

MAKING A DIGITAL CONNECTION

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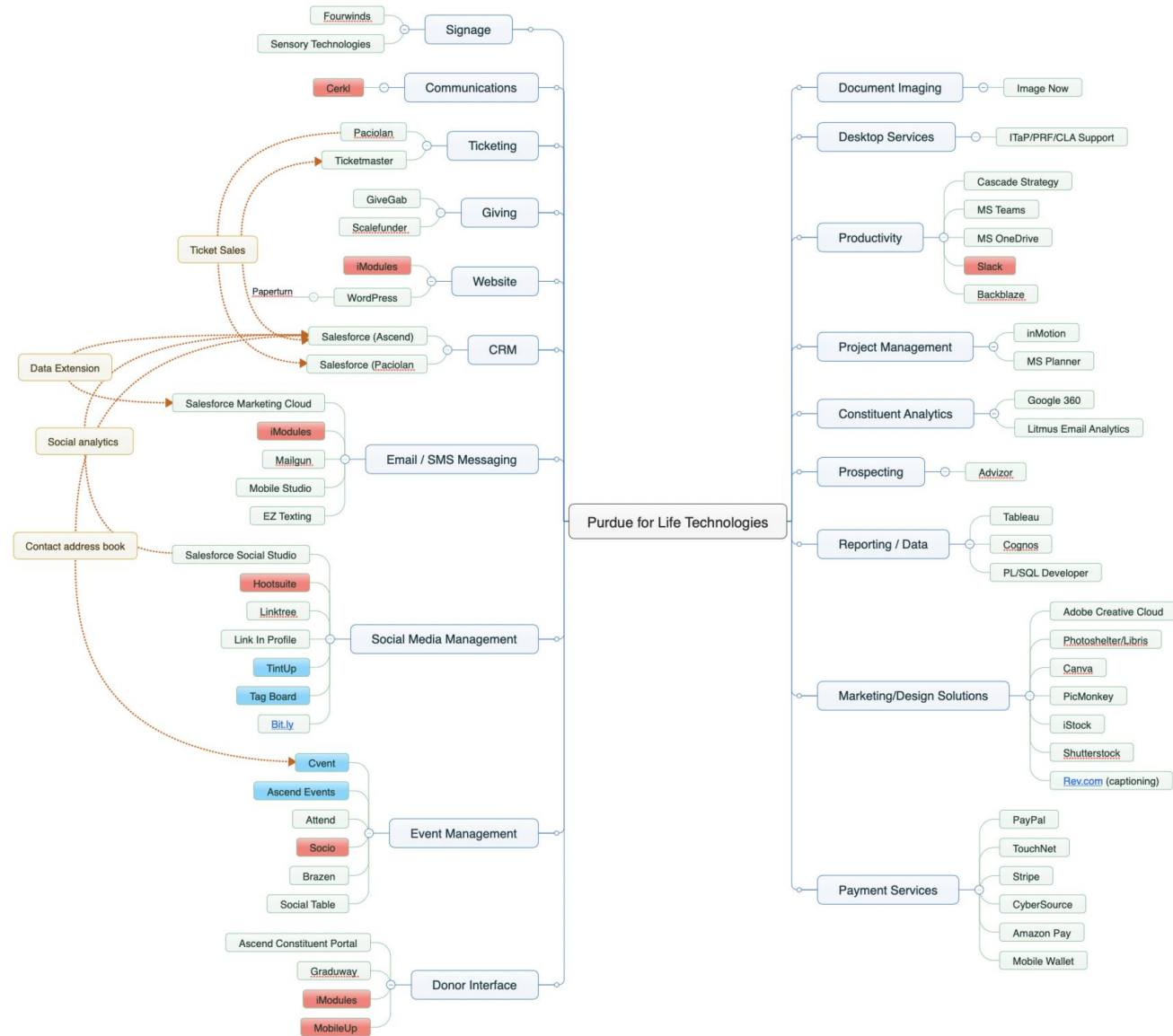
Vice President of Marketing & Digital Strategy

Current digital platforms

Outward facing solutions

- Salesforce Marketing Cloud email
 - iModules (ret. 10/20), Litmus email analytics
- Graduway alumni portal
- WordPress web content management
- Cvent event management platform
- Hootsuite social media management
- MobileUp alumni mobile app

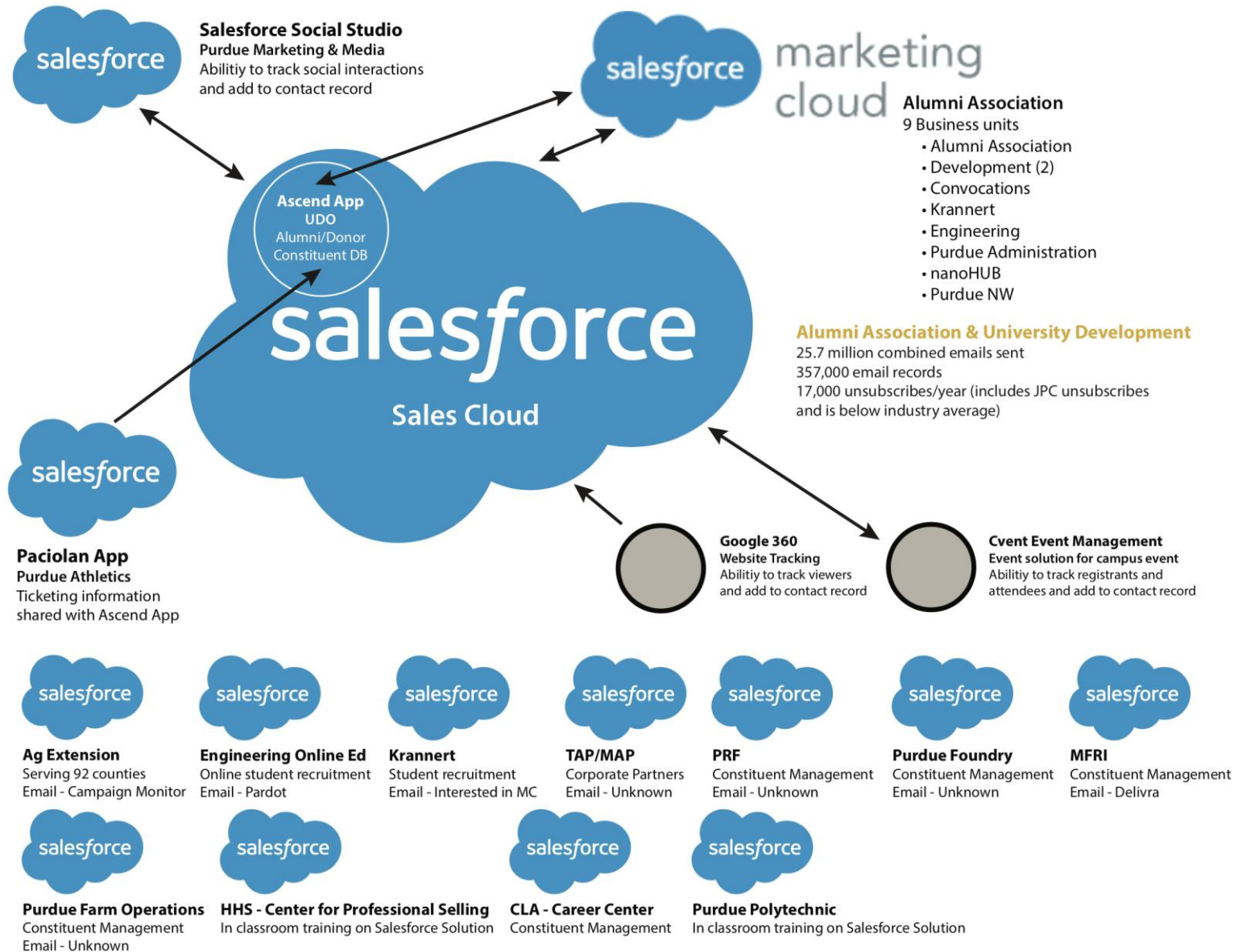
Digital platforms and the Purdue for Life transition



Solutions to be retired in FY20/21

Solutions that overlap in function

Digital platforms and the Purdue for Life transition



Digital platforms and the Purdue for Life transition

Outward facing solutions

- Salesforce enterprise across campus
 - CRM, Marketing Cloud, Social Studio
 - New Ascend alumni constituent platform
 - Distributed marketing email for clubs and networks
 - Data integration with our existing platforms
 - New events module within the Ascend platform
- Exploring Salesforce solution for community platform as well as web CMS
- Graduway will continue to be our community engagement platform



Salesforce Distributed Marketing

What is distributed marketing?

- Email marketing where we create custom data extensions, based on geographical (zip code) information to send emails to alumni in your area
- Maintain brand standards and compliance across all of our customer journeys
- Build on personal relationships that lead to higher click-thru rates and engagement
- Highlight local events and engagement while sharing messages from the West Lafayette office



The image shows two overlapping email marketing templates for the Purdue Alumni Student Experience (PASE). The top template features a large photo of a diverse group of students sitting on a lawn, with the text "PURDUE ALUMNI STUDENT EXPERIENCE" overlaid. The bottom template is a promotional email with a white background and black text. It includes a headline "Your journey isn't just about what you learn." and a sub-headline "It's the people you meet." The email body contains several paragraphs of text, including a call to action "Continue the legacy." and a list of "Additional membership benefits" such as a PASE jacket, discounts at local restaurants, and leadership opportunities. At the bottom right of the email, there is a photo of a grey t-shirt and a black jacket, both featuring the "150 LEAPS" logo. The date "9/9/2020" is printed in the bottom right corner of the overall image.

9/9/2020

Salesforce Distributed Marketing

Why use distributed marketing?

75% of consumers expect companies to provide a consistent experience across every channel



Salesforce Distributed Marketing

With all of our internal teams and volunteers involved in Distributed Marketing, we can:

- Capture analytics at an individual level, as well as an aggregate level
- Share data with network leaders to show how their constituents are engaging
- Review performance of campaigns and journeys across all clubs and networks at the top level

6,000+

GRADUWAY ALUMNI PORTAL

With over 6,000 registered users and a network size of 326,000 alumni the platform continues to grow, especially during current times

Graduway Alumni Portal

- Creating more virtual events in the last quarter has increased the usage of the platform and continued growth in the registrations
- In addition to the communities and events feed, we have added a business directory for business partners and are launching mentoring this fall with expanded matching of mentors to mentees
- Graduway recently announced in-platform video hosting so we will be able to host virtual events in the platform and continue the conversation within the community hosting the event

Event management

- Our events staff and digital team has been using Cvent for the last year to provide event set-up, registration and pricing for all of our central events.
- Cvent allows us to host events with member vs. non-member pricing
- We are working with Salesforce and the team at UCI Innovation (Development's implementation partner) to share needs of the the West Lafayette office and build out a solution for our clubs

THANK YOU

Conclusion, call to action or contact information. Acumin Pro
Reg 18 pt. Keep it short with bite-size chunks of information.