

SM

Comparison & Campaign Strategy

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DDX219.2

24T1

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SAE: Virtual Exhibition

<https://www.spatial.io/s/Welcome-to-SAE-6451c564fb192c3b28b562de?share=2861863254877925766>



Purpose

A virtual space that leads can be directed to all year round. With a push to direct traffic to this space to people that registered for an on campus event but were unable to attend. The virtual exhibition space should allow prospective students to check out student work with a description of what the project is and at what stage of the course the work was created as well as a space for them to gather more information on the course we offer, promotions we are offering eg- Scholarships, early entry and how and where to apply for a course.

Benefits to SAE

- A way to engage with prospective students online all year round
- A way to reconnect with prospective students that have expressed interest in attending an event but missed the event.
- A place to host an online event with 2 way conversation
- Another way for Media teachers to see what SAE has to offer but also the quality of projects our students make, therefore solidifying SAEs reputation to the tertiary market.

Benefits to Prospective Students

- An interactive way to engage with SAE's offerings.
- An opportunity to engage with SAE online
- Understanding of what SAE has to offer
- Understanding of course avenues available
- Understand what they will create as part of their course.

Event Outline

- A virtual space that looks like the SAE expo stand where visitors can click on videos of course directors talking about what their courses have to offer (like the course outlines from Open Day) These videos should be embedded into the space and not direct traffic to an external website. It would be great if this space looked like the theater room.
- Live Zoom information sessions to be used until we have evergreen content videos
- The virtual expo stand should be gated content so we are able to have lead capture, this form could be supplied by marketing so it links with salesforce, if this is not possible the content could be provided to Marketing on a timely basis to be uploaded to salesforce for lead nurturing activity.
- Include a space for the general information session - Why study at SAE, featuring Alumni and current students etc.
- Include the apply now form
- The space should also allow for times when a staff member could 'man' the stand and interact with prospective students via video and/or chat.
- How to apply information.
- The potential to add videos from Alumni or existing marketing suite.

Campaign objectives

Participation

Objective: Attract target audience to the virtual exhibition.

Goals: Achieve target registrations and track visitor engagement metrics.

Enhance Engagement

Objective: Encourage attendees to explore and interact with virtual exhibits.

Goals: Increase time spent per exhibit and monitor interactions within each booth.

Brand Exposure for Exhibitors:

Objective: Increase visibility and awareness for exhibitors.

Goals: Ensure exhibitors receive exposure through featured listings and track impressions/clicks on exhibitor profiles.

SAE Social media



14.5 k

followers

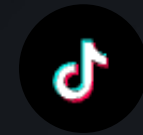
Regulatory posts
Almost daily
Average engagement
More likes than comments



59 k

followers

Regulatory posts
Daily Posts
Average engagement
Few reactions, almost no comments



9.87 k

followers

Regulatory posts
Every few days
Average engagement
More likes than comments and the views
range from 500 - 80k per video



6.49 k

followers

Regulatory posts
Every 3-4 months
Average engagement
Video views range from 8k - 100k and
near to zero likes or comments



9 k

followers

Regulatory posts
Every 1-3 days
Average engagement
Few reactions and comments



8.58 K

followers

Regulatory posts
1-2 times a week
Average engagement
Around 60-500 views per post with
minimal comments or reposts

Ethical Considerations

Student privacy and confidentiality



- Sharing student work or achievements could unintentionally expose personal details.
- Obtain written consent from students before sharing any identifiable information, including photos, names, or project specifics.

Realistic expectations and portrayal



- Highlighting only successes might create unrealistic expectations about career paths or program outcomes.
- Balance success stories with testimonials that discuss the hard work and dedication required in creative fields.

Inclusive and respectful communication



- Social media content could unintentionally exclude or offend potential students from diverse backgrounds.
- Feature a variety of students and alumni from different backgrounds in their social media content.
- Use inclusive language and avoid stereotypes.



SAE social swot

SAE's SWOT analysis evaluates internal strengths and weaknesses, as well as external opportunities and threats. It identifies areas of advantage, such as strong branding and engaged community, while pinpointing challenges like resource constraints and competition. This guides strategic decisions in social media marketing.

S

Strength

- SAE understands the values of strong brand reputation and recognition
- The SAE community is active and engaged online
- SAE provides access to industry knowledge and networking opportunities

W

Weakness

- SAE may rely on traditional social media marketing and content creating
- Have limited reach to target audience
- May lack knowledge of leveraging newer and trendy social media content

O

Opportunity

- Expanding social media presence can help SAE achieve a wider audience with younger demographics
- Utilising user-generated content from students will be showcased
- Collaborating with Influencers to enhance brand credibility

t

Threat (Challenge)

- Competing with other educational institution's can attract more students
- Updates to platforms algorithms or policies may impact reach of engagement
- Social media trends and platforms need constant adaption and monitoring to stay relevant

Smart Goals



Brand Awareness

Gain exposure for SAE before the launch of the virtual exhibition.



Audience Growth

Reach for a higher following in target audience ie High school students during virtual exhibitions.



Engagement

Improving Social Media Engagement with existing students/teachers/followers around the virtual exhibition.

Competitive Analysis¹

JMC Academy

Relevant statistics

JMC have an auto play video on their youtube channel that is engaging and catches your attention. Their highest following is on Facebook.

Strengths

Focus on showcasing student work and achievements, active in responding to comments and messages.

Weaknesses

JMC Academy don't have TikTok as part of their social media platforms. Content can be repetitive, might not appeal to a broad audience.

Content that resonates

Student success stories, behind-the-scenes glimpses into campus life, industry expert interviews. Strong reputation.

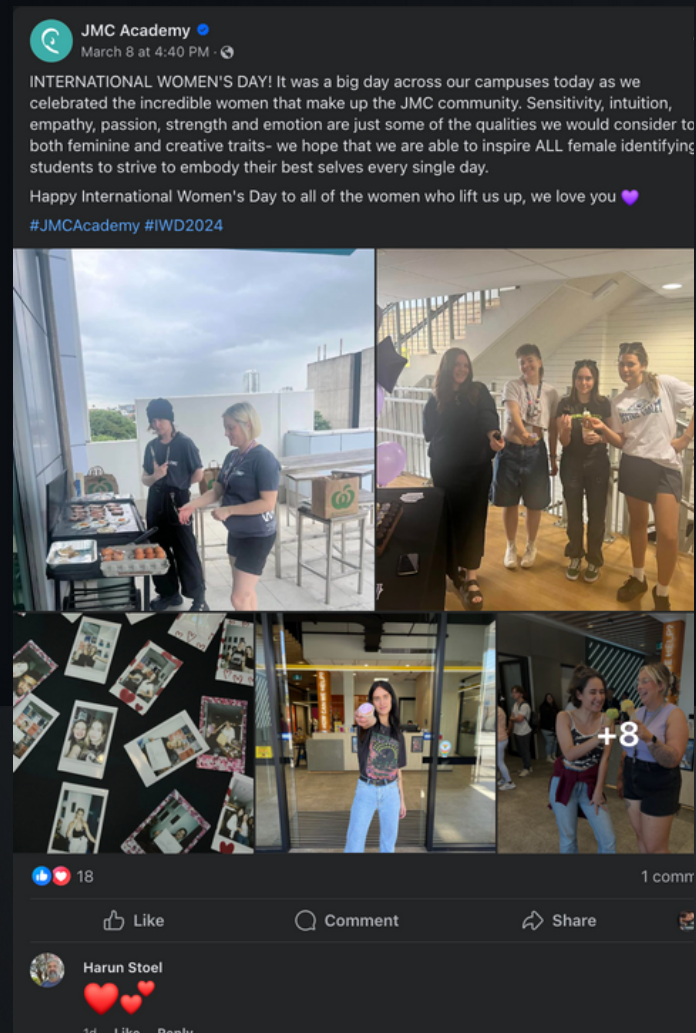


Established: 1969

World Class Facilities And
Technology. Smaller & More
Personable Classes.

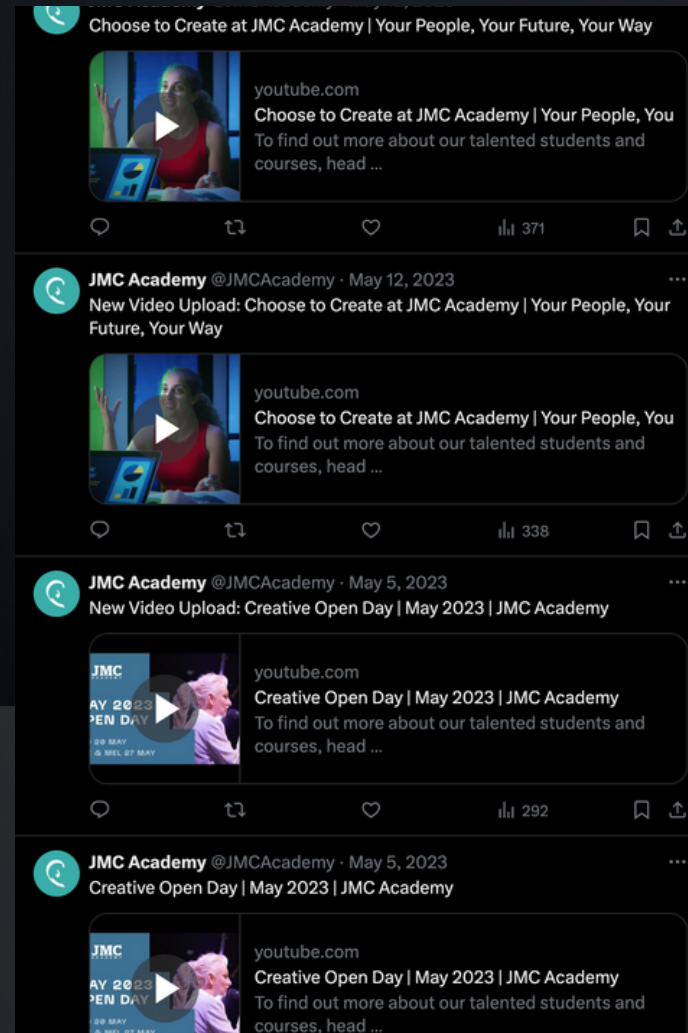
Examples of Work

Visual examples of their social media activity



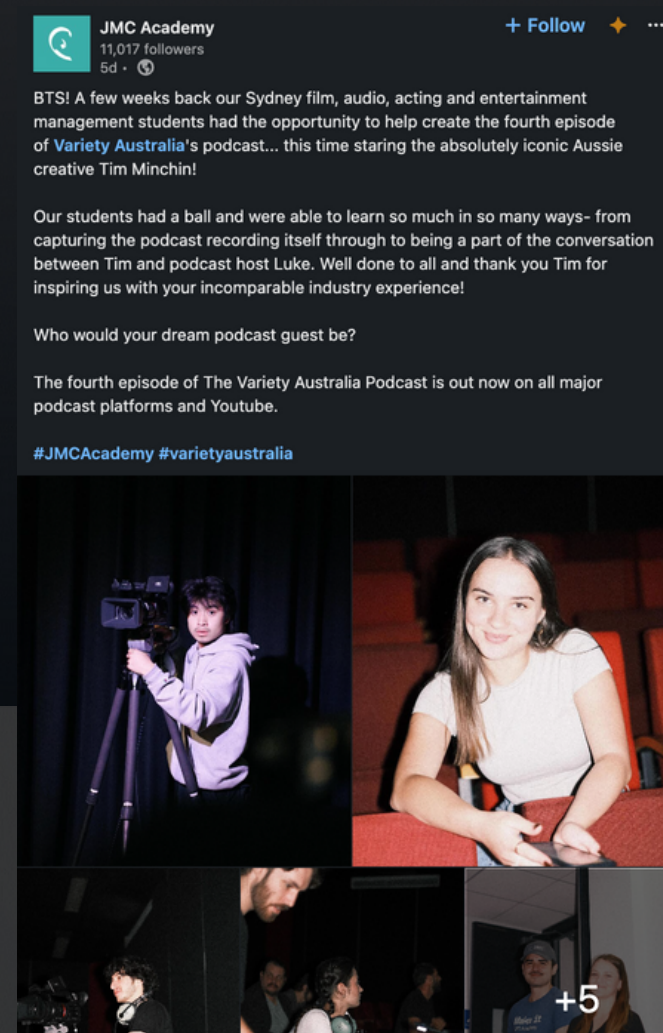
Facebook

71 K Followers



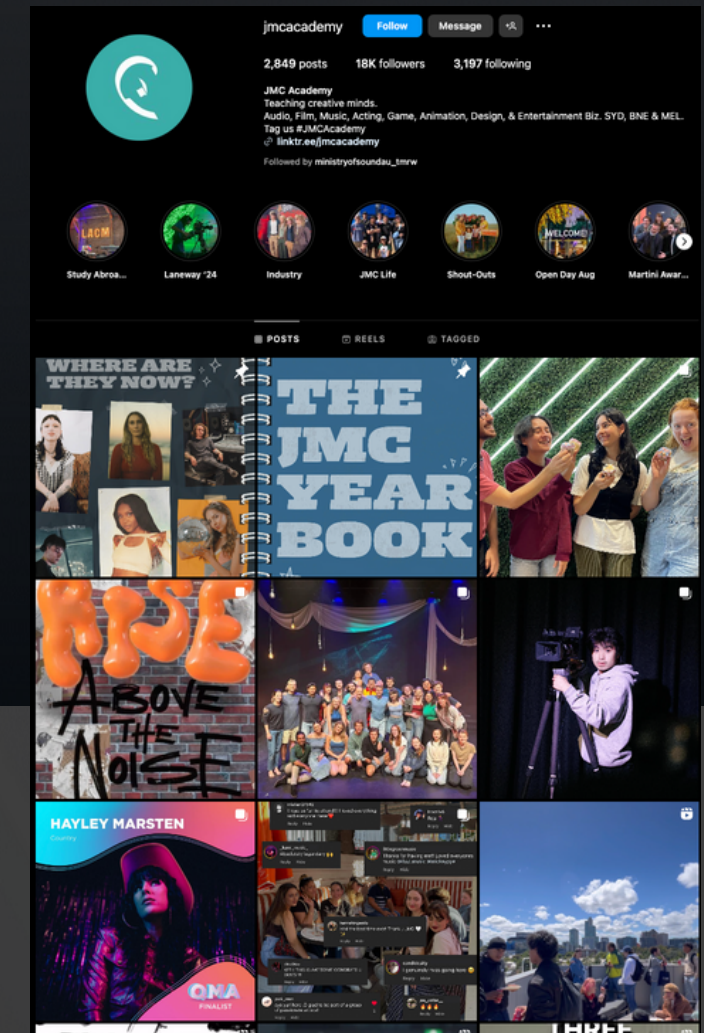
x (Twitter)

1.7 K Followers



LinkedIn

11 K Followers



instagram

18 K Followers

Competitive Analysis²

Collarts

Relevant statistics

Collarts don't have a social handle for both LinkedIn or TikTok (yet).

Strengths

High-quality production value in their content, strong focus on alumni achievements.

Weaknesses

May come across as exclusive or expensive, content schedule might be inconsistent.

Content that resonates

Showcasing graduate work, virtual tours of their facilities, collaborations with other institutions.

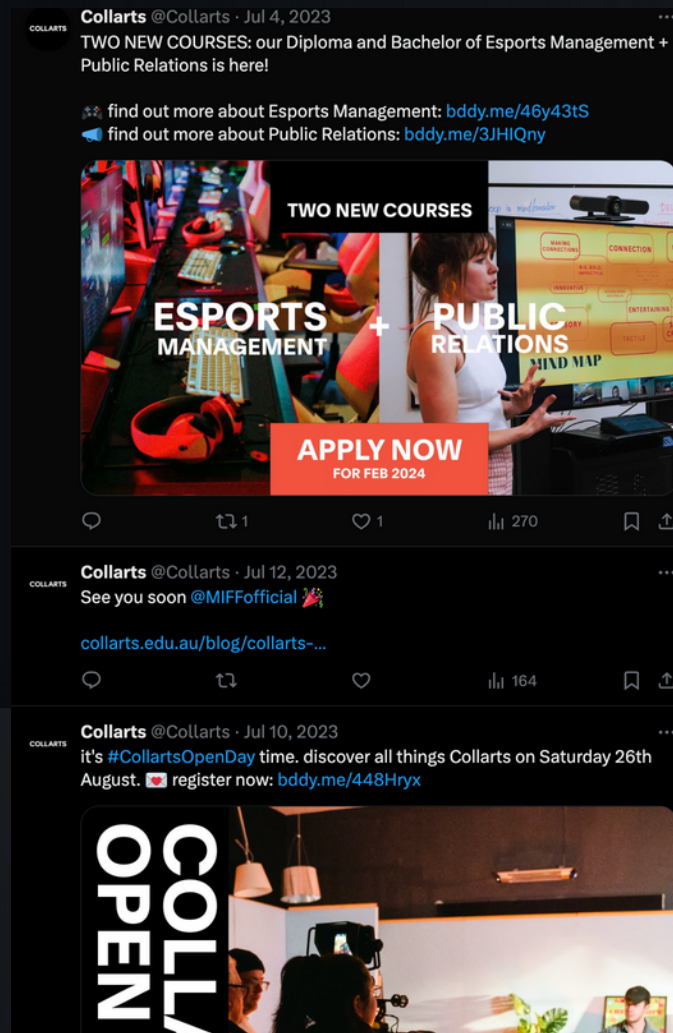


Established: 1993

Collarts is Australia's leading tertiary arts education college, focussed on industry-based learning in the arts and entertainment industries.

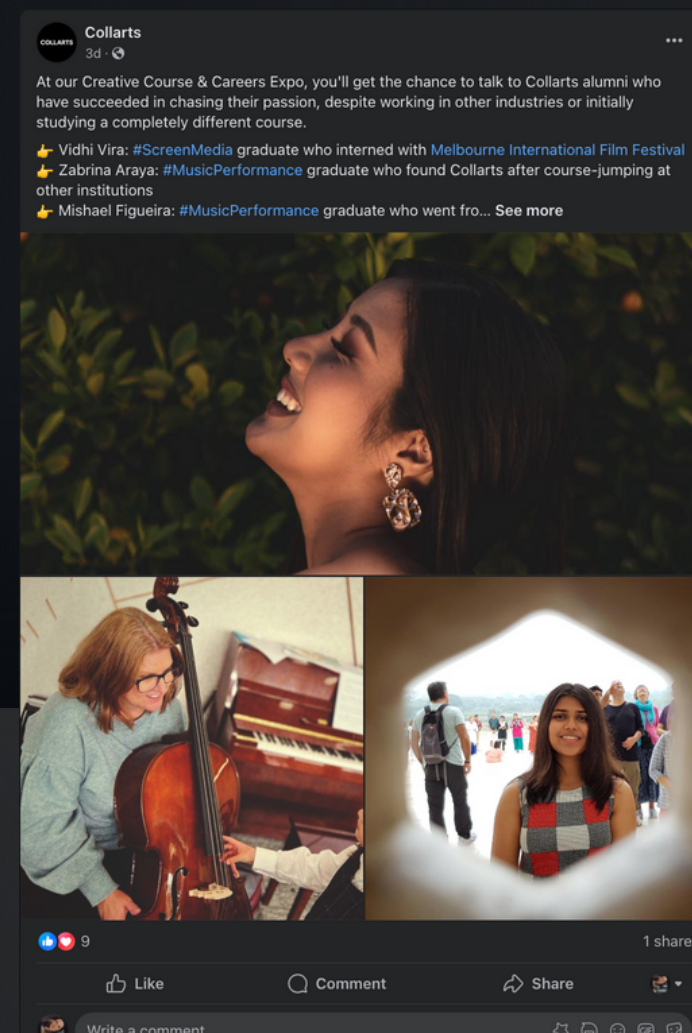
Examples of Work

Visual examples of their social media activity



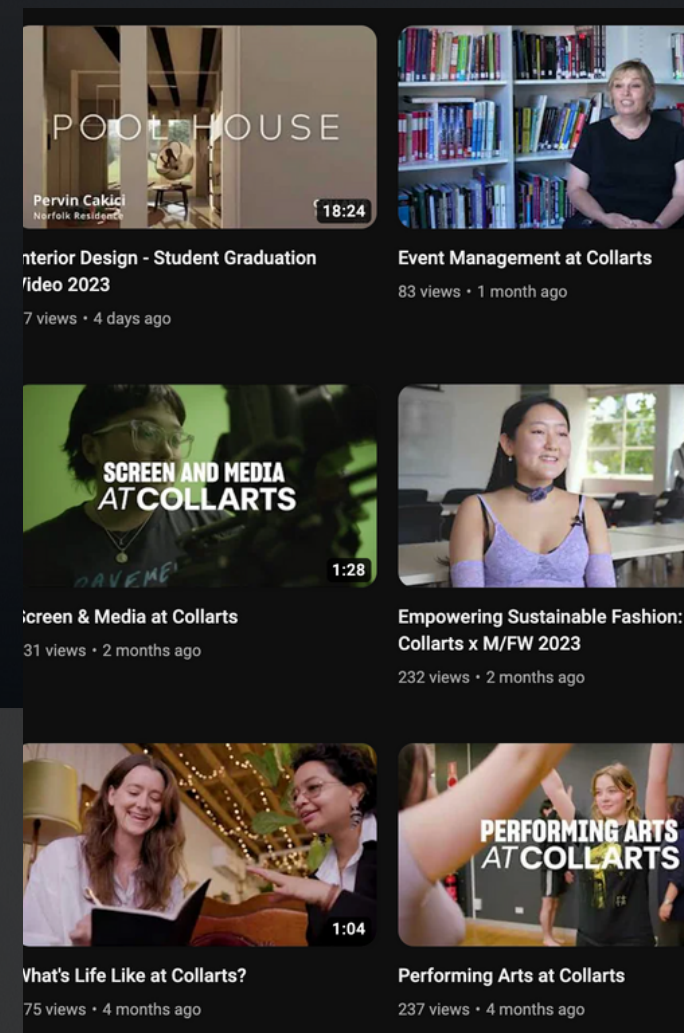
X (twitter)

1.1 K Followers



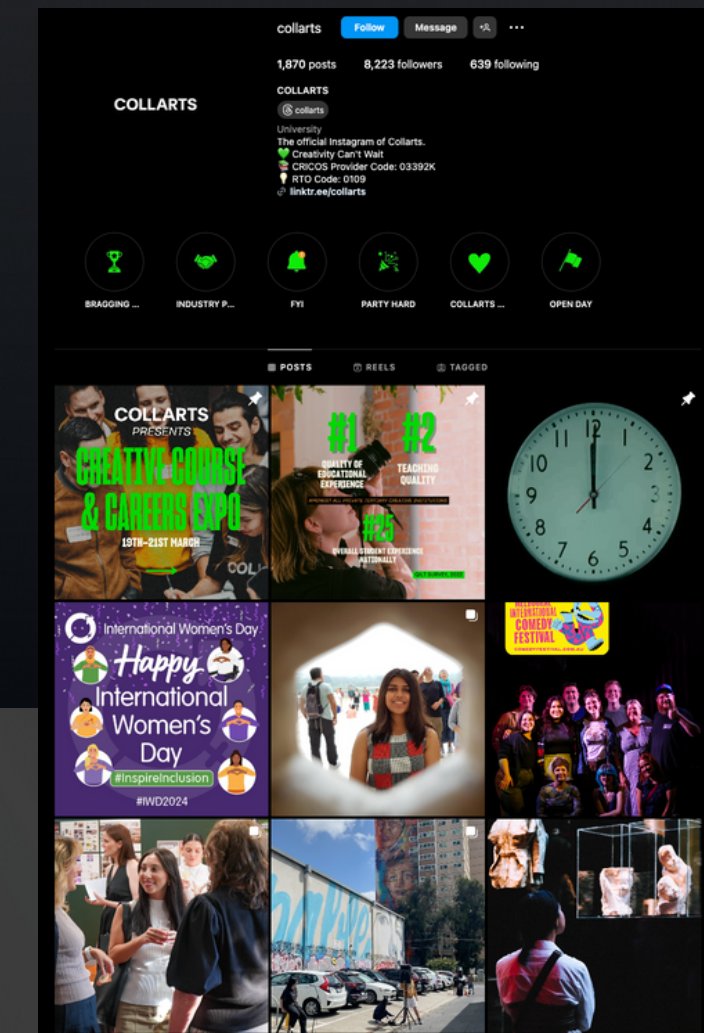
Facebook

23 K Followers



youtube

2.1 K Followers



instagram

8.2 K Followers

Competitive Analysis³

Whitehouse University of Design

Relevant statistics

Their highest following is on Facebook. They don't have a TikTok account (yet).

Strengths

Emphasis on practical skills and career opportunities, active in online communities. Decent amount of student showcases displayed in their posts.

Weaknesses

Content might be too sales-oriented, lack of student testimonials.

Content that resonates

Employer spotlights, tutorials and design tips, live Q&A sessions with faculty.



Established: 1988

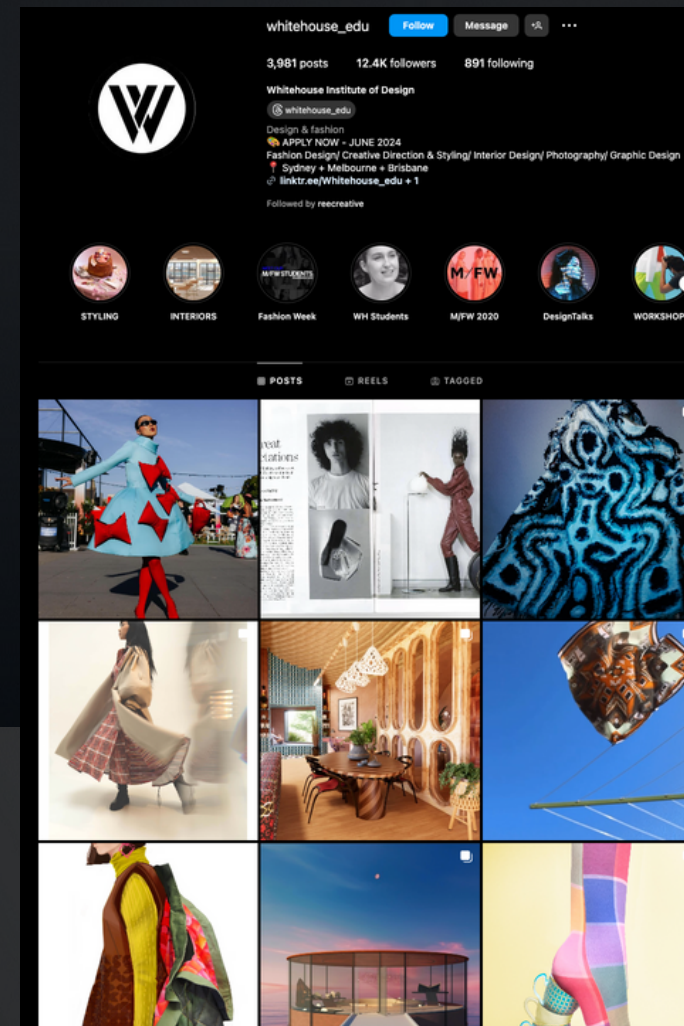
Whitehouse Institute of Design, Australia has campuses in Sydney, Melbourne and Brisbane. Study at Australia's Leading Design School.

Examples of Work

Visual examples of their social media activity



facebook
12 k Followers



instagram
12.4 k Followers



LinkedIn
3 k Followers

Social Following

Comparison table between SAE, JMC, Collarts. and Whitehouse University on social media platforms, facebook, LinkedIn and TikTok.

	SAE	JMC	Collart	Whitehouse
Facebook	59 k Followers	71 k Followers	23 k Followers	12 k Followers
LinkedIn	9 k Followers	11 k Followers	N/A Followers	3 k Followers
TikTok	9.9 k Followers	850 Followers	N/A Followers	N/A Followers

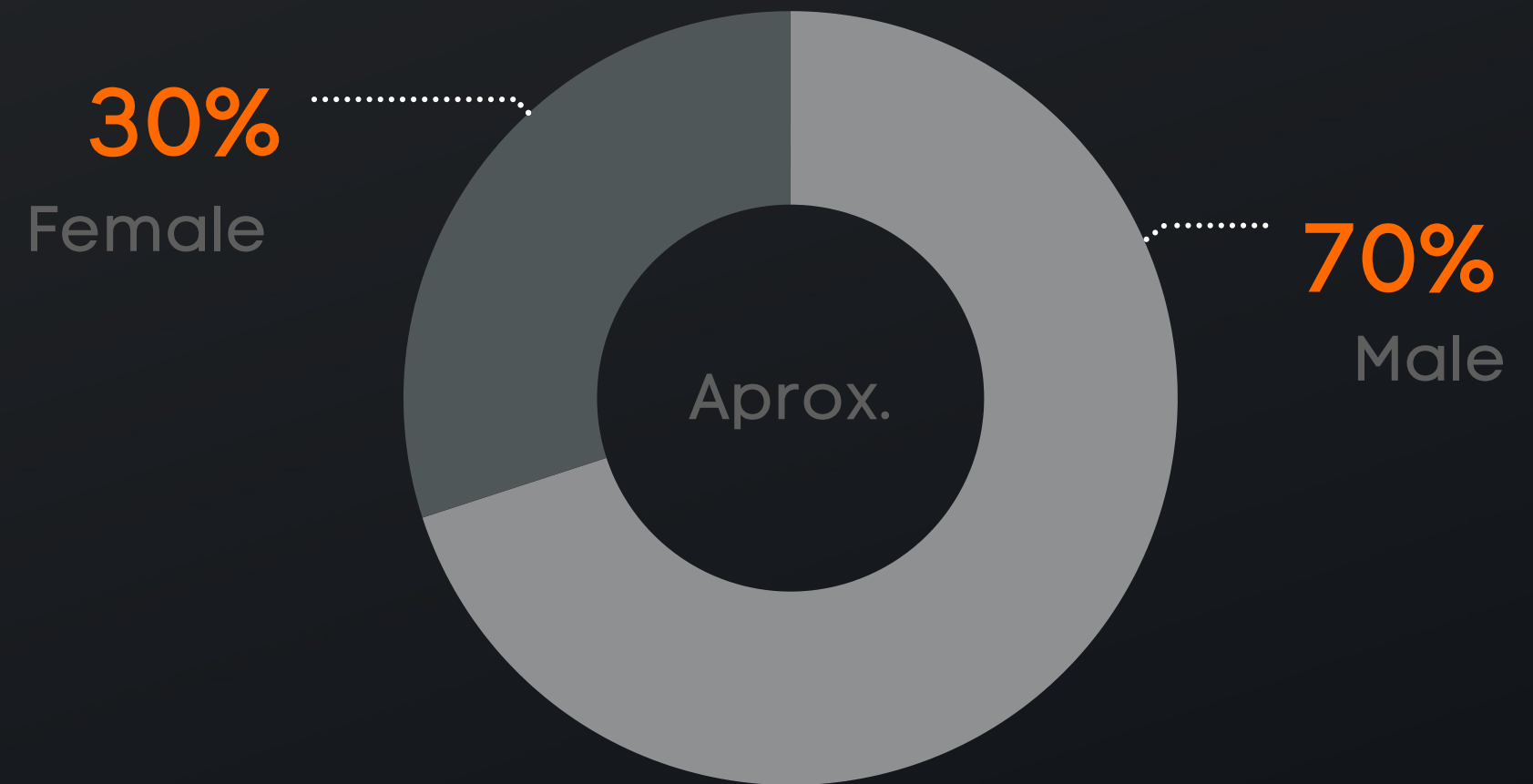
SAE Audience Demographics

95% Local Students

Ages 18-23



Ages 24 - 29



Target Audience

Students interested in creative industries. Year 12 school leavers, mature students, and Year 11 students considering their options for the next 12 months. Those who attended SAE events or recommended by their careers teachers. Media teachers can share this opportunity with their students.



Feng .L

Bachelor's degree in film (Facebook User)



Job / Education Freelancer

Age 26

Sex Male

Location Dubai, UAE

Budget Moderate

Interests

Filmmaking, storytelling, videography, attending film festivals and screenings, collaborating with other filmmakers, staying updated on the latest film technologies and trends, building an online presence to showcase work

Values

Creativity, visual storytelling, cultural expression, entrepreneurial spirit, building a strong online presence, achieving recognition in the regional and international film scene

Personality

Creative, ambitious, tech-savvy, passionate about storytelling through film, driven to build a successful freelance career, enjoys working independently and collaboratively

Brand Affinities

Film equipment brands (e.g., Canon, Sony, Blackmagic Design), film editing software (e.g., Adobe Premiere Pro, DaVinci Resolve), online filmmaking platforms (e.g., Vimeo, FilmFreeway)

Social Media

Facebook (uses groups and pages to connect with other filmmakers and find work opportunities)

Media Consumption

Follows established and upcoming filmmakers on social media, learning from their work and experiences

Goals & Aspirations

- Develop a unique filmmaking style
- Secure freelance projects that align with his creative vision
- Gain recognition in the regional and potentially international film scene

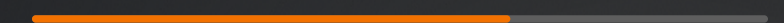
Pain Points

- Difficulty securing consistent freelance work in a competitive market
- Lack of industry connections and experience
- Limited access to professional equipment and software
- Struggles to stand out from other aspiring filmmakers

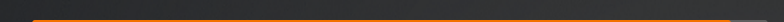
How SAE can help

- Develop hands-on skills in directing, editing, cinematography, and more.
- Refine his style under the guidance of experienced instructors.
- Create a professional portfolio to impress potential clients.
- SAE has a global network, allowing him to connect with the wider film community and potentially gain international exposure.

industry knowledge



Technical Skills



Confidence





Amy .K

Creative Industry Professional & Parent (LinkedIn User)



Job / Education Graphic Design Lecturer

Age 41

Sex Female

Location Melbourne

Budget Felxible

Interests

Graphic design trends and theory, visual communication, teaching and mentoring, staying up-to-date on industry developments, collaborating with colleagues

Values

Creativity, critical thinking, problem-solving, innovation, fostering a positive learning environment, preparing students for successful careers in graphic design

Personality

Passionate, knowledgeable, encouraging, resourceful, adaptable, enjoys inspiring and guiding students

Brand Affinities

Design software (e.g., Adobe Creative Suite), design resource platforms (e.g., Behance, Dribbble), design publications and conferences

Social Media

LinkedIn (connects with industry professionals, shares teaching resources, and stays informed about design trends)

Media Consumption

Reads design blogs and publications for industry news, trends, and teaching strategies.

Goals & Aspirations

- Inspire and mentor students
- Share her industry knowledge and experience
- Contribute to the development of future design talent
- Stay informed on the latest trends and technologies

Pain Points

- Limited resources and outdated software in current teaching environment
- Difficulty keeping up with the fast-paced nature of the graphic design industry
- Limited opportunities to collaborate with other design professionals

How SAE can help

- Provide access to industry-standard software and resources for effective teaching
- Offer opportunities for professional development and staying current with design trends
- Collaboration with other design professionals within the SAE community
- Provide a platform to mentor and guide future design talent

industry knowledge

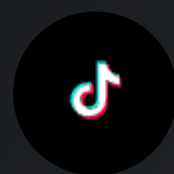


Technical Skills



Confidence





Lilly .P

Aspiring Music Producer (TikTok User)



Job / Education High School Student

Age 17

Sex Female

Location Brisbane

Budget Limited

Interests

Music production, DJing, electronic music (EDM), hip-hop, attending music festivals and concerts, creating and sharing content on social media, collaborating with other creatives

Values

Creativity, self-expression, individuality, innovation, being part of a community, building a following online

Personality

Outgoing, creative, ambitious, tech-savvy, enjoys learning new things, seeks validation and approval from peers

Brand Affinities

Music production software/hardware brands (e.g., Ableton, Native Instruments), music streaming services (e.g., Spotify), clothing brands popular with music producers/DJs (e.g., streetwear brands)

Social Media

TikTok consumer (Goes online to find inspiration in short, easy to digest videos and finds them entertaining and engaging)

Media Consumption

Listens to music daily, mostly on streaming services like Spotify

Goals & Aspirations

- Become a professional music producer
- Release their own music
- Collaborate with other artists
- Build a large following online

Pain Points

- Lacks the professional skills and knowledge to produce high-quality music
- Difficulty navigating the music industry
- Limited access to expensive equipment and software
- Struggles to get their music heard by a wider audience

How SAE can help

- Master music production with industry-standard training.
- Network and learn from professionals in the music industry.
- Access top-tier studios and software for professional-sounding music.
- Craft a portfolio to showcase her talent.
- Develop skills to effectively market herself and her music online.

industry knowledge

Technical Skills

Confidence

Platform Rationale

Facebook

Facebook has been selected for its global dominance, versatile functionality, and extensive user base, making it an essential platform to connect SAE to its target audience through its unparalleled reach and user-friendly interface cater to a diverse audience, including those less technically inclined. (Daniel Nations, 2024) Initially serving as a platform to reconnect with friends, Facebook swiftly evolved into a powerful business tool capable of targeted advertising. With features like targeted advertising, multimedia storytelling, and strict content policies, Facebook provides a safe and engaging environment for SAE to interact with its audience, fostering brand visibility and community engagement effectively. The platform's robust features, including the Open Graph protocol, further enhance its utility for multimedia storytelling and audience engagement. (Gitner, 2015, p. 124) Facebook and LinkedIn are popular among the older group demographics – so, parents. (Aishwarya Lakshmi, 2023)

LinkedIn

LinkedIn has a focus on professional networking and business development. As highlighted by Zantal-Wiener (2023), LinkedIn serves as a dynamic hub where professionals connect and share content, fostering relationships with colleagues, potential employers, business partners, competitors, and customers. Providing an avenue to engage with SAE audience of students, industry professionals, and potential employers. Features tailored for businesses, as elucidated by Peek (2020), offers unparalleled opportunities for organisations like SAE to achieve their goals. Whether it's recruitment, lead generation, business growth, or marketing, LinkedIn provides targeted solutions and resources suitable for businesses of all sizes. For SAE, leveraging LinkedIn can facilitate student networking, industry partnerships, and employer engagement, thereby enhancing their brand visibility and fostering professional development opportunities for their audience. Thus, LinkedIn emerges as an essential platform for SAE to connect with their target demographic and advance their objectives effectively.

TikTok

Brandon Doyle (2024) has pointed out that TikTok has exceptional engagement rates. Compared to other social media platforms, content on TikTok often receives considerably more views. This increased engagement, particularly among Gen Z users, makes TikTok an essential tool for SAE to connect with its younger demographic. As SOCIALBAKERS (2018) has noted, TikTok's influencer marketing potential provides a unique opportunity for SAE to utilize influencers to establish trust and credibility with their audience. Collaborating with TikTok influencers enables SAE to effectively bridge the gap between their brand and potential students or industry partners. According to Gitner (2015), TikTok's innovative features, such as its algorithm-driven content discovery, short-form video format, and user-friendly editing tools, offer endless creative possibilities for engaging SAE's audience. TikTok provides a dynamic platform for immersive storytelling and audience interaction, whether it's showcasing student life, highlighting industry trends, or promoting SAE's programs. TikTok is popular among younger demographics – so, students. (Aishwarya Lakshmi, 2023)



(SAE Creative Media Institute, 2024).

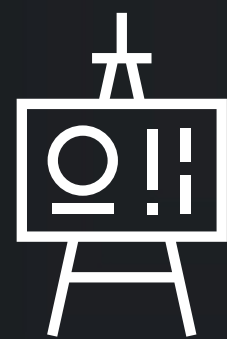
Brand Voice & Tone

Engaging & Immersive:
Connecting with SAE



Feels & Sounds like

SAE's brand tone is immersive, inclusive, and diverse, conveying confidence, innovation, and a global perspective. It feels dynamic and forward-thinking, inviting students from all backgrounds to join a community that embraces creativity, collaboration, and excellence in creative media education.



Voice & Tone

The tone of SAE's brand is confident, knowledgeable, and inclusive, reflecting its position as a global leader in creative media education. It aims to inspire through honesty and openness, adopting a conversational, succinct, and easy-to-understand language to engage with its audience effectively.

Hashtags, Grammar & Language



Language

"Welcome to SAE, where cutting-edge technology meets immersive learning. Our diverse community of students and faculty is dedicated to pushing the boundaries of creativity and innovation."



Hashtags

#SAEVR #SPACIAL #SAEportfolio #StudentShowCase
#SAEimersive #SAEshowcase #VirtualCampus
#InnovateWithSAE #CreativeCommunity
#UnleashYourPotential #DiverseLearning
#GlobalLeaders #ImmersiveEducation
#ExploreCreativity #InclusiveCulture
#DynamicLearning #EmpowerThroughEducation

Phrases & CTA

Measured by Click Through Rates (CTR) The campaign will use inspiring and immersive language as a call to action because it captivates our audience, drawing them into an engaging and transformative experience within the virtual exhibition.

Immerse in
creativity

Ready to unlock your creative potential?
Dive into our virtual showcase and start
your journey with SAE!



Image with a strong hook (quote)
that will be supported by a link
leading the audience to the SAE
virtual exhibition

Creativity
doesn't have
limits

Join us in shaping the future of creative
media – visit our virtual exhibition now
and be inspired!



A preview of SAE's virtual exhibition
room showcasing the avatar
exploring and using the chat
(message) feature with a link to
SAE's virtual exhibition and website

Where will
your
creativity
take you

Discover groundbreaking projects from
our students – explore our virtual
exhibition today!

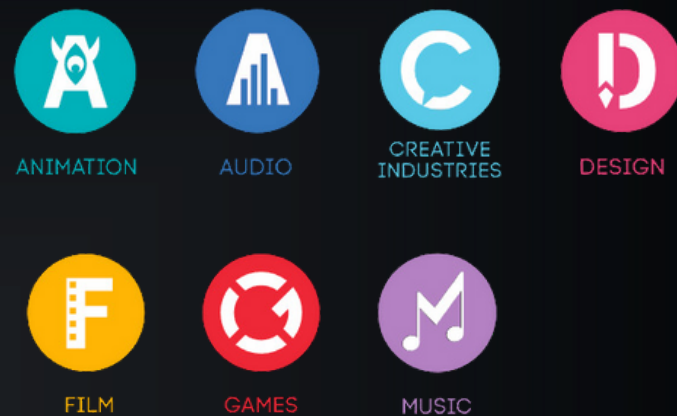


A video collage (sneak peak) into
some of the students work being
showcased inside of SAE's virtual
exhibition and a link to course
information

Visual Guidelines

Icons

The course discipline icons are key to visually differentiating each study category. Each discipline has its own logo device; distinguished by colour, iconography and graphic element indicative of the courses it includes.



Typography

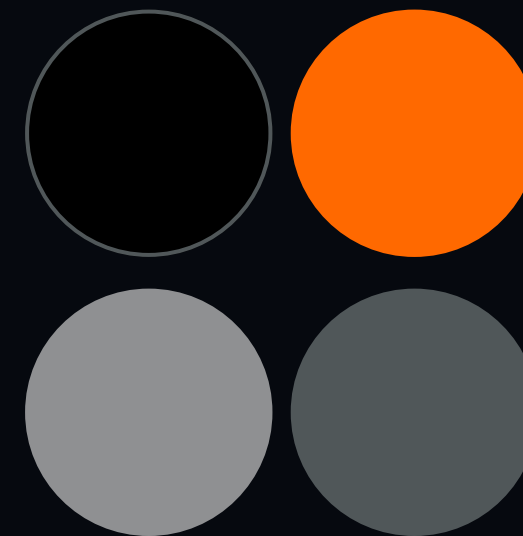
Code Pro - Headings
Code Pro has been chosen for the headline copy because it has a contemporary and sophisticated style that gives SAE its personality.

Helvetica Now - Body
Helvetica Neue LT Std has been chosen for the support typeface s because it has a universal quality and a broad range of styles that makes it appropriate for many different applications.



Colours

SAE BLACK #000000
ORANGE #FF6900
SILVER #8F9092
DARK GREY #505759

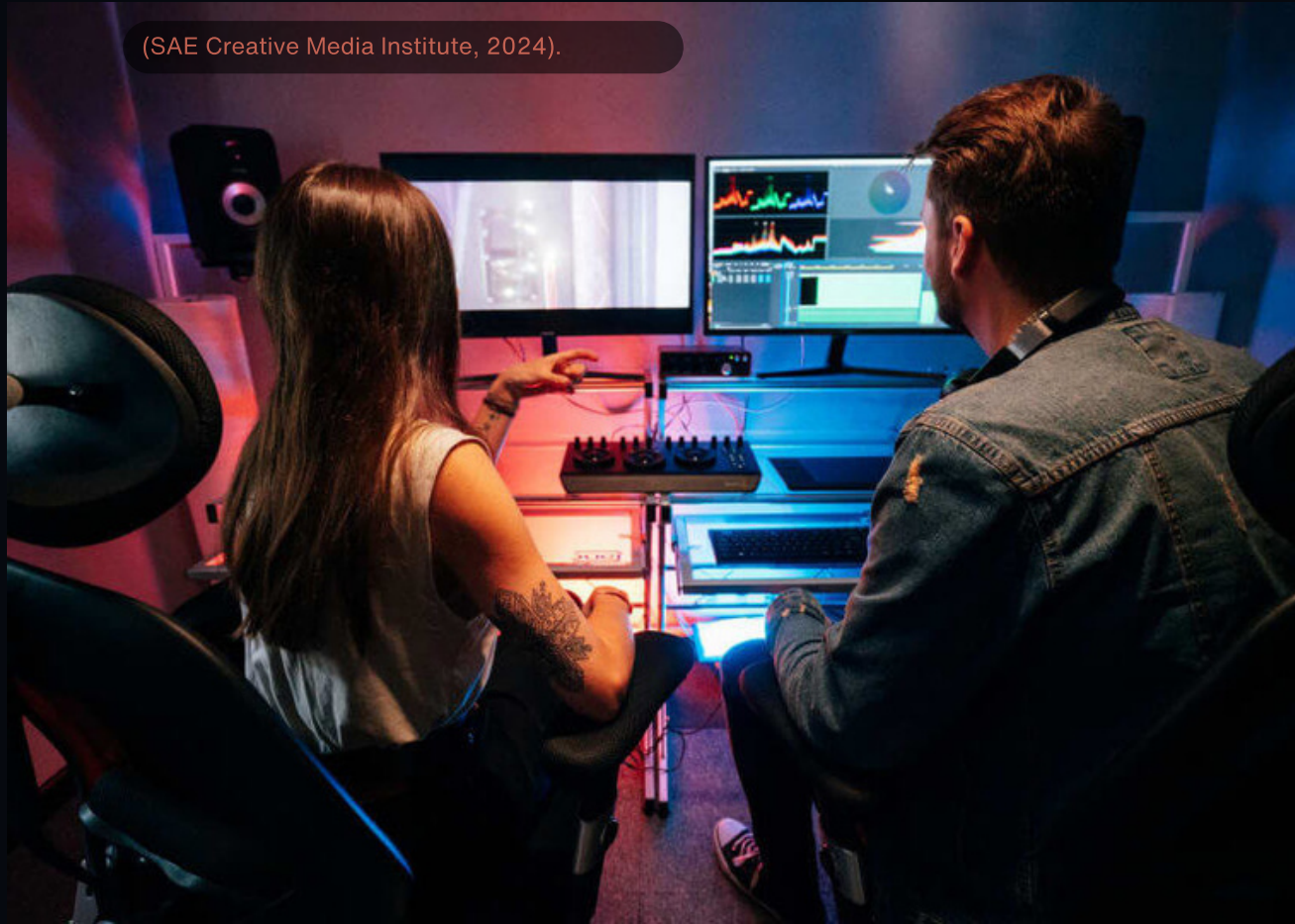


Logo

As a general preference the SAE logo should be reversed out of white on the specified SAE black or the corresponding colour breakdown as specified below.



(SAE Creative Media Institute, 2024).



(SAE Creative Media Institute, 2024).



(SAE Creative Media Institute, 2024).



Mood Board

Students and staff are important to SAE and where possible, photography should include human elements and a sense of energy and dynamism. It should be candid and demonstrate students in action using the equipment and college facilities.



(Akshay, 2024)

Content Pillars

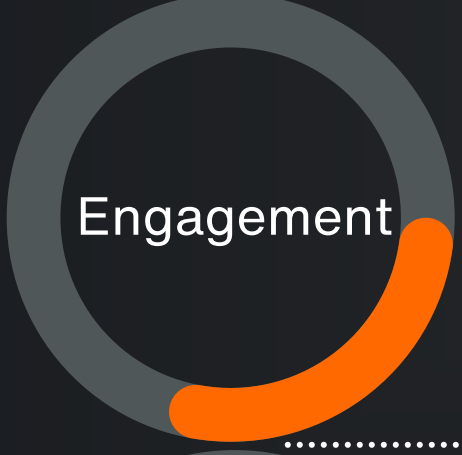
Elevating the Virtual Experience

SAE's content pillars - inspirational, educational, engagement, and community - underpin the virtual exhibition, offering attendees a multifaceted experience that inspires creativity, provides valuable insights, encourages active participation, and fosters connections within the creative community.



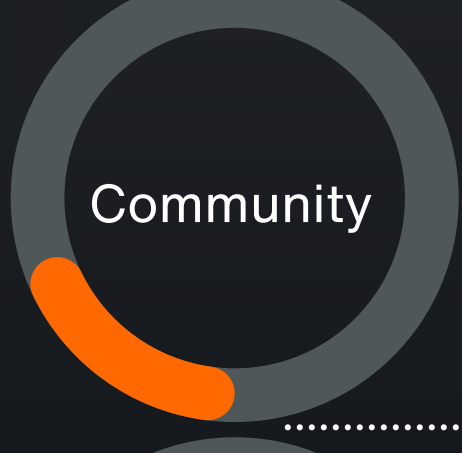
40%

- Student Trends
- Where are they now (Students)
- Creative industry Quotes
- hype Videos



30%

- Behind the scenes
- Competitions
- Polls
- Influencer Q&A sessions



20%

- Influencer Marketing
- Student Testimonials
- VR Live Streaming



10%

- Company Newsletters
- Q&A (FAQ from website)
- How to's (Apply for courses, reach out for more info, find campuses)

Content Calendar

The SAE virtual exhibition social media campaign is scheduled to run for five weeks, starting from April 29th and concluding in the last week of May 2024. Each week will feature specific content and objectives tailored to engage our audience effectively across various platforms.

During **Week 1**, we'll focus on building anticipation with a series of "coming soon" posts designed to generate curiosity and excitement among our audience.

Week 2 will mark the official announcement of SAE's launch of a virtual exhibition for the trimester, signalling the beginning of the campaign's promotional phase.

In **Week 3**, we'll announce the orientation dates and continue to provide links to the SAE website, encouraging our audience to learn more and participate in the upcoming events.

Week 4 will be dedicated to the exhibition itself, with daily posts and activities scheduled from Monday to Friday. All social media platforms will go live to stream parts of the exhibition experience, enhancing engagement and interaction with our audience.

Finally, in **Week 5**, we'll wrap up the campaign by emphasizing that the exhibition is now open and available for all, ensuring that those who may have missed earlier announcements have the opportunity to participate and engage with the virtual exhibition.

OpenAI. (2024). "Example social media cations for a virtual exhibition campaign" [Response to user query]. OpenAI's GPT-3 Language Model.

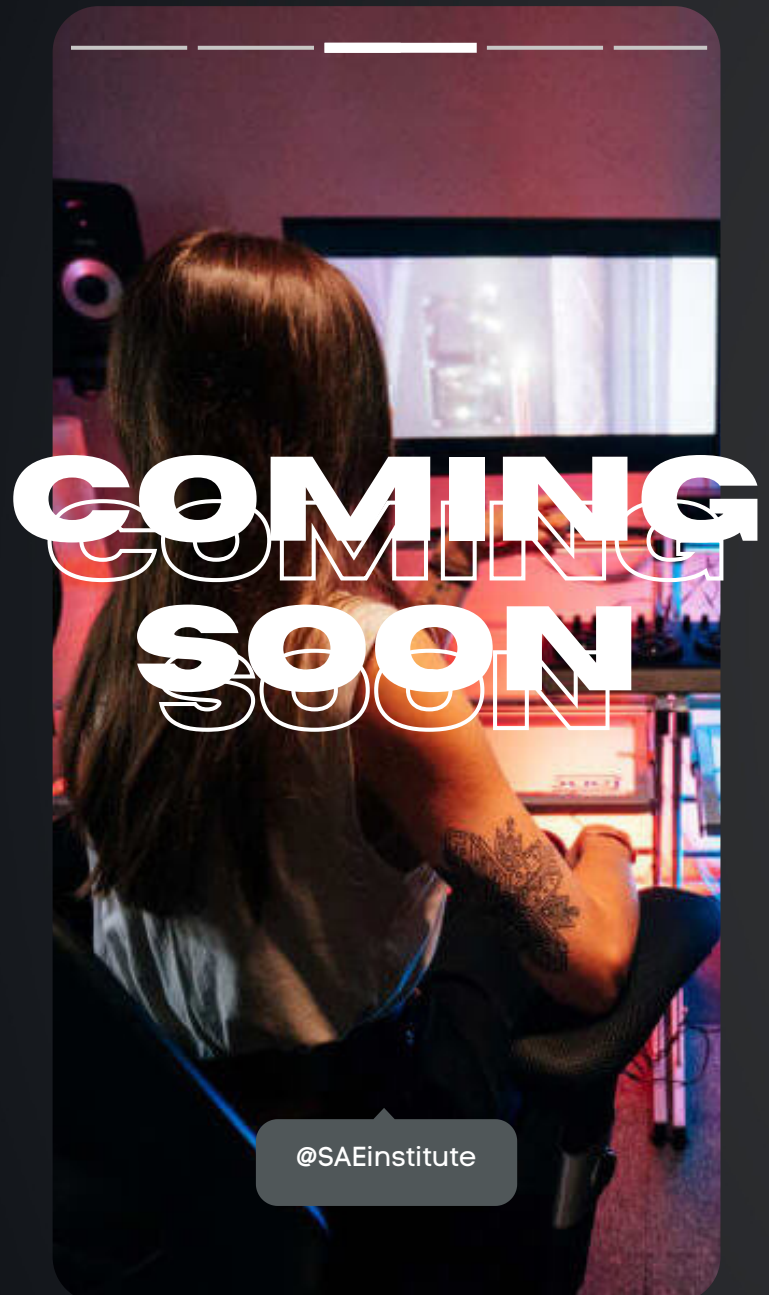
SOCIAL NETWORK	DATE (MONTH/DAY/YEAR)	TIME (EST)	CONTENT PILLAR	CORNERSTONE CONTENT	CONTENT FORMAT	COPY / HASHTAGS
WEEK 1 04/29/2024						
FACEBOOK	05/04/2024	6:00 am	PROMOTION		Story	🌟 Something extraordinary is on the horizon! 🌟 Brace yourselves for an unforgettable experience that will
LINKEDIN	05/04/2024	7:00 am	PROMOTION		Post	🔥 Are you ready to witness greatness? 🏗️ Get ready to elevate your experience with something game-chang
TIKTOK	04/05/24	11:00	PROMOTION		Short Clip	🌟 Get ready to be blown away! 🌈 Our upcoming surprise is guaranteed to leave you speechless and wanting
WEEK 2 05/06/2024						
FACEBOOK	06/05/24		INSPIRATION		Sponsored Post	🌟 Exciting news alert! Get ready to immerse yourself in a virtual art extravaganza like never before! 🎨 ✨ Ou
LINKEDIN	08/05/24	12:00	INSPIRATION		Sponsored Post	🔥 Calling all art enthusiasts and professionals! 🏗️ Don't miss out on our upcoming virtual exhibition, where in
TIKTOK	10/05/24	15:00	INSPIRATION		Paid Ad Video	🌟 Brace yourselves for an art-filled adventure! 🎨 ✨ Our virtual exhibition is gearing up to showcase a divers

<https://docs.google.com/spreadsheets/d/1lgNmhzgaNeW4EPtmxqyu-zASyS1A-nof/edit#gid=1582420915>



Facebook

Stories to find out more information about upcoming events



LinkedIn

Gain Interest within the professional industry



TIKTOK

Influencer brand awareness and hype videos. Behind the scenes and meet and greets



Social drafts

utilising video for higher engagement

Higher education institutions need a robust marketing strategy to increase visibility and maximise admission. They must focus on the diversification of the student and faculty enumeration.

Research shows that 80% of consumers prefer live videos to blog posts, and spend 3X more time viewing live videos than recorded ones.

While short-form and other long-form content are popular means to distribute information and spread awareness, live-streaming videos build real connections with audiences. Live video streaming is also available on Facebook and TikTok.

When university or college marketing is done right, it reaches:

- More of the right kind of students
- Parents and individuals who influence students' decisions
- Employees and well-qualified faculty

It can boost the higher education institution's profile and student enrolment rates, increasing revenue.

EDM DRAFT

The EDM (electronic directed mail) uses SAE's brand voice to engage with the recipients, highlights the benefits of the virtual showcase, and includes clear calls to action ie "scan the QR code" and "visit our website" giving an accessibility option. Overall, it communicates the value of the virtual experience and encourages engagement from the target audience to join in and gain an unlike any other experience.

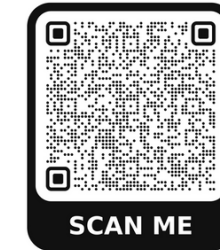


CTA: Engagement

The main point of the EDM is to invite prospective students to explore SAE's Virtual Exhibition Showcase



STEP INSIDE SAE'S VIRTUAL EXHIBITION SHOWCASE: YOUR GATEWAY TO CREATIVITY!



Dear Future Creative,

Are you ready to step into a world where creativity knows no bounds? SAE invites you to explore our vibrant Virtual Exhibition room, a dynamic space where inspiration meets innovation!

Vision & Mission

At SAE, our vision is to be the world's leading educator for the creative media industries. We're on a mission to inspire and develop our graduates through specialist vocational and higher education courses that emphasise practical experience, industry credibility, and cutting-edge facilities.

As pioneers in creativity, we embody values of purpose, drive, adventure, rigour, genuineness, and respect. Our personality is dynamic, fun, contemporary, hi-tech, bold, imaginative, inspiring, and professional.

What to Expect

Step inside our virtual exhibition to:

- Immerse yourself in captivating student projects and course showcases.
- Gain insights from our passionate course directors, alumni, and current students.
- Discover exclusive promotions, scholarships, and early entry options.

Benefits for You

Experience an interactive journey that:

- Engages your creativity in a virtual environment accessible year-round.
- Provides valuable insights into our courses, pathways, and creative opportunities.
- Empowers you to make informed decisions about your educational journey.

How to Access

Simply scan the QR code or click the link below to begin your adventure:

<https://www.spatial.io/s/Welcme-to-SAE-6451c564fb192c3b28b562de?share=2861863254877925766>

Event Details

- Date: All year round!
- Location: Wherever you are – it's virtual!
- Live Sessions: Join us for interactive Zoom sessions with our staff and faculty. Stay tuned for schedule updates!

Join Us Today

Don't miss out on this exciting opportunity to explore SAE's virtual world of creativity. Step inside our virtual exhibition stand and let your imagination soar!

Warm regards,

Allie Hutchen
Student Partner
SAE

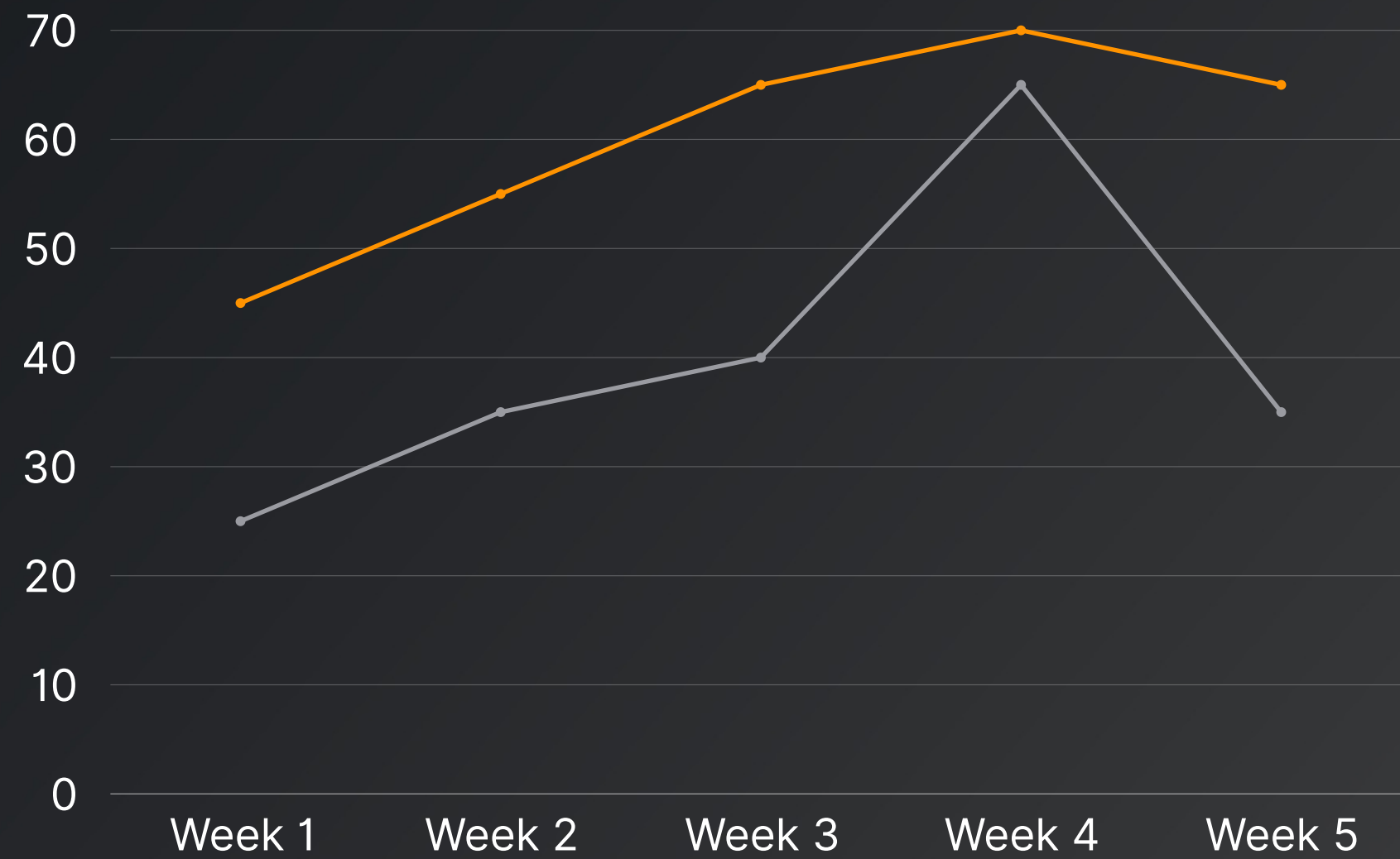


ROI Evaluation

Metrics

Using Google Analytics and platform insights we will track engagement metrics, such as website traffic (CTR) and social media engagement (impressions), to measure the ROI of the virtual exhibition campaign. Additionally, we will analyse attendance metrics within the virtual exhibition, looking at factors like visit duration and interactions. These data points will help us guide our promotional strategies and gain insights into audience interest and participation levels, allowing SAE to optimise future campaigns.

Example Graph



SAE social platform insights without campaign
SAE social platform insights during live campaign

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Thank you