

5 REASONS WHY YOUR MARKETING SUCKS

PRESENTED BY

A FORMER MARKETING CHUMP AND A ONCE-DEPRESSED DESIGNER NOW WORKING AT



Texas Wesleyan
UNIVERSITY

5 REASONS

WHY YOUR MARKETING SUCKS



Texas
Wesleyan
UNIVERSITY

FORT WORTH, TX

DARREN WHITE

ASSOCIATE VP OF MARKETING
& COMMUNICATIONS

SHELLY JACKMAN

ART DIRECTOR

AMERICAN
ADVERTISING
AWARDS

AMERICAN ADVERTISING AWARDS
FORT WORTH
2015



AMERICAN
ADVERTISING
AWARDS

**SPECIAL
JUDGES' AWARD**
CONCEPTUALLY REFRESHING

**TEXAS WESLEYAN
UNIVERSITY**

TEXAS WESLEYAN UNIVERSITY
2014 CAMPAIGN

AMERICAN ADVERTISING AWARDS
FORT WORTH
2015



AMERICAN
ADVERTISING
FEDERATION



?

A blue-tinted background image of Peter Drucker, an elderly man with glasses, looking thoughtfully to the side. A large dark blue circle is overlaid on the image, containing the quote and attribution.

“

IF YOU WANT
SOMETHING NEW,
YOU HAVE TO STOP DOING
SOMETHING OLD.

- PETER DRUCKER

5 REASONS

WHY YOUR MARKETING SUCKS

1 Strategic projects

- 1 Strategic projects
- 2 Market-based research

- 1 Strategic projects
- 2 Market-based research
- 3 Consistent message

- 1 Strategic projects
- 2 Market-based research
- 3 Consistent message
- 4 Great creative

- 1 Strategic projects
- 2 Market-based research
- 3 Consistent message
- 4 Great creative
- 5 Measure it

1

YOU'RE DOING THE
WRONG WORK

A man in a dark suit, white shirt, and patterned tie is shown from the chest up. He has both hands pressed against his face, covering his eyes and mouth. The background is a solid blue color. The text "[SYMPTOM]" is overlaid in yellow, and "You lose your voice during important meetings." is overlaid in white below it.

[SYMPTOM]

You lose your voice during
important meetings.



THERE IS NOTHING
QUITE SO USELESS AS
DOING EFFICIENTLY THAT
WHICH SHOULD NOT BE
DONE AT ALL.

- PETER DRUCKER



1 Recruitment

2 Raising Money

3 ~~Raccoons~~

 Retention



“

NEVER HALF-ASS
TWO THINGS.
WHOLE ASS ONE THING.

- RON SWANSON

2

YOU'RE NOT DOING
THE RESEARCH

[SYMPTOM]



Every time you boldly charge ahead,
you fall off a cliff.



ADVERTISING PEOPLE
WHO IGNORE RESEARCH
ARE AS DANGEROUS
AS GENERALS WHO
IGNORE DECODES OF
ENEMY SIGNALS.

- DAVID OGILVY



Sessions VS. Select a metric

Day Week Month



Market-based research

Primary Dimension: User Type

Plot Rows Secondary dimension Sort by Default Search advanced

User Type	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Visited a News & Events Item (Goal 1 Conversion Rate)	Visited a News & Events Item (Goal 1 Completions)	Visited a News & Events Item (Goal 1 Completions)
	342,625 % of Total: 100.00% (342,625)	73.40% Avg for View: 73.38% (0.02%)	251,476 % of Total: 100.02% (251,425)	71.19% Avg for View: 71.19% (0.00%)	1.75 Avg for View: 1.75 (0.00%)	00:01:18 Avg for View: 00:01:18 (0.00%)	1.61% Avg for View: 1.61% (0.00%)	5,528 % of Total: 100.00% (5,528)	% of Total: 100.00%
1. New Visitor	251,476 (73.40%)	100.00%	251,476 (100.00%)	86.53%	1.43	00:00:32	0.69%	1,726 (31.22%)	\$0
2. Returning Visitor	91,149 (26.60%)	0.00%	0 (0.00%)	28.87%	2.62	00:03:25	4.17%	3,802 (68.78%)	\$0

Show rows: 10 Go to: 1 1 - 2 of



Smaller. Smarter.

Customer





3

YOU'VE GOT NO MESSAGE



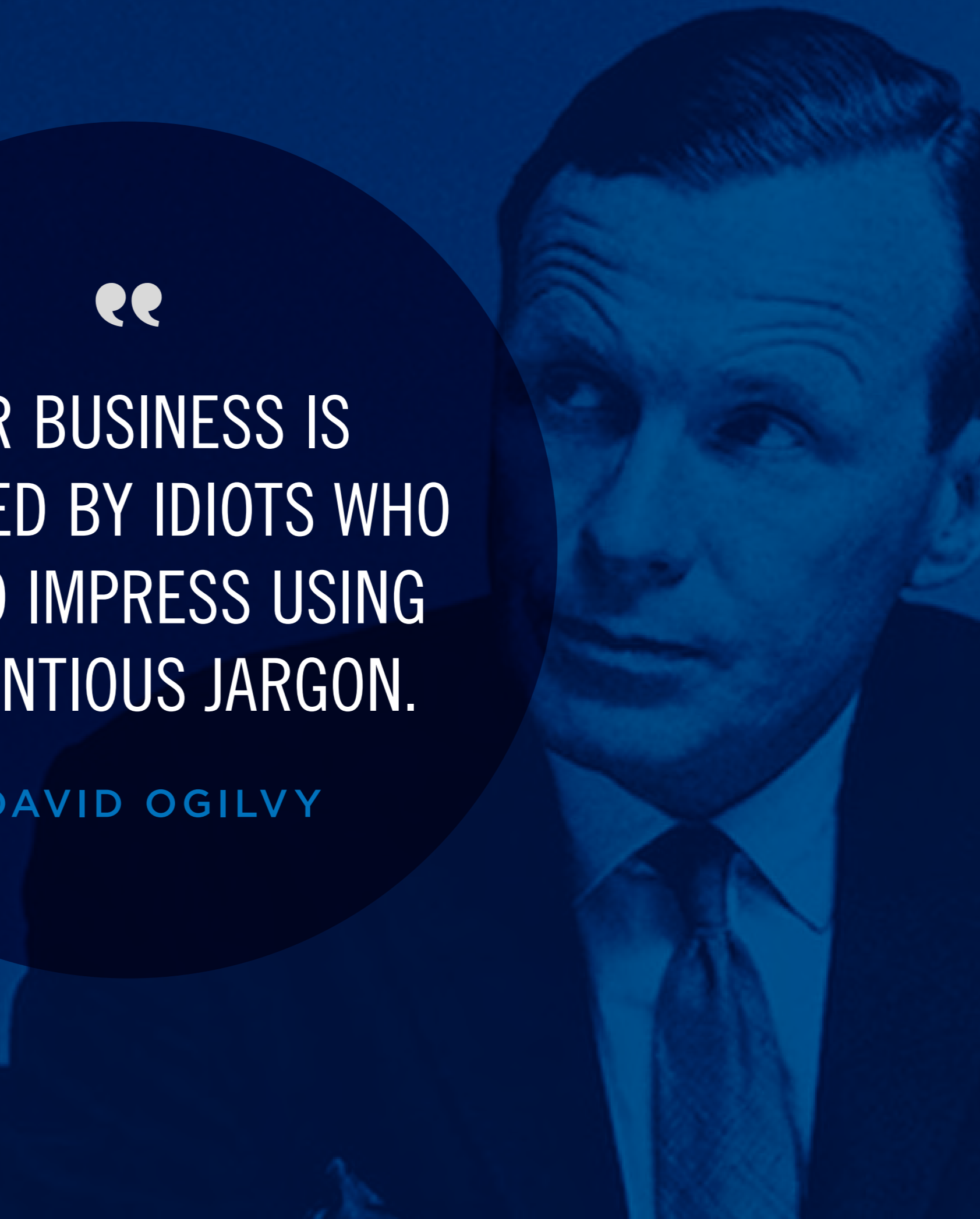
[SYMPTOM]

You're babbling incoherently
and scaring the children.



OUR BUSINESS IS
INFESTED BY IDIOTS WHO
TRY TO IMPRESS USING
PRETENTIOUS JARGON.

- DAVID OGILVY



**“YOU IN
THE BACK”
IS NOT YOUR NAME.**

**▶ WE ARE
INTENTIONALLY SMALL**



**BIG IDEAS
DON'T REQUIRE
BIG CLASSROOMS.**

**▶ WE ARE
CRITICAL THINKERS**



INTENTIONALLY SMALL
CRITICAL THINKERS
ENGAGING EDUCATORS
MOVERS & SHAKERS
TOP-TIER VALUE
A TEXAS-SIZED REPUTATION

A photograph of two women sitting at a table in a meeting room, engaged in conversation. The woman on the left is looking towards the woman on the right. There are papers and a binder on the table. The entire image has a blue color overlay.

Smaller. Smarter.

Simpler. Smarter.

**A ONE-SIZE
EDUCATION
DOESN'T FIT ALL.**

▶ **WE ARE
INTENTIONALLY SMALL**



**BIG IDEAS
DON'T REQUIRE
BIG CLASSROOMS.**

▶ **WE ARE
CRITICAL THINKERS**



**SUCCESS
IS ALWAYS
TRENDING.**

▶ **WE HAVE
MOVERS & SHAKERS**



**PROFESSORS
THAT TALK TO
YOU, NOT AT YOU.**

▶ **WE HAVE
ENGAGING EDUCATORS**



**BIGGER ISN'T
BETTER. BETTER
IS BETTER.**

▶ **WE HAVE A
TEXAS-SIZED REPUTATION**



**BREAK THE
BOOKS, NOT
THE BANK.**

▶ **WE ARE A
TOP-TIER VALUE**



4

YOUR CREATIVE SUCKS



[SYMPTOM]

Your friends don't
recognize you anymore.



“

IF YOU DON'T
GET NOTICED,
YOU DON'T HAVE
ANYTHING.

- LEO BURNETT



I'm accepted!
What's next?



There's
still
time.



WE'RE KIND OF A SMALL DEAL.



SEE FOR YOURSELF. VISIT US:
[TXWES.EDU/YOURVISIT](https://txwes.edu/yourvisit)



Texas Wesleyan
UNIVERSITY

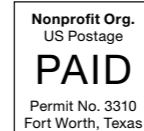


SMALLER REALLY IS SMARTER.



Texas Wesleyan
UNIVERSITY

Office of Admissions
1201 Wesleyan Street
Fort Worth, Texas 76105



Finding a college is a big deal, but a campus visit puts you on the path to choosing the right university *for you*. So, go see the big guys, then come visit us. You'll see how a small campus can help you thrive.

You can visit Texas Wesleyan two ways:

- 1 **THE WESLEYAN EXPERIENCE:** Weekdays at 9 a.m. and 1 p.m.
- 2 **BLUE AND GOLD DAYS:** 10 a.m. – 2 p.m.
 - ▶ Sat., Sept. 19
 - ▶ Mon., Oct. 12
 - ▶ Sat., Nov. 14
 - ▶ Sat., Jan. 16
 - ▶ Mon., Feb. 15

▶ **SIGN UP TODAY: [TXWES.EDU/YOURVISIT](https://txwes.edu/yourvisit)**

Smaller. Smarter. Office of Admissions | 817-531-4422 | admissions@txwes.edu | txwes.edu
ADU110

WHAT DO YOU WANT TO DO?

FIND THE RIGHT MAJOR AT TEXAS WESLEYAN.

APPLY TODAY.
TXWES.EDU/YOURAPP

Source: SmartU

SMALLER. SMARTER.

You're going to get a lot of bragging from your college or employer. But how about some real talk? If you're looking for the big university experience, why not try. Texas Wesleyan is small. But it's not looking for quality over quantity—general education, a better opportunity—then give us a try. You will thrive here.

WHEN WE SAY SMALLER...

- You will enjoy our small class sizes.

SEE WHY SMALLER IS BETTER.

- A 19,000-sq-ft building housing the law school is only 100 ft from the main building.

OUR LOCATION

TEXAS WESLEYAN UNIVERSITY

- To downtown Fort Worth - 100 miles
- To Dallas-Fort Worth International Airport - 15 miles
- To Fort Worth - 20 miles
- To Houston - 100 miles

OUR MAJORS

SEE OUR PROFESSORS IN ACTION.

• Visit our program page and learn more about each major and what it can mean for you at txwes.edu/majors/2019

- ATHLETIC TRAINING** - B.S.
- BIOLOGY** - B.S.
- BIOCHEMISTRY** - B.S./B.A.
- BSW** - B.S.W.
- BUSINESS ADMINISTRATION** - B.B.A.
 - ACCOUNTING
 - ACCOUNTING FINANCIAL MANAGEMENT/ FINANCIAL EXAMINER
 - FINANCE
 - GENERAL BUSINESS
 - MANAGEMENT
 - MARKETING
- CHEMISTRY** - B.S./B.A.
- COMPUTER SCIENCE** - B.S.
- CRIMINAL JUSTICE** - B.S.
- EDUCATION**
 - EARLY CHILDHOOD - Dual B.S./M.Ed. B.S./B.A. - B.S./M.Ed. Degree
 - EARLY CHILDHOOD - Dual B.S./M.Ed. B.S./B.A. - B.S./M.Ed. Degree
- ENGLISH** - B.A. Generalist Certificate
 - WRITING
 - JOURNALISM
- EXERCISE SCIENCE** - B.S.
- HEALTH SCIENCES** - B.S.
- INTEGRATION**
- SOCIAL SCIENCES**
- HISTORY** - B.A./B.S. Secondary Certificate
- INTERNATIONAL STUDIES** - B.A./B.S./ Secondary Certificate
- LEGAL COMMUNICATION** - B.S.
- NURE** - B.S./B.A. with AP Legal Certification
- PHILADELPHIA STUDIES** - B.S.
- POLITICAL SCIENCE** - B.A./B.S. with AP Government
- PSYCHOLOGY** - B.S./B.A.
- RELIGION & MINISTRIES** - B.S./M.A.
- CHRISTIAN STUDIES**
- COMMUNICATIVE STUDIES**

OUR FACULTY BRINGS KNOWLEDGE TO YOU.

- Faculty members bring a wealth of knowledge and experience to the classroom.

- TEACHING ARTS** - B.A.

ADMISSION REQUIREMENTS

APPLICATION DATES • **PRIORITY DATE: JUNE 15** • **FALL DATE: APRIL 5**

FIRST YEAR REQUIREMENTS

- GPA of 2.7 or higher on a 4.0 scale
- SAT score 1050 (combined math and reading)
- ACT score 20 composite
- SAT score 4000
- ACT score 30/30

TRANSFER REQUIREMENTS

- High school diploma or equivalent
- A GPA of 2.7 on a 4.0 scale
- 60 hours of college credit (completed/attempted/withdrawing)
- 12 hours of 200-level and 300-level and 200-level
- 40 college credits

CLASS OPTIONS

- Degree 4
- Work 4
- Dual Degrees: B.S./B.A. American History
- Master's Degree 4
- Language Language 1
- Education 4
- Bachelor's Honors Thesis, Master's Thesis

WIDE RANGE OF STUDY OPTIONS

- High school diploma or equivalent
- A GPA of 2.7 on a 4.0 scale
- 60 college credits

Academic programs may have additional requirements for admission, and students are subject to review by the dean of the appropriate school for admission approval.

SEE OUR PROFESSORS IN ACTION.

• Visit our program page and learn more about each major and what it can mean for you at txwes.edu/majors/2019

TUITION & FEES

RESIDENT STUDENTS	COMMUTER STUDENTS
Tuition: \$12,500	Tuition: \$12,500
Room: \$1,500	Room: \$1,500
Books/Supplies: \$1,000	Books/Supplies: \$1,000
Room & Board: \$1,000	Room & Board: \$1,000
\$16,500 per year	\$16,500 per year

WE'RE HERE TO HELP.

- Financial aid is available for all students. Visit www.txwes.edu/financialaid

SCHOLARSHIPS

There are many ways to earn. There are more grants for the needy - you may be eligible for our scholarship packages. Contact us for the T&A - all have you get behind us to get to college.

FIRST YEAR STUDENT SCHOLARSHIPS	TRANSFER STUDENT SCHOLARSHIPS
Davidson Award, Alex Leadership: \$15,000/15,000	Davidson Award, Alex Leadership: \$15,000/15,000
Davidson Award, Alex Leadership: \$10,000/10,000	Davidson Award, Alex Leadership: \$10,000/10,000
Davidson Award, Alex Leadership: \$5,000/5,000	Davidson Award, Alex Leadership: \$5,000/5,000
Davidson Award, Alex Leadership: \$2,500/2,500	Davidson Award, Alex Leadership: \$2,500/2,500
Davidson Award, Alex Leadership: \$1,000/1,000	Davidson Award, Alex Leadership: \$1,000/1,000

MONROE SCHOLARSHIPS

- The Monroe Scholarship: \$10,000/10,000
- The Monroe Scholarship: \$5,000/5,000

RESPONSIBILITY BOND FOR YOU

- Bond for you to ensure you are responsible for your actions.

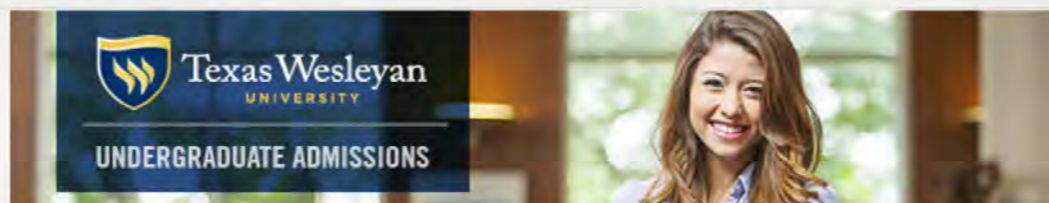
SMALLER IS SMARTER. WHY? BECAUSE YOU WILL THRIVE HERE.

Sign Up For Orientation

Texas Wesleyan Admissions Office

Sent: Friday, November 13, 2015 at 5:27 PM

To: Shelly E. Jackman



This event is can't miss

It's like your first day ... but better



Shelly,

[Orientation registration is open](#) and, if you're planning on being at Texas Wesleyan in the spring, this is a can't-miss event. Literally.

It's can't-miss, because if you do miss it, you'll miss your chance to [register for classes](#), have no idea what's going on with your financial aid and generally be unprepared for the first day of class – not to mention getting last pick of classes.

The big show begins now. Missing orientation is like missing the graduation - you just don't do it. [Sign up today](#).

Got a question? Ask me. I'm here to help.

Steve Witt
sewitt@txwes.edu
Office: 817-531-5865
Text: 817- 203-8908
txwes.edu/steve

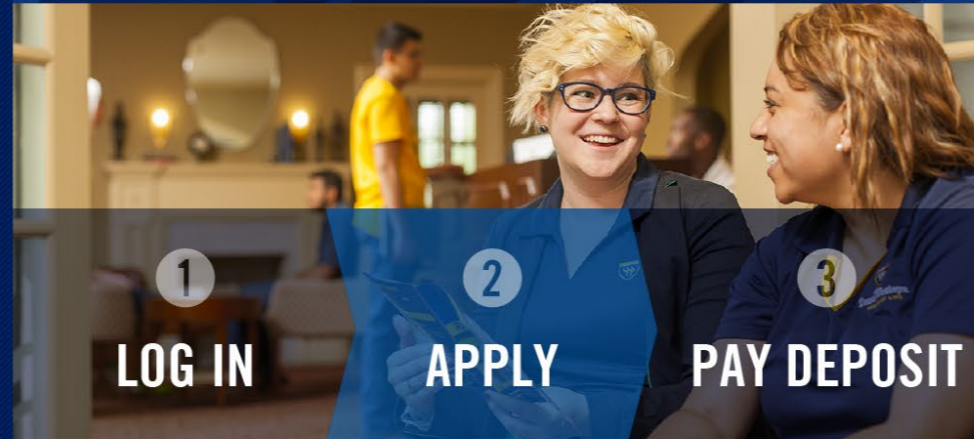
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txwes.edu/admissions

[Directions & Campus Map](#) · [Office of Admissions](#)

SMALLER. SMARTER.

APPLY FOR HOUSING BEFORE WE RUN OUT OF SPACE

Apply Today



Living On Campus Is Better Than You Think

This is one of the best parts of college. Everything is closer—friends, food, fun, classes. Do you ever hear someone complaining about the traffic on the sidewalk? Be steps away, not miles.

More benefits of living on campus:

- Higher GPA
- More likely to graduate, and graduate sooner
- Independence—it's like your first step to being on your own

How To Apply

Applying is easy. After you go to the login page, use the username and password we recently emailed you.

After you answer a few questions about your likes, dislikes and pay your deposit, you're done. That's it. Before you know it, we'll assign you to a residence hall, and you can look for a roommate.

Apply for Housing

Building & Room Details

Let's get this out of the way—all of the options below are *space permitting*. We don't have enough rooms for everybody. That's why you should reserve your spot soon. Here are some basics to know:

- All rooms come with an XL twin bed (singles in West Village and Elizabeth Hall have a full-size bed)
- Rooms also include a chest of drawers, desk and chair
- All halls are co-ed
- Elizabeth Hall is limited to sophomores, juniors and seniors
- Check out the floor plans

Big things are happening in Residence Life. This summer, we made big updates to the West Village Apartments, Stella Hall, Dora's Dining Hall and the West Express Eatery. You can also look forward to changes being made to the Student Life suite in the Brown-Lupton Campus Center.



West Village Apartments

Looking to live on campus, but still get the apartment feel? West Village is for you. The clubroom has laundry, an activity space, a kitchen, vending machines, TV area and a group study room. What's not to love?

*Costs are for the 2016/17 academic year—excluding the summer. Contact the Residence Life Office with questions.





**BIGGER ISN'T BETTER.
BETTER IS BETTER.**

SMALLER. SMARTER. TXWES.EDU



Texas
Wesleyan
UNIVERSITY

1


RECRUITMENT

**A BIG FUTURE
STARTS WITH A SMALL STEP.**

APPLY TODAY:
▶ [TXWES.EDU/GOSMALL](https://txwes.edu/gosmall)



Texas Wesleyan Admissions Office
Sent: Friday, November 13, 2015 at 5:27 PM
To: Shelly E. Jackman



Now's the time to complete the FAFSA

Our video will tell you why

[Watch the Video](#)

Shelly,

You've started your college search. One of the most important steps is filling out your FAFSA. It opened Oct. 1, and it's your golden ticket to maximizing your financial aid.

Do you know what's used to determine how much money you can get? Hint: it's not based on grades, and you're eligible no matter how much money your family makes. It's based on the cost of a college and how much money your family can contribute. [Learn more about the FAFSA.](#)

The bottom line is: You can complete the FAFSA today. The earlier you do it, the earlier we can send you an award letter. Check out the video, then get started. If you have questions, let's talk.

Steve Witt
sewitt@txwes.edu
Office: 817-531-5865
Text: 817-203-8908
txwes.edu/steve

Office of Admissions
1201 Wesleyan Street
Fort Worth, Texas 76105
817-531-4422
admissions@txwes.edu
txwes.edu/admissions

[Directions & Campus Map](#) · [Office of Admissions](#)

SMALLER. SMARTER.

2

RAISING MONEY

3

RETENTION



5

YOU DON'T MEASURE
#SUCCESS



[SYMPTOM]

You permanently have the
dumb smile of the clueless.

A blue-tinted background image of Peter Drucker, an elderly man with glasses, looking thoughtfully to the side. A large, dark blue circle is overlaid on the center of the image, containing white text and a quote icon.

“

WHAT GETS MEASURED
GETS IMPROVED.

- PETER DRUCKER


STUDENT INTEREST



+1 Days


ESSENTIAL INFORMATION
Apply Now

+ 4 Days


@ APPLY NOW


+10 Days


FINANCIAL AID & SCHOLARSHIPS
Estimate Your Cost

+ 14 Days


@ FINANCIAL AID

+24 Days


APPLY NOW
Apply Now

+ 28 Days


@ APPLY NOW


STUDENT APPLICATION

WE'RE KIND OF
A **SMALL** DEAL.



**SEE FOR YOURSELF. VISIT US:
TXWES.EDU/YOURVISIT**




Texas Wesleyan
UNIVERSITY



**SEE FOR YOURSELF. VISIT US:
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Permit No. 3310
Fort Worth, Texas

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 - ▶ Sat., Sept. 10
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 - ▶ Mon., Oct. 12
 - ▶ Mon., Feb. 15
 - ▶ Sat., Nov. 14

▶ **SIGN UP TODAY: TXWES.EDU/YOURVISIT**

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ADU110

▶ Sat., Nov. 14

▶ **SIGN UP TODAY: TXWES.EDU/YOURVISIT**

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[Directions & Campus Map](#) · [Office of Admissions](#)

SMALLER. SMARTER.

There's
still
time.



Physical Address
130 East Renfro
Burleson, TX 76028

Mailing Address
P.O. Box 625
Burleson, TX 76097

www.txwes.edu

NONPROFIT ORG
U.S. POSTAGE
PAID
FT. WORTH, TX
PERMIT NO. 2193

**It's not too late to
register for fall!**

For more information about
transferring to Texas Wesleyan
in Burleson, call

817-295-7373


**STUDENT
INTEREST**



COUNSELOR

+ 1 Days

+1 Days


**ESSENTIAL
INFORMATION**
Apply Now

+ 4 Days
@ APPLY NOW

+10 Days


**FINANCIAL AID
& SCHOLARSHIPS**
Estimate
Your Cost

+ 14 Days
@ FINANCIAL AID

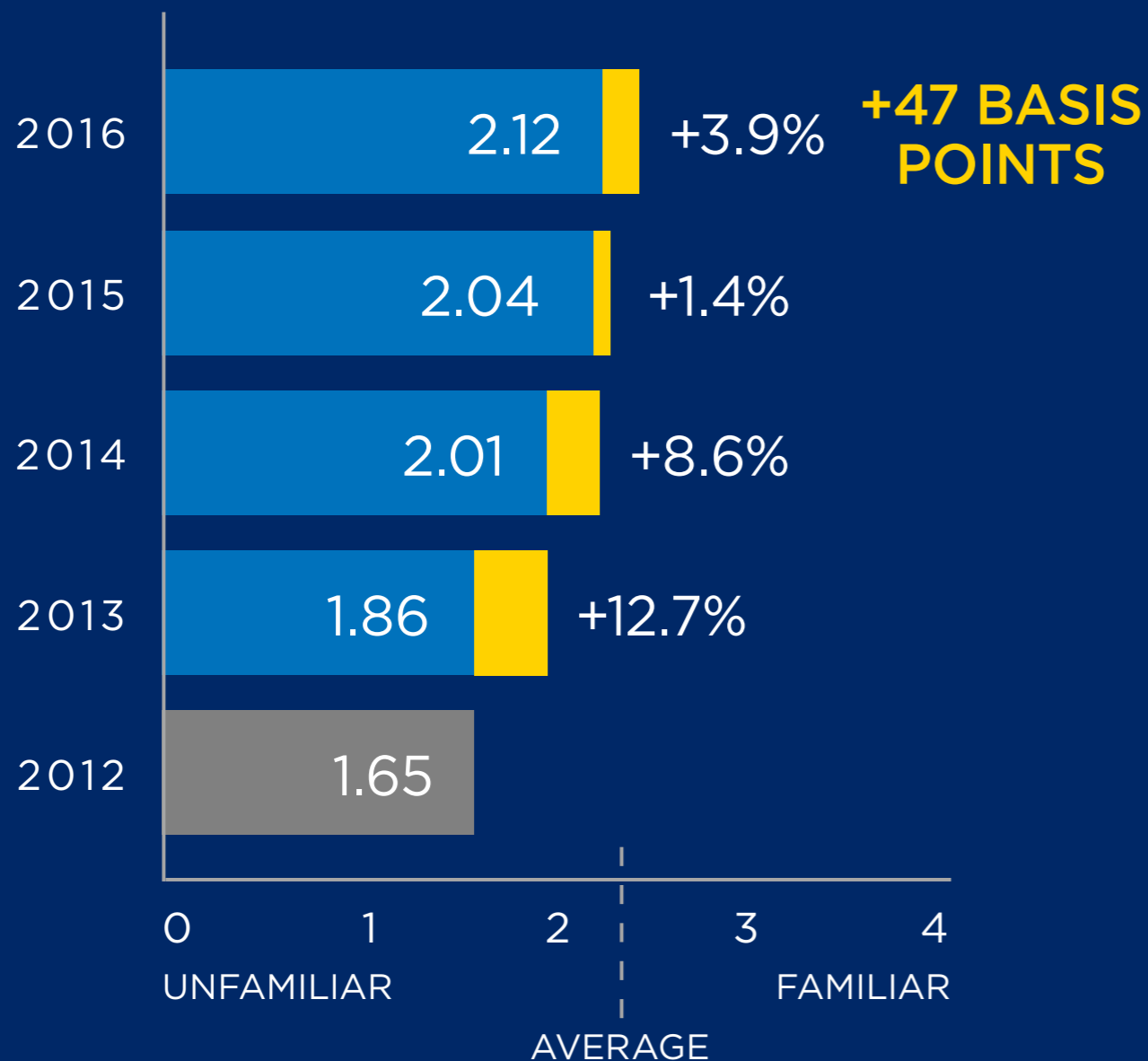
+24 Days


APPLY NOW
Apply Now

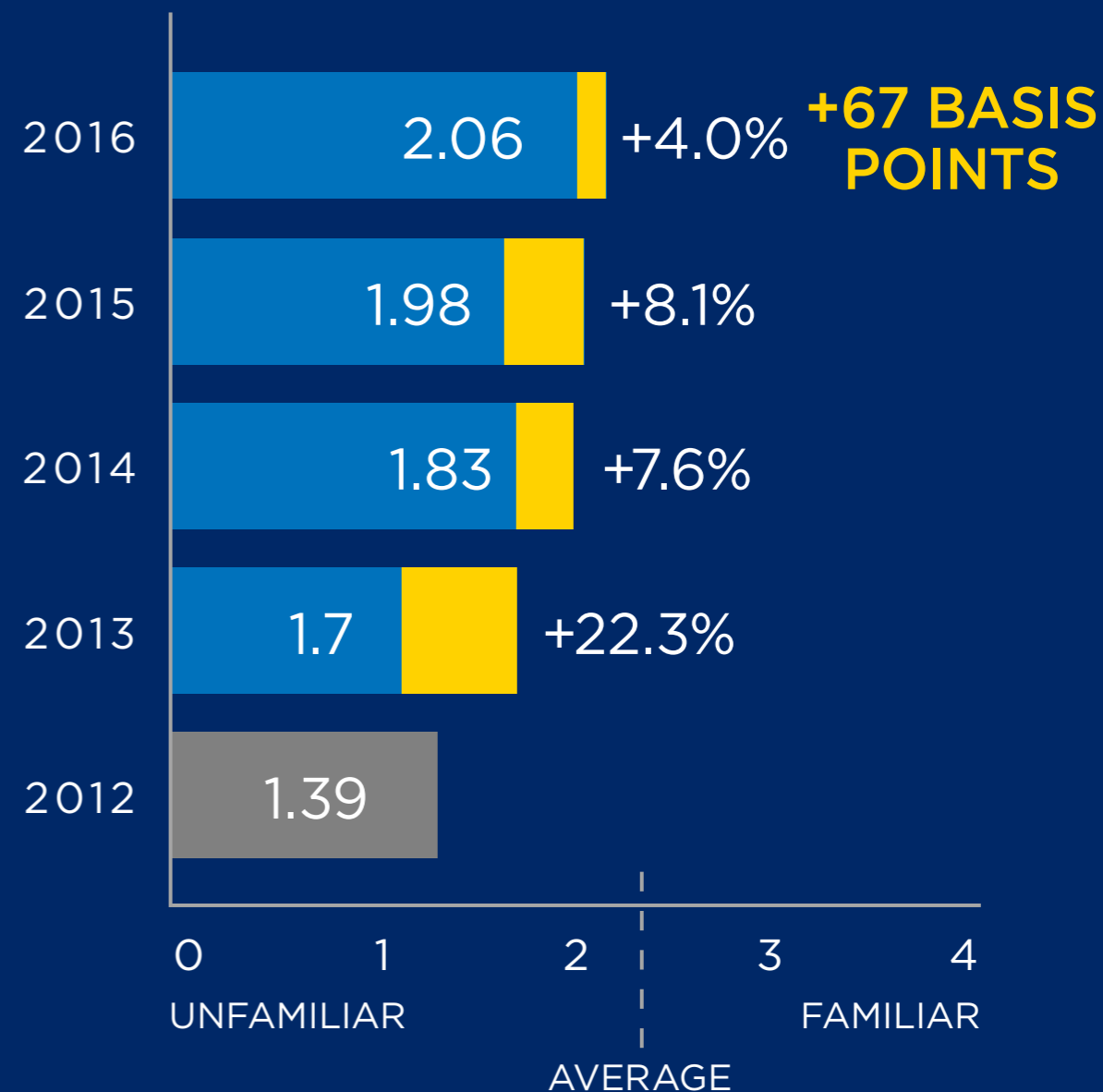
+ 28 Days
@ APPLY NOW


**STUDENT
APPLICATION**

PERCEPTION DISTRIBUTION



AWARENESS DISTRIBUTION



5 REASONS

WHY YOUR MARKETING SUCKS

- 1 Strategic projects
- 2 Market-based research
- 3 Consistent message
- 4 Great creative
- 5 Measure it



“

IF YOU DO IT RIGHT,
IT WILL LAST FOREVER.

- MASSIMO VIGNELLI



GO. AND MAKE GREAT MARKETING.

DARREN WHITE

**ASSOCIATE VP OF MARKETING
& COMMUNICATIONS**

dwhite@txwes.edu

 @moderndarren

SHELLY JACKMAN

ART DIRECTOR

sejackman@txwes.edu

 @swiftandnine



Texas Wesleyan
UNIVERSITY