



Excellence  
Lives Here

# MARKETING ANNUAL REPORT

THE OFFICE FOR  
MARKETING AND COMMUNICATIONS

**2023-2024**

August 2023 - May 2024



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# Glossary



## Impressions

An impression (also known as a view-through) is when a user sees an advertisement. In practice, an impression occurs any time a user opens an app or website and an advertisement is visible. It is not to be confused with an engagement.



## Engagement

This has been the keyword in the marketing world for some time. In the Digital Marketing context, the term refers to how consumers interact directly with the brand through different actions, such as clicks, likes, comments, and shares.



## Reach

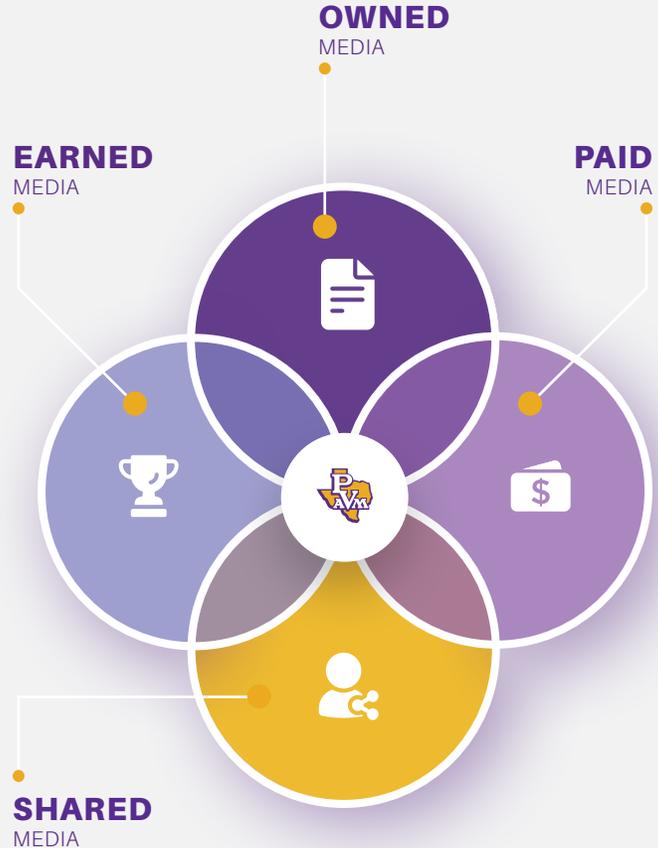
Reach refers to the total number of people who have seen your ad or content. If 100 total people have seen your ad, that means your ad's reach is 100. Impressions refer to the number of times your ad or content has been displayed on a screen.

# Earned, Owned, Social and Paid Media

The Office for Marketing and Communications' work falls primarily into four categories: **earned**, **owned**, **paid** and **social** media.

Each area is designed to positively influence one another to ensure the PVAMU brand resonates with audiences across the globe.

The following pages provide a snapshot of our work, collaborative campaigns and impact across these four categories.





**326.764**

**TOTAL FOLLOWERS**

Facebook, Instagram, X,  
LinkedIn, YouTube, Pinterest,  
SnapChat



**1.089**

**AD PROJECTS**



**440**

**PRINT, VIDEO AND WEB PROJECTS**



**273**

**NEWS STORIES**

Placed in print, online media  
worldwide



**1,228,190**

**HOMEPAGE VISITS**



**229,565**

**NEWSROOM VISITS**

69 placements in the month  
of May National

## | Earned Media

Local, regional, national, international and trade news outlets across digital, activations, experiential events, print and broadcast platforms are considered Earned Media.

The Office for Marketing and Communications has built deep relationships with members of the media such as reporters, producers, anchors and editors across the nation in an effort to place stories about the university in front of audiences. Our team also pitches and responds to reporter requests for expert commentary and insight on a wide range of various story topics.

August 2023 - May 2024

**The Office for Marketing and Communications tracked more than 273 print and web stories about the University**



### REACH FOR

August 2023 - May 2024

**3.3MIL**

PRINT/WEB

**273**

News stories that ran in television, online, print and news outlets

**4.8**

Million people viewed the stories

# MEDIA MAJOR PLACEMENTS

## REGIONAL MEDIA



## LOCAL MEDIA



## NATIONAL MEDIA



# I Owned Media

The Office for Marketing and Communications considers owned media as any video, web-based products that it can control and promote the University's brand.

Products include but are not limited to programs, magazines, newspapers, videos, webpages, YouTube channel, KPVU 91.3fm, social media, etc.

August 2023 - May 2024

The Office for Marketing and Communications completed **127** print and digital advertising projects for Prairie View A&M University, including internal project requests.



## IMPRESSIONS FOR

August 2023 - May 2024

 PRINT	<b>2.5M</b>
 VIDEO	<b>788,000</b>
 WEB/DIGITAL	<b>15,000,000</b>
 SOCIAL MEDIA	<b>5,955,031</b>
 SEARCH	<b>155,000</b>
 PODCAST	<b>3,101</b>
 THEATERS	<b>58M</b>

**TOTAL 96,944,356**

# | Social Media

Social Media is a collective of websites and applications which enables users create and share content, communicate, interact, content-share, collaborate and participate in social networking.

The Office for Marketing and Communications manages **7 social media account profiles** that include **Facebook, Instagram, X, LinkedIn, YouTube, Pinterest, and Snapchat.**

We also track **60 Facebook, 75 Instagram and 58 X** account profiles affiliated with the university which we provide regular ongoing counsel to including Athletics and Enrollment Management.



Facebook



Instagram



X



LinkedIn



YouTube



Pinterest



Snapchat

7 social media  
account profiles



## IMPRESSIONS FOR

August 2023 - May 2024

# 7

OFFICIAL PVAMU MANAGED ACCOUNTS

# 31%

Increase in social media followers

 FACEBOOK accounts	<b>67</b>
 INSTAGRAM accounts	<b>75</b>
 X accounts	<b>58</b>
 LINKEDIN accounts	<b>38</b>
 YOUTUBE accounts	<b>12</b>

## I Paid Media

Paid media is external marketing efforts that involve paid placement. These can include advertisements such as billboards, radio, television, movie theaters, digital and web properties, terminal signage such as airport and public transportation areas, social media platforms such as Facebook, search engine marketing and print.

August 2023 - May 2024

The Office for Marketing and Communications completed **127** print and digital advertising projects



### IMPRESSIONS FOR

August 2023 - May 2024

 PRINT	<b>10,004,213</b>
 VIDEO	<b>73,710</b>
 WEB/DIGITAL	<b>4,990,050</b>
 SOCIAL MEDIA	<b>39,552,224</b>
 SEARCH	<b>7,000</b>
 OUTDOOR	<b>47M</b>
 THEATERS	<b>54M</b>

**TOTAL 245,627,197**

# I LICENSING

The Office for Marketing and Communications added a newer metric to contribute to the branding and sales initiatives on behalf of PVAMU.

Licensing is an agreement in which one company grants permission to another company or individual to manufacture and market/a certain product for a specified amount and time.

- # of retailers - **25**
- # of licensees - **327**
- # of Activations - **18**
- # new partnership events - **8**
- **NIL NOW AT PVAMU!**



**\$1,188,597**

**TOTAL SALES**

**\$169,500**

**TOTAL ROYALTIES**

National Marketing - College Colors Day, CLC Tailgate campaign

Local Activations- State Fair Classic Pop-up at Rally House

**159**

**TOTAL LICENSEES**

**474**

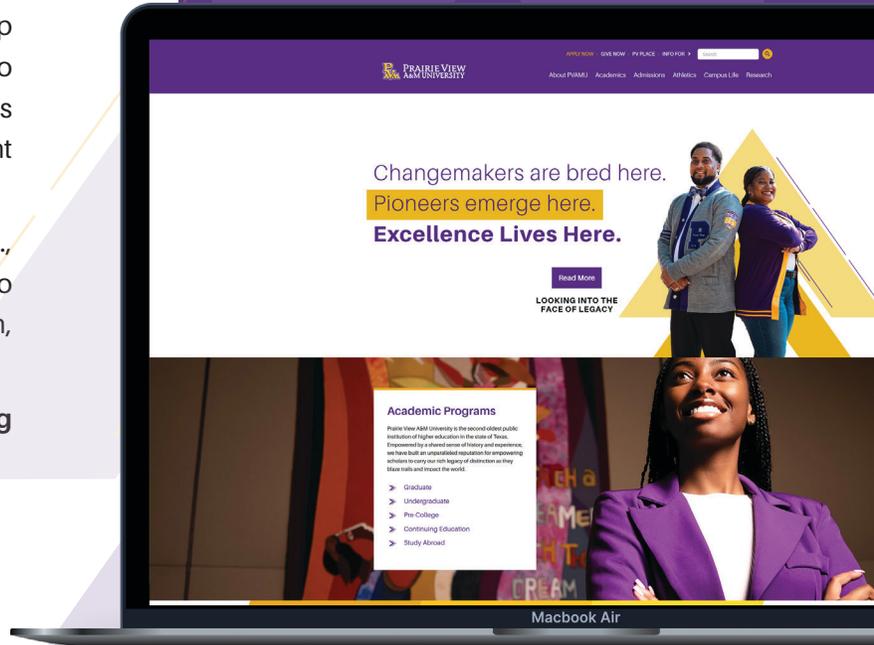
**TOTAL SUBCATEGORIES**

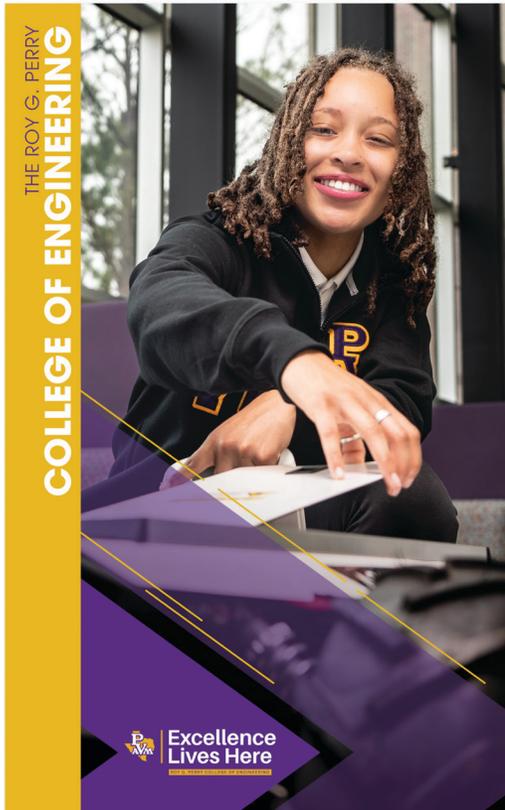
# CREATIVE SAMPLES

The Office for Marketing and Communications develop a broad assortment of creative marketing materials to promote the university's brand, reach varied audiences and stakeholders and to support an array of different institutional goals.

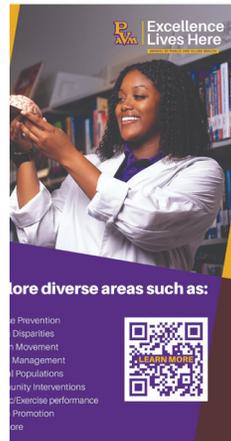
Materials include marketing collateral pieces (e.g., brochures, posters, flyers, banners), digital and video pieces, call-to-action advertisements, brand identification, and signage.

Below are a few samples of The Office for Marketing and Communications recent creative work.





Excellence Lives Here, marketing collateral

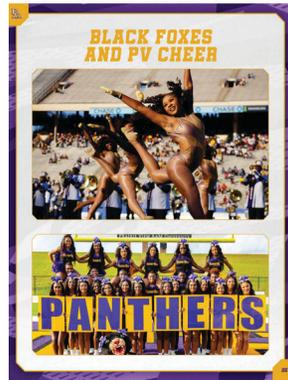
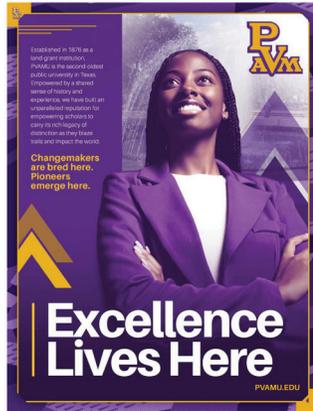


Shorthand Stories





PVAMU Game Day



PVAMU Homecoming visuals



PVAMU Champions Are Built



PVAMU DBA program, marketing collateral



PVAMU Inauguration, social media visuals



## Experiential Activations: Elevating Engagement

Over the past couple of years, we expanded our strategic approach by incorporating experiential activations to our annual marketing efforts. These immersive, on-the-ground experiences are designed to deepen audience connection, drive brand engagement, and create memorable touchpoint with our campus community, fans and stakeholders.

By bringing our brand to life through interactive events and real-time engagement, we've added a dynamic layer to our traditional campaigns that resonates more personally with our target audiences.





## | Best Practices

The Office for Marketing and Communications launched two monthly workshop series; **The Social Media Council** and **The Communications Council**, designed to share best practices in marketing and communications with university members who have been identified to represent their respective colleges, units or departments.

One of our goals has always been to lead, counsel and educate our university partners and enhance our collective communication to ensure we represent the best Prairie View A&M University has to offer.

August 2023 - May 2024

**Over 85 individuals from across campus attended our Marcom workshops**





## MARKS OF EXCELLENCE

- CLC/ Learfield - **Record Year of Licensing Royalties - 2023**
- American Marketing Association - **Crystal Award** - **SXSW EDU EXHIBIT - 2023**
- American Marketing Association - **Crystal Award** - **YOUTUBE SERIES**
- UCDA Design Awards - **2024**
  - **PRINT REDESIGN**
  - **PHOTOGRAPHY**
  - **PORTRAITS AND PEOPLE**
  - **ARTS & CULTURE**
- **CASE** - Circle of Excellence Award - **Silver Case - 2023** - **ENVIRONMENTAL GRAPHICS**
- **CASE** - Circle of Excellence Award - **2023** - **VIDEOS - NEWS & RESEARCH**
- **CASE** - Circle of Excellence Award - **2023** - **ENVIRONMENTAL GRAPHICS**
- **PRSA** - Excalibur Award - **2024** - **NEWSLETTER**

Circle of  
Excellence  
AWARDS