

# McMaster Continuing Education Internal Awareness Campaign – Marketing Minute Newsletter

## Narrative Statement

### Background

The Marketing Minute is an innovative internal newsletter designed to raise awareness of marketing activities within the McMaster Continuing Education department. The newsletter transforms traditional corporate updates into a vibrant, theme-driven, and engaging one-minute read. Each edition features colorful graphics, GIFs, and videos, aiming to captivate the audience at first glance.

### Tactical Plan

#### Objectives

- **Primary:** Enhance awareness among staff about the Marketing Team's initiatives.
- **Secondary:** Encourage staff engagement and participation by providing valuable marketing insights, updates, and opportunities for collaboration through interactive content, while facilitating cross-functional communication within the department.

**Target Audience:** The newsletter targets all department members, including management, program administration staff, instructional designers, program managers, and student information specialists.

**Execution:** We utilize the Microsoft Dynamics CRM to develop and deploy this newsletter and work with our Multimedia Specialist to select optimal color schemes, graphics, GIFs and videos to complement the monthly theme. Each member of the Marketing Team is tasked with submitting their latest projects and successes to share with the continuing education department. Content includes announcements, partnerships, webinars, events, reports, industry research, articles and social media updates. Each newsletter also has a standing section that encourages staff to get involved and share any ideas that may help enrich our content.

### Impact

In terms of results and impact, engagement metrics such as open rates, click-through rates, and staff feedback have been positive indicators of the newsletter's effectiveness. The newsletters garnered an average open rate of 50% and an average click-through rate of 15%, which is aligned with internal communications benchmarks.

The interactive elements incorporated into the content have encouraged active participation from staff to share their own content ideas as well, fostering a sense of community, togetherness and active dialogue within the department.

