

2023
-
2024

MARKETING AND COMMUNICATION

Highlights

JULY 1, 2023 - JUNE 30, 2024

Marketing and Communication exists to support Samford's mission and to serve the university community in order to enhance the university's brand and foster its positive reputation locally and globally.

Services Offered to the Campus Community

Digital Marketing ▪ Email Marketing ▪ Graphic Design ▪ Licensing Services ▪ Media Monitoring ▪ Media Relations and Training ▪ News and Feature Stories ▪ Photographic Services ▪ Print, Electronic and Broadcast Ad Placement ▪ Video Production ▪ Social Media Training and Support ▪ University Publications ▪ Website Development and Maintenance



 **Samford University**
Marketing and Communication

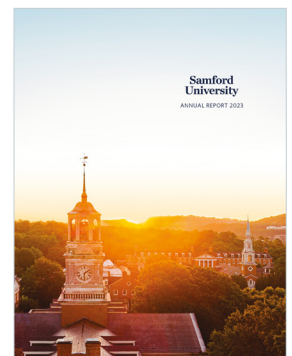
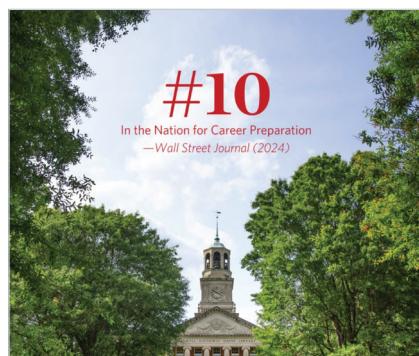
ACTIVITY

This table illustrates the volume of projects and activities undertaken in Marketing and Communication to support recruitment, advancement, brand awareness and reputation management in FY24.

Digital Marketing Campaigns	36
Email Campaigns	1,237
Licensing Reviews	1,476
News and Feature Stories	467
Photoshoots	373
Creative Projects	1,650
Social Media Posts	25,334
Traditional Ad Placements	42
Training (email, media, social, web)	68
Video Event Recordings	41
Video Livestreams	22
Videos Produced	418
Web Management Requests Fulfilled	3,864

Highlights

- MarCom delivers high-quality content on a variety of targeted distribution channels to drive university goals and objectives in support of 10 academic schools, Advancement, Enrollment Management and Athletics.
- In addition to the robust marketing and communication activity throughout the year, our efforts were amplified by the opportunistic support of men's basketball and the NCAA Tournament. This year showcases enhanced MarCom efforts focused on mainstream media, social media, broadcast, communications, website, digital marketing and creative services.
- The high-level successes from our 10 academic schools, the brand campaign relaunch and the journey to the NCAA tournament are included in the attached addendum.



REACH

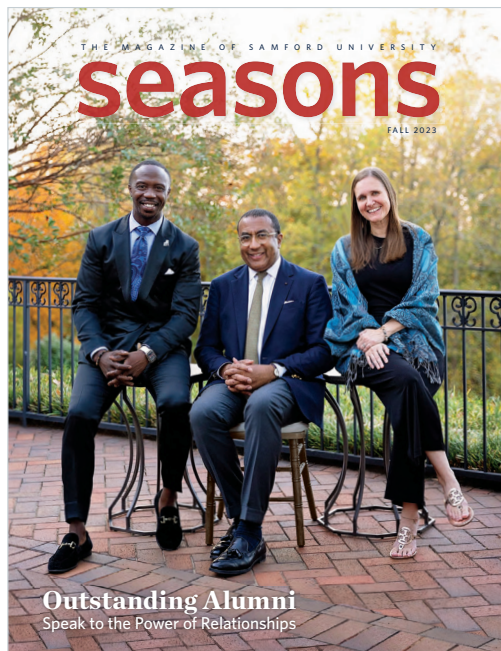
This table illustrates measures of audience awareness and interest generated by the marketing and communication activities undertaken in FY24.

Traditional Ad Reach¹	10,753,114	*
Digital Ad Impressions	64,281,648	+100.8%
Emails Opened	1,876,994	+7.6%
Media Mentions²	30,545	*
Social Media Mentions³	253,530	*
Social Media Reach⁴	145,820,000	*
Web Visitors	2,356,127	+28.4%
Web Page Views	8,747,191	+20.3%

Highlights

- General news stories across all media platforms including social media and the success of men's basketball garnered some of the most significant national attention in Samford's history.

*An equivalent year-over-year comparison is not available.



¹Advertising reach is an estimate of total impressions for magazine, indoor and outdoor ad placements.

²Media mentions include references specific to Samford University spanning online, broadcasts, newspapers, magazines, journals and press releases.

³Social media mentions include instances where Samford University is referenced by name, handle or hashtag across social media platforms.

⁴Social media reach refers to the total number of unique users who have seen content from Samford University primary accounts on social media platforms that the university owns or directly manages.

ENGAGEMENT

This table illustrates measures of audience consideration and conversion generated by the marketing and communication activities undertaken during this reporting period.

Digital Ad Clicks	627,168	+198.6%
Email Subscribers	392,714	+21.49%
Email Link Clicks	80,276	+14.2%
Social Followers ¹	440,273	+68.4%
Social Engagement ²	6,290,000	+228%
Web Apply Clicks	102,461	

Highlights

- Samford social media had an exceptional year with increased followers and engagement (likes, reactions, comments, clicks, views, shares), primarily due to a record-setting year for Step Sing and social media coverage of men's basketball.
- Step Sing gifs of our students have been an incredible digital success. This year alone the gifs have garnered 21.9M total views.
- Partnering with our 10 schools, advancement and enrollment management allowed us to increase our digital advertising spend by 56% while producing a 101% increase in reach and a 199% increase in engagement.

SamfordBelltower
ALL THINGS SAMFORD

New Information About Samford's Origins Revealed in Upcoming Book

A new book by Samford's university historian looks at the origins of Howard College and divulges some forgotten facts about our history.

[Read Story](#)

Bridging the Pacific
It may be 6,800 miles away from Birmingham, but Japan was much closer to campus this week thanks to a visit from Consul General Mio Maeda.

[Read Story](#)

Daily Grind Goes Global
One couple who graduated from Samford isn't taking a coffee break from growing their business. In fact, they're set for international expansion.

[Read Story](#)

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Winners in our book. 🤔 What an incredible run from the SoCon Championship to March Madness. Go 🐾 Bulldogs. 🐾

[@samfordmbb](#) [@marchmadnessmbb](#)
[@thesouthernconference](#) [@samfordsports](#)
[#AllForSAMford](#) [#BuckyBall](#)
[#MarchMadness](#)



¹Social media followers of Samford University are the users who have chosen to follow or subscribe to any of the university's 72 primary social media accounts.

²Social engagement includes all comments, likes, shares, video views and clicks on all primary social media accounts including 72 accounts representing 21 areas of campus, all 10 schools, advancement, athletics and enrollment management.

Spotlight on the 10 Academic Schools

School of the Arts

- Conceptualized and implemented a new social media video series, *Buchanan Tracks*, which featured music students performing their originally written songs
- Provided integrated marketing and communication support for two world premiere performances: *Tomorrow, the Island Dies*, a musical, and *Dragon's Breath*, an interactive children's opera
- Managed a digital advertising campaign for the Ministry Training Institute which resulted in the institute's largest enrollment to date

Howard College of Arts & Sciences

- Provided integrated marketing and communication support for the Colloquium on American Citizenship which featured Steve Forbes, editor-in-chief of Forbes Media
- Redesigned the school's website homepage to enhance exploration of the school's wide variety of offerings

Brock School of Business

- Promoted the Center for Sports Analytics through a variety of strategic marketing and communication efforts including a partnership with famed sports journalist Kevin Scarbinsky
- Provided integrated marketing and communication support for the opening of the Fairway Commercial Real Estate Lab in Cooney Hall

Beeson Divinity School

- Managed, designed and published two editions of *Beeson* magazine: the fall 2023 edition celebrated the 35th anniversary of the founding of the school and the spring 2024 edition highlighted the school's legacy of preaching
- Implemented integrated strategic tactics to promote new degree programs including digital advertising placements in outlets such as *Christianity Today*, *The Alabama Baptist* and *The Gospel Coalition*

Orlean Beeson School of Education

- Developed a comprehensive marketing plan to support the school's reimagined fundraising initiative, *Mission 8.16*
- Established *Leadership, Research & Innovation in Education* as an official university publication, complete with its own brand identity, expanded scope, web presence, unique photography, and strategic advertising and media release campaigns

School of Health Professions

- Published news features highlighting successful alumni careers: Kinesiology graduate, Hunter Haley, is the team physician for Ole Miss Athletics, and Physical Therapy graduate, Eric Gonzalez, is the director of rehabilitation for the Cincinnati Reds
- A news story of Physician Assistant Studies student Julianne Blackburn garnered significant media and social media attention for her innovative adoption of a digital stethoscope that connects to her cochlear implant via Bluetooth

Cumberland School of Law

- Supported the launch of the school's new monthly podcast, Cumberland Research Radio, which highlights significant research of the law school faculty
- Provided integrated marketing and communication support for the school's inaugural international continuing legal education event in Edinburgh, Scotland, *The Art of Advocacy*
- Promoted all three graduate programs through digital advertising, resulting in 4+ million impressions and over 90,000 users directed to the ad landing page

Moffett & Sanders School of Nursing

- Promoted graduate programs through high-conversion digital advertising tactics resulting in the highest value per user among all 10 schools
- As part of a redesign of the College of Health Sciences' branded patch system, incorporated a new patch for nursing students to wear in clinical settings

McWhorter School of Pharmacy

- Supported and promoted the Dean's Southern Tour, an alumni engagement initiative
- Promoted the school's new national ranking by *U.S. News & World Report*: tied for the number one ranked private school of pharmacy in the South and listed among top 10 private pharmacy schools in the nation

School of Public Health

- News of Mary Harper Simmons, a Master of Science in Nutrition student, who presented her research on the consumption of baby carrots and their impact on skin carotenoid levels at the annual conference of the American Society of Nutrition, gained significant national and international media attention from outlets such as CNN, NBC and BBC, among others
- Managed a digital advertising campaign which garnered an average engagement rate of 71%, the highest engagement rate of all advertising campaigns across the 10 schools

Collegiate Advertising Awards

Gold

- Where Passion Meets Purpose Advertisements
- 2023 Advertising-Samford University

Silver

- Emma Chambers: Disabled Doesn't Mean Unable Video
- Master of Business Administration Program Page

Bronze

- Graduate Law Advertising-Cumberland School of Law

Education Digital Marketing Awards

Gold

- 2022 Samford University Annual Report
- *Research & Innovation in Education*
- Commercial Music Program Online Display Ad
- 2023 Cumberland School of Law Viewbook QR Code Content

Silver

- Prepare for Ministry at Beeson Divinity Digital Video Ad
- Step Sing GIFS

Bronze

- Rascal Day Instagram
- Step Sing 2023 GIF Creation Process Reel

Where Passion Meets Purpose 2.0

Marketing and Communication redesigned and relaunched our successful *Where Passion Meets Purpose* campaign that produced outstanding results over the past two years. Our approach focused on developing cohesive, modular, targeted, multi-channel creative that highlights Samford attributes we refer to as the *Core Four*: Renowned Excellence, Robust Opportunities, Intentional Connections and Foundational Faith. The effort resulted in refined copy, shooting custom photography and videography, and creating modular design elements for use across print and digital.

Samford University

Renowned Excellence

#10 IN THE NATION FOR CAREER PREPARATION - *The Wall Street Journal* (2024)

Samford is a leading nationally ranked Christian university, renowned for excellence, robust in opportunities, intentional in fostering connection and committed to cultivating students' foundational faith. Across our 10 academic schools, students are prepared to powerfully pursue the calling God has on their lives.

Samford. Where passion meets purpose. samford.edu/go/discover

Samford University

Foundational Faith

AN UNWAVERING COMMITMENT TO CHRIST SINCE 1841

At Samford, faith comes first. It is the foundation upon which our values are built. Intellectual prowess, creative inspiration, scientific exploration, altruistic expression—these virtues, grounded in faith, take root here. We invite students to pull up a chair to the conversation of faith, pursuing excellence for His glory.

Samford. Where passion meets purpose. samford.edu/go/discover

Menu **Samford University**

Where Passion Meets Purpose

Samford is a leading nationally ranked Christian university renowned for excellence, small enough to foster intentional connections, big enough to offer robust opportunities and committed to cultivating students' foundational faith.

[Apply](#) [Find a Degree](#)

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[Apply](#) [Find a Degree](#)

Samford University Men's Basketball Tournament Run

This addendum to the MarCom YTD Report focuses on men's basketball and the journey through the NCAA Tournament. This executive summary highlights key Marketing and Communications support functions with corresponding results. The reporting period is March 1-31, 2024.

EARNED MEDIA COMMUNICATIONS

TOTAL NEWS MENTIONS

14,700
(13x monthly average)

PUBLICITY VALUE*

\$39.1M

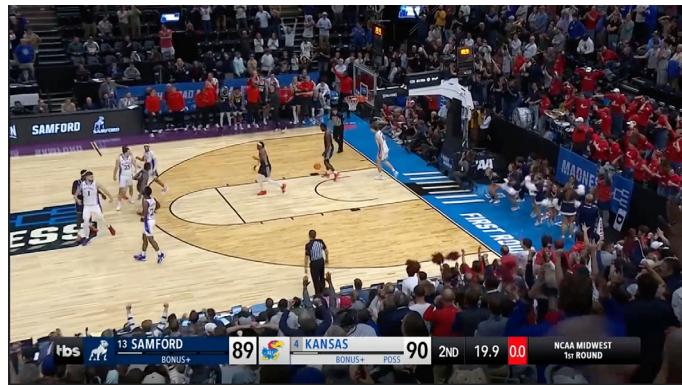
*conservative estimate due to many news outlets not reporting publicity value

Top National Outlets:

CBS, TBS, TNT, ESPN, ESPN2, Sports Center, MSN Sports, Yahoo Sports, Yahoo News, The Athletic, Factiva, USA Today, Yahoo Lifestyle

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NEWS AND FEATURE STORIES WRITTEN



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ALL THINGS SAMFORD

Samford Slam Dunks Their Way to SoCon Tournament

Samford University's men's basketball team is making history in the 2023-24 season, clinching the Southern Conference regular season title for the second consecutive year. With a record-breaking 28th win secured against Eastern Tennessee State University, the Bulldogs are heading into the SoCon Tournament as the No. 1 seed for the first time since joining the league in 2008.

[Read Story](#)

From Cola to Granola

Titus Moore, a marketing graduate and current MBA student, had two prestigious internships with Coca-Cola and Danone over the past two summers and is currently running his own direct-to-consumer company, Moore's Granola.

[Read Story](#)

Cheers to 40 Years

Daniel House, Samford's home away from home is turning 40, and the SamfordGlobal Office plans to commemorate the occasion with several events at home and abroad for the Samford community.

[Read Story](#)

Kansas Jayhawks vs. Samford Bulldogs: How to watch NCAA Basketball online, TV channel, live stream info, start time

How to watch Kansas vs. Samford basketball game

By Scout Staff Mar 21, 2024 at 11:00 pm ET • 2 min read

Halftime Report

Kansas fell flat on their face against Cincinnati last Wednesday, but memory of that harsh loss doesn't seem to have tripped them up today. Kansas has jumped out to a quick 48-38 lead against Samford.

Samford holds off East Tennessee State 76-69 to win 1st Southern Conference championship

AP
Published 11:11 p.m. ET March 11, 2024 | Updated 6:01 a.m. ET March 12, 2024

ASHEVILLE, N.C. (AP) — Acher Ashor had 23 points and nine rebounds, Jermaine Marshall scored 23 and top-seeded Samford held off seventh-seeded East Tennessee State 76-69 to win the Southern Conference Tournament championship on Monday night and earn an automatic berth in the NCAA Tournament.

Samford coach Bucky McMillan, who had never coached above the high school level, has the Bulldogs dancing four years after taking over the 68th ranked program. Samford is making its first trip to the Big Dance since 2000 and just its third overall.

The Bulldogs (39-5) extended the school record for victories by beating the Buccaneers (19-16), who were playing in the title game for the 13th time. ETSU was trying to advance to the NCAA tourney for a ninth time — by winning four games in four days.

SOCIAL MEDIA & VIDEO

EARNED SOCIAL MENTIONS*

82,700

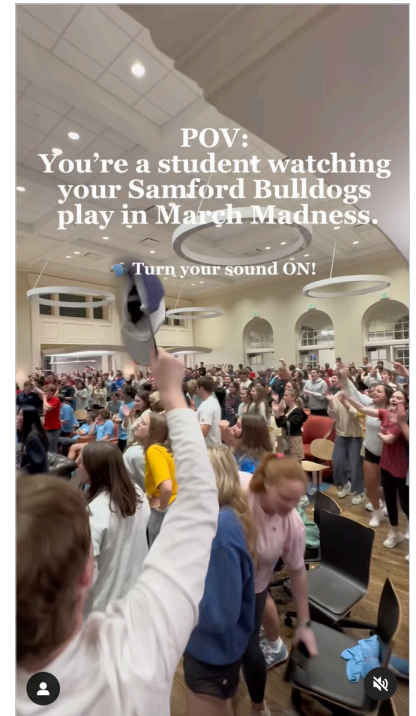
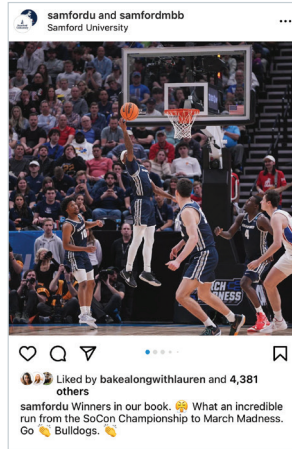
TOTAL EARNED REACH*

394M

*Numbers reflect all public social media platforms outside of Samford accounts as identified in Sprinklr system, Samford’s social media monitoring software.

TOP NATIONAL OUTLETS:

- X
- Reddit
- Forums
- Instagram
- Facebook



735 posts from Samford accounts

14.2M TOTAL REACH OF SAMFORD SOCIAL (6x average monthly reach / +478% increase)

3.36M TOTAL ENGAGEMENTS ON SAMFORD SOCIAL



15 unique videos produced for Social including YouTube



Scan the QR Code to see all our YouTube playlist of men's basketball highlight videos.