

F (16/04) 260321-1 Advertising and Marketing Expenditure-RESPONSE

1. What has been the total annual budget for marketing over the last 5 years (2017-2021)?

16/17- £273k.

17/18 - £285k.

18/19 - £330k.

19/20 - £285k.

20/21 - £333k.

2. How much of the marketing budget is spent on in-house marketing and how much is spent on 3rd party providers (e.g. Agencies)

Almost all paid advertising now goes through the University's media agency.

A very small amount is sourced/bought internally and usually relates to one off, very specialist media locally, such as specific one-off print publications, or is below the value of £1k where it is not economical to engage the agency.

The University Marketing department manage the creation of all assets internally – from creative and messaging and print – we do not use agencies for these.

3. What are they types of third-party services used e.g. (managed marketing services, content creators, self-service platforms) and how is the expenditure distributed among them?

Third Party Service	Expenditure allocated. (£ or %) 2016/17	Expenditure allocated. (£ or %) 2017/18	Expenditure allocated. (£ or %) 2018/19	Expenditure allocated. (£ or %) 2019/20	Expenditure allocated. (£ or %) 2020/21
Media Agency	No media agency in place.	£160k	£130k	£164k	£191k
IDP Connect	£23k	£75k	£75k	£12.5k	£12.5k
Other-please specify	Remainder on events, subscriptions, graduation and print publications.				

4. How much of the marketing budget is spent on digital advertising and how much is spent on traditional advertising methods?

Roughly an 80/20 split, weighted towards digital. Traditional media includes outdoor and radio only but digital is much more diverse.

5. What is the segmentation of digital expenditure by channel (e.g. how much is spent on Facebook ads, Google ads etc.)?

It really varies year on year and by campaign so there is not necessarily a 'usual' split. In the last year we have allocated a great deal more to an 'always on' approach to Google (£60k this year). Other digital media that is included in most activity includes Instagram, Facebook and programmatic (prospecting and retargeting). Other channels are used as appropriate and include LinkedIn, Twitter, Spotify, and more recently, TikTok.