training (ongoing) 			
		Provide marketing support and training to wider business	<ul style="list-style-type: none"> - Rollout annual marketing calendar for collateral/digital/media delivery (Q3) - Organise training programmes for internal staff to upskill in marketing, eg managing a Facebook page, writing epānui (Q4) - Create a marketing toolkit (eg how-to guides, toolkit of marketing assets) (Q4) - Conduct regular product training for marketing team and other key stakeholders (ongoing) 			
A financially sustainable business to invest in the future	<i>Identify and measure the return on investment [ROI] of all marketing activities</i>	Optimise sales and marketing practice	<ul style="list-style-type: none"> - Undertake sales funnel/conversion analysis and implement process improvements to improve profitability (Semester 1 & 2) - Undertake regular International agent reviews and manage commission for agent optimisation (ongoing) - Conduct regular supplier reviews (twice yearly) 			
		Develop new and existing business	<ul style="list-style-type: none"> - Seek new opportunities offshore (ongoing) - Set, manage and review Semester 1 & 2 campaign targets/KPIs (Semester 1 & 2) - Develop annual marketing plan and set KPIs/priorities for marketing, schools, priority groups (Q2) 			
		Set up measurement frameworks	<ul style="list-style-type: none"> - Deliver timely and responsive brand/advertising tracking (Q2) - Test campaign advertising and creative before launch to validate impact and effectiveness (Q2/Q4) - Develop International partnership costing and evaluation model (Q3) - Define a framework to measure supplier performance and ensure regular reviews are undertaken (Q4) - Create product management methodology including consideration to the product life cycle/s (Q3, Q4) 			