



2018-2019 PERFORMANCE & STATISTICS

Fort Thomas Independent Schools

LIVING MEDIA TEAM

Mark Collier

PR/owner

Erin Sendelbach

designer/owner

Zach Wells

videographer

Zac Ober

designer

Vanessa Fisse

design/events



CONTENT CREATION BY THE NUMBERS

- Written press release: 18
- Produced video content: 26
- We are now branding video work with b-roll and preparing it for TV news outlets.
- Kick It To Cancer - 5,9,12,19 requested footage.

SPECIAL EVENTS/CRISIS EVENTS/INTERNAL COMMUNICATION

- Internal Communication
- Launch Open House And Media Day
- Open House Media Buys
- KSR Live Radio Show
- Presentation during PD Academy
- Tragedy
- Threat

SOCIAL MEDIA GROWTH (8/17-9/19)

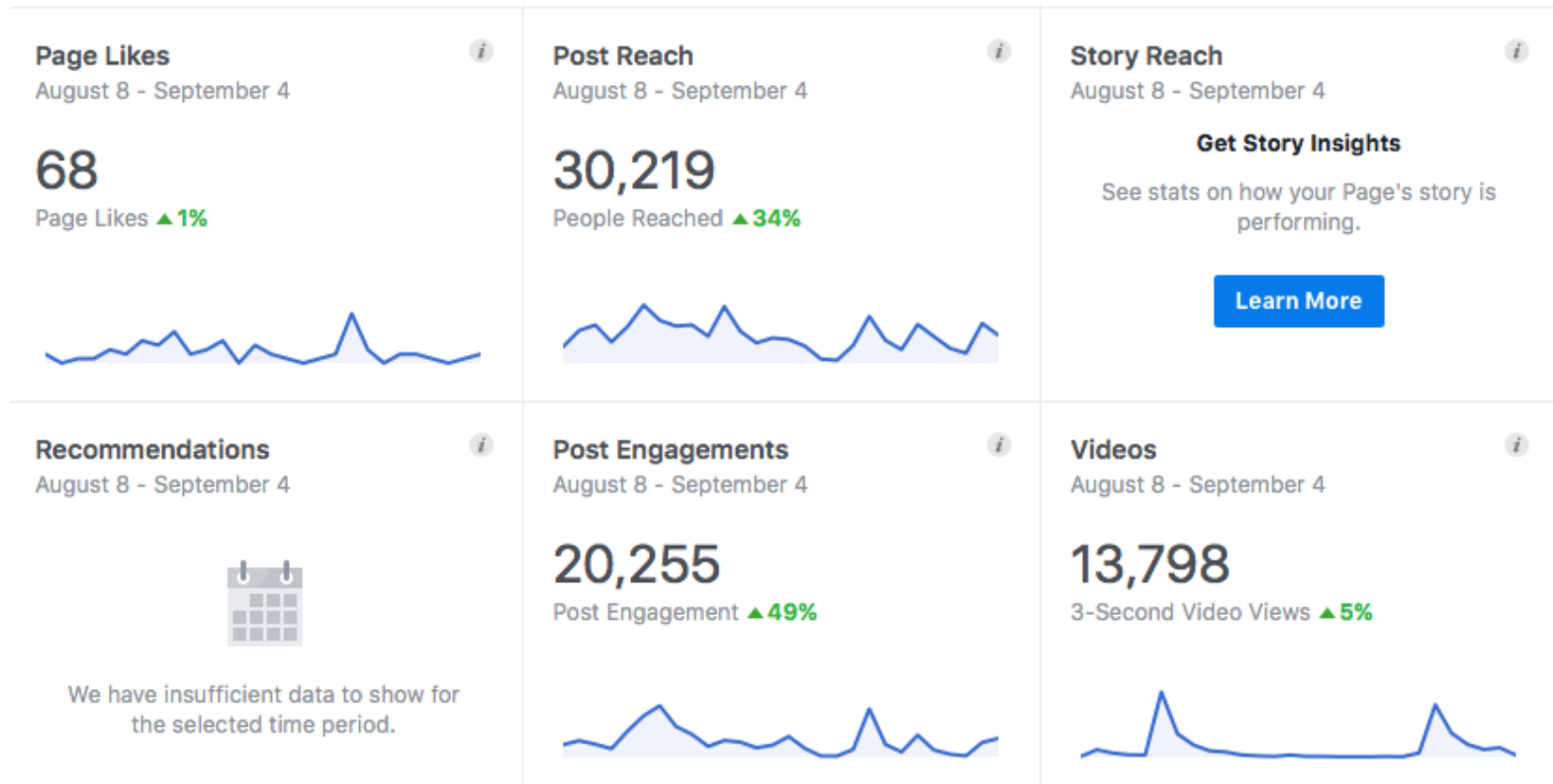
- Facebook 1249 - 2794
- Twitter 1301 - 3143
- Instagram - 449 (Established August 2019)



SOCIAL MEDIA POSTS BY THE NUMBERS (8/18-8/19)

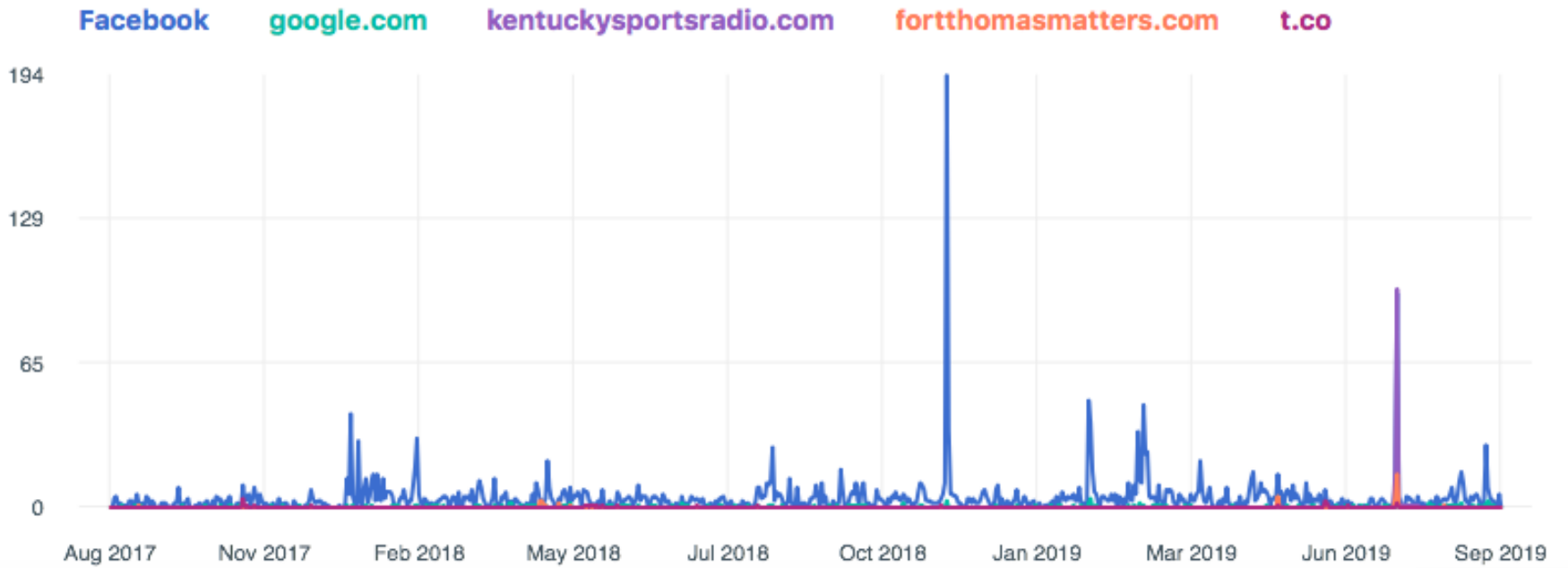
- 391 Facebook posts
- 1,340 Twitter engagements (6 Total Handles)
- 42 Instagram posts

FACEBOOK INSIGHTS

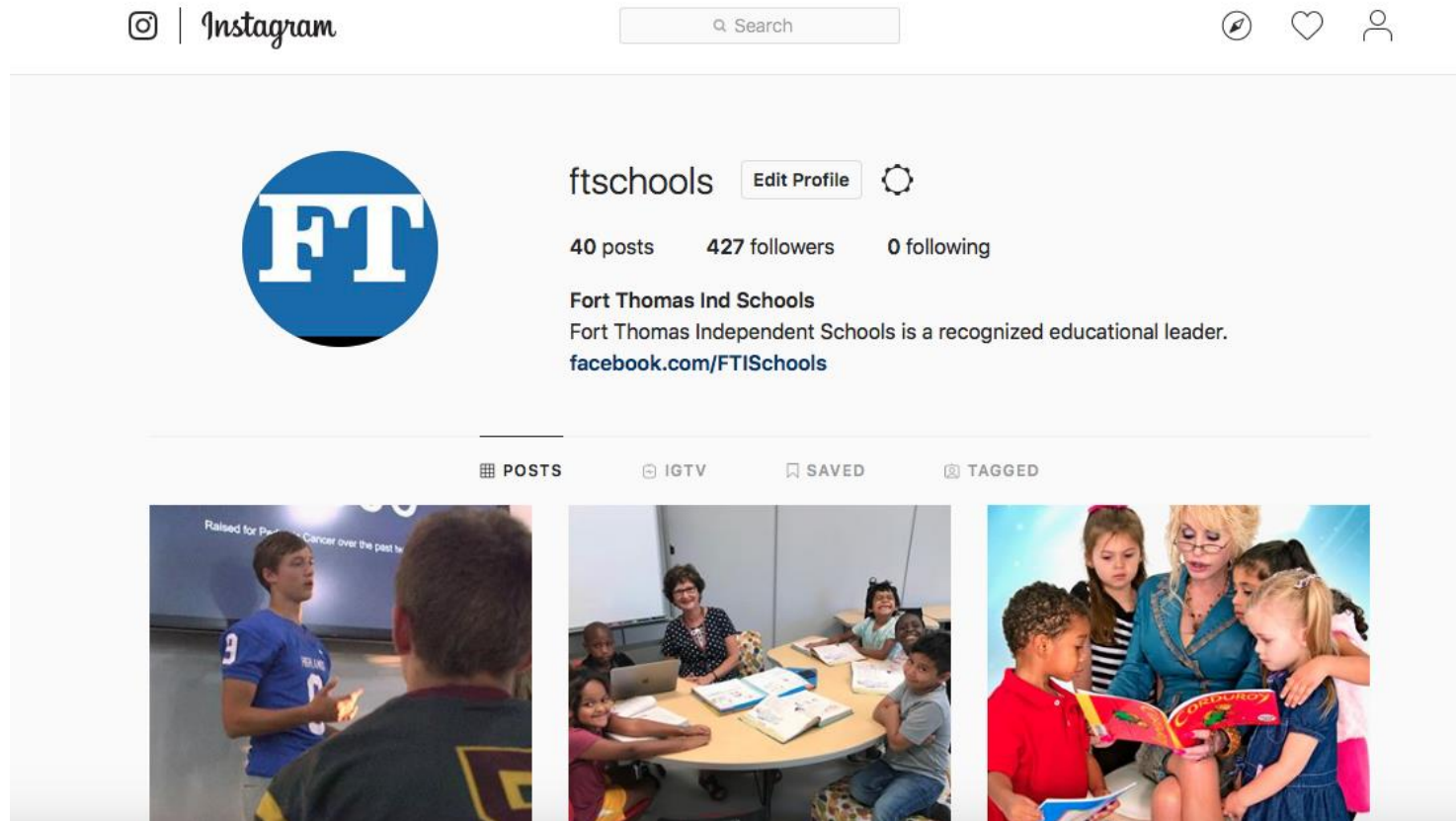


WEBSITE TRAFFIC LEADS

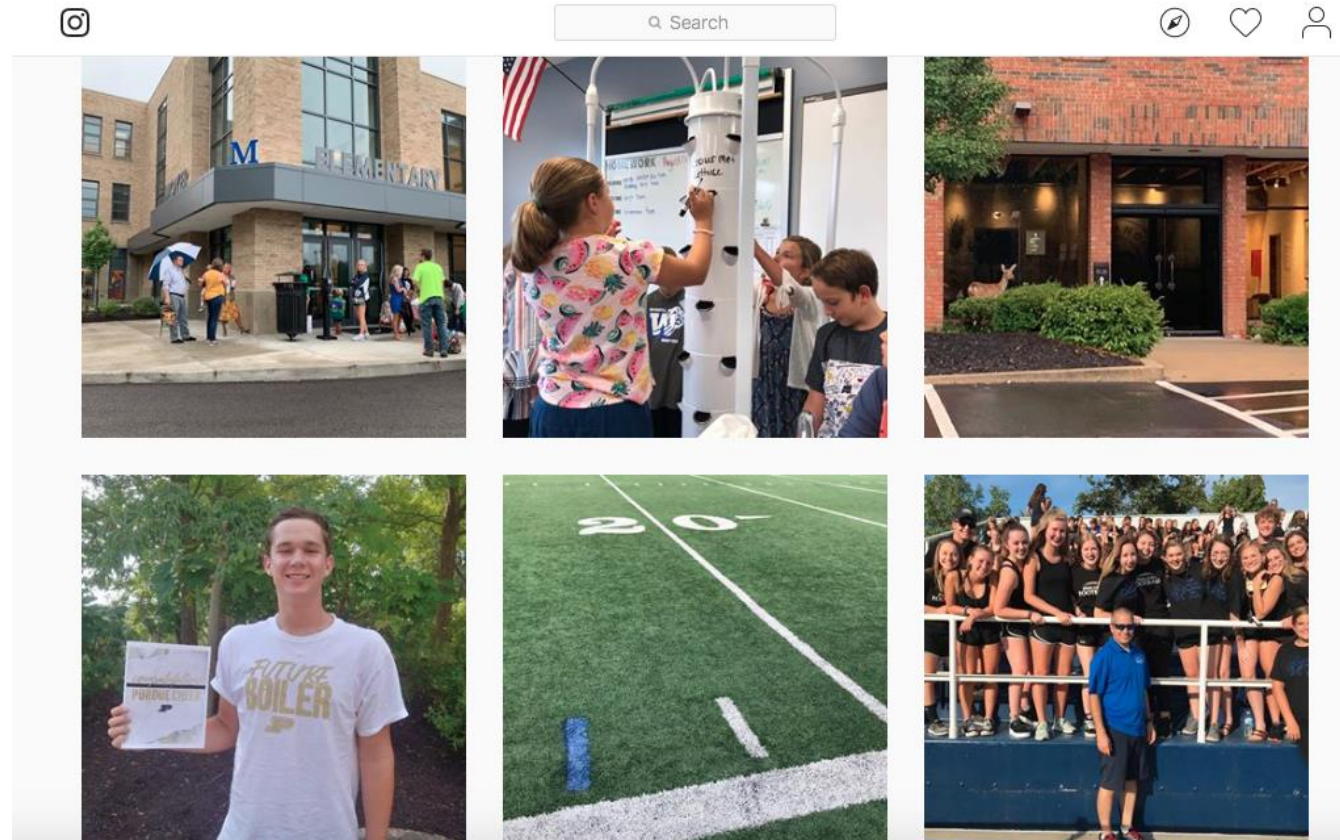
Top Sources



INSTAGRAM INSIGHTS



INSTAGRAM INSIGHTS

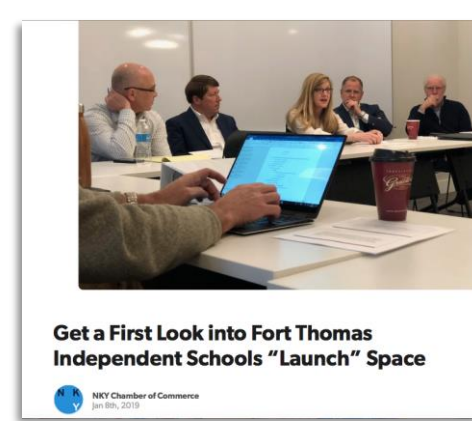
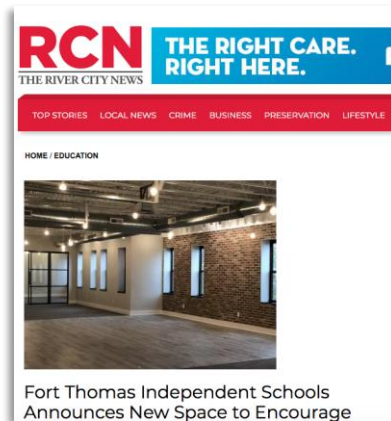
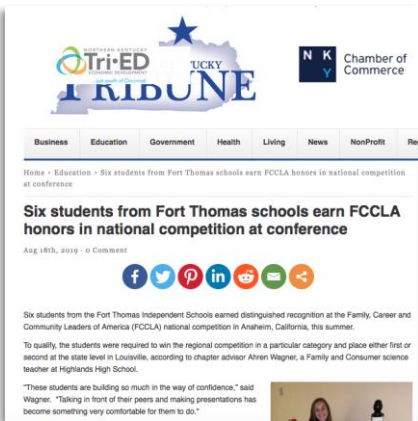


EARNED MEDIA (100% DEPLOYED ON EXTERNAL PLATFORMS)

NKY Tribune, The River City News, Fort Thomas Matters, NKY Chamber, WCPO, WLWT, FOX, Local 12, Kentucky Dept. Of Education, Kentucky Schools Board Association to name a few.

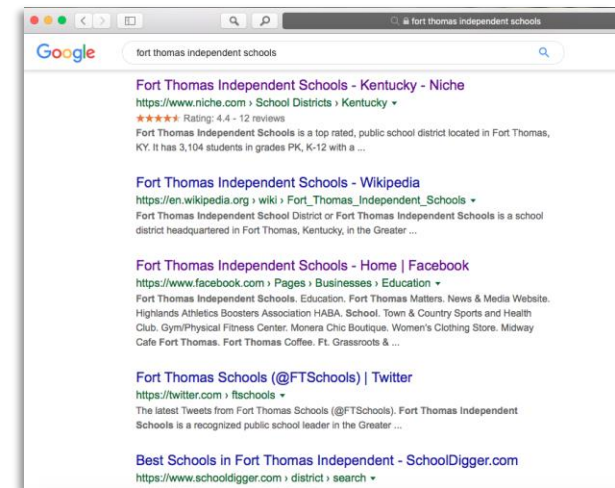
Earned media in studio TV spots:

- Fox 19: 2
- Local 12: 1
- WCPO: 1



RETURN ON INVESTMENT

- Dedicated and on-call PR/Marketing/Media Relations Staff of 5 (Averaging over 40 hours per week collectively)
- Earned Media + Organic Media + Multiple Platforms = How People Earn About Fort Thomas Independent Schools
- Targeting new families during Open House - Bold strategy/media buying = high turnout to open house, recruitment of new families
- Niche.com #1 ranking – in large part because of organic reviews, social media, content (Highest Google Search result after native website)




















RETURN ON INVESTMENT

SUBTOTAL	Retail	\$5,888
TOTAL	Actual Cost	\$3,350
SAVINGS	Advertising Discounts	\$2,538
	Agency Commission*	\$670
TOTAL SAVINGS		\$3,208

*LMI forgoes agency commission as media buyer

FACEBOOK INSIGHTS

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  Jefferson County Public...	49K 	▲0.1%	32	25.8K 
2  The Boone County Scho...	14K 	▲0.2%	10	8.8K 
YOU 3  Fort Thomas Independe...	2.8K 	▲0.3%	6	3.2K 
Keep up with the Pages you watch. Get More Likes				
4  Campbell County Schoo...	2.5K 	▲0.2%	2	841 
5  Beechwood Independen...	2K 	▲0.1%	1	36 
6  Indian Hill Exempted Vill...	1.4K 	▲0.2%	10	2.7K 