

DIGITAL STRATEGY

PVM Web Team

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Wright Frazier



Director of Web
Communications

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Senior Web Developer

Digital Strategy Evolution

Review

- Prior to 2015: Internal Focus
- 2015 to 2018: External Web Focus
- 2018 to present: External Social & Web External

Digital Strategy Evolution

Review

Prior to 2015: Internally Focused

- 2015 to 2018: External Web Focus
- 2018 to present: Social & Web External



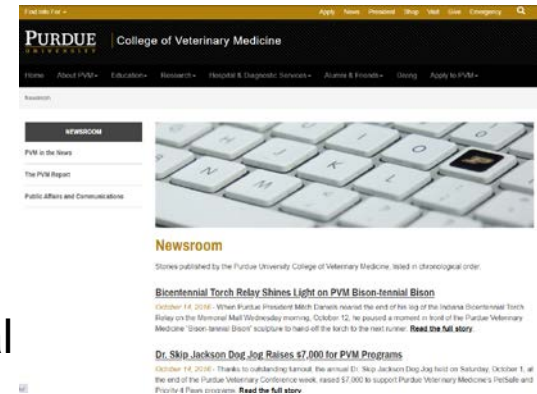
Digital Strategy Evolution

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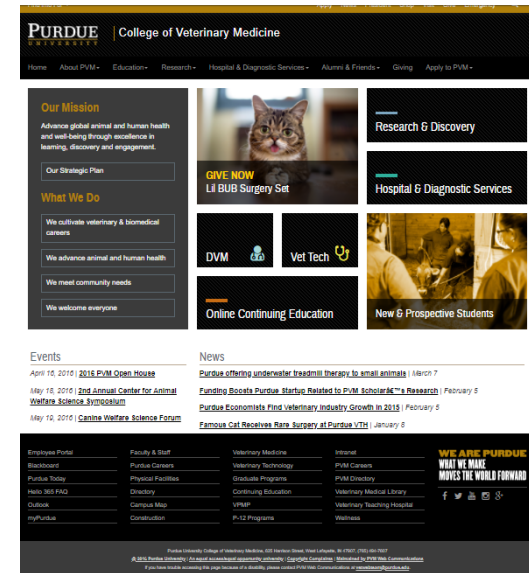


Digital Strategy Evolution

Review

- Prior to 2015: Internally Focused
- 2015 to 2018: External Web Focus

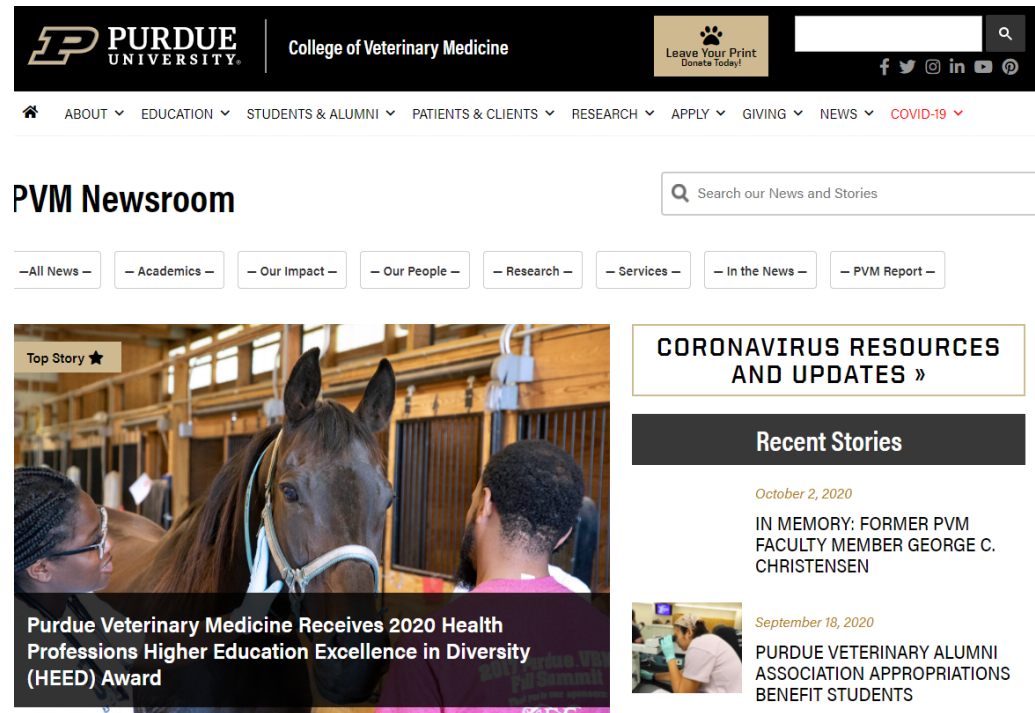
2018 to present: Social & Web External



How we did it?

Changed Our Team

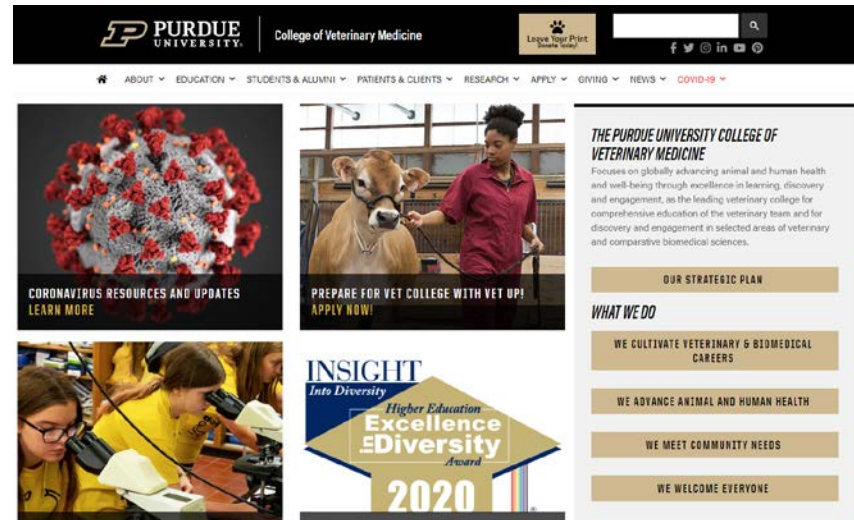
- Efficiency
- Specialization
- Better Tools



How we did it?

New Web Approach

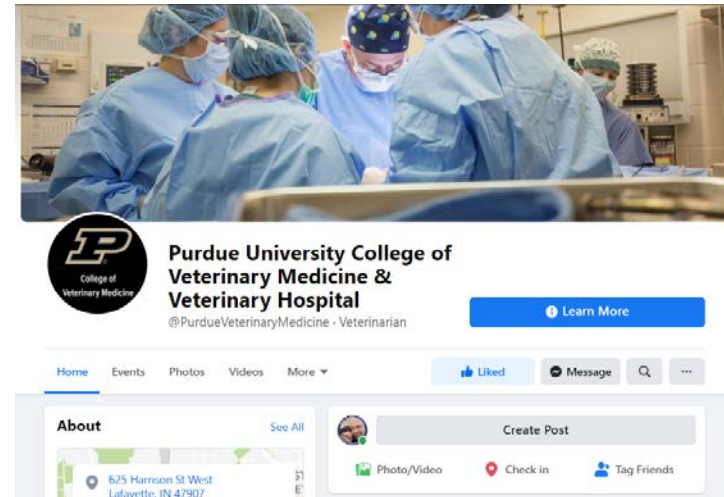
- Recognize Problems
- Defined Objectives
- Talked Data



How we did it?

New Social Approach

- Defined our Objectives
- Defined our Audiences
- Measure
- Experimented
- Analyzed



Digital Strategy Evolution

Results

- Overall Web Traffic: 2019 v. 2014
 - Users: +84%
 - Sessions: +73%
 - Pageviews: +69%
- Newsroom Traffic: 2019 v. 2015
 - Users: +287%
 - Sessions: +303%
 - Pageviews: +350%
- Social Media: 2020 v. 2018
 - Followers: +270%
 - Reach: +500%

Instagram

Search

pucvm Edit Profile

2,212 posts 6,317 followers 275 following

Purdue Veterinary Medicine
The official Instagram for the Purdue University College of Veterinary Medicine.
#purduevetmed #vetlife Disclaimer: <https://purdue.vet/2WcuAwb>
purdue.vet/TopStory

Highlights K9 Vet Care Henry @ P... PVM Art 19 PVM@Stat... HOWLoween

POSTS IGTV SAVED TAGGED

College

	2/1/18	10/1/20
Purdue University Vet Med (Twitter)	2,500	5314
Purdue University Vet Med (Facebook)	7,300	29549
Purdue University Vet Med (Instagram)	1,400	6302
Purdue University Vet Med (Total)	11,200	41,165

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THANK YOU

Questions? Email:

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Now to the PVM Newsroom