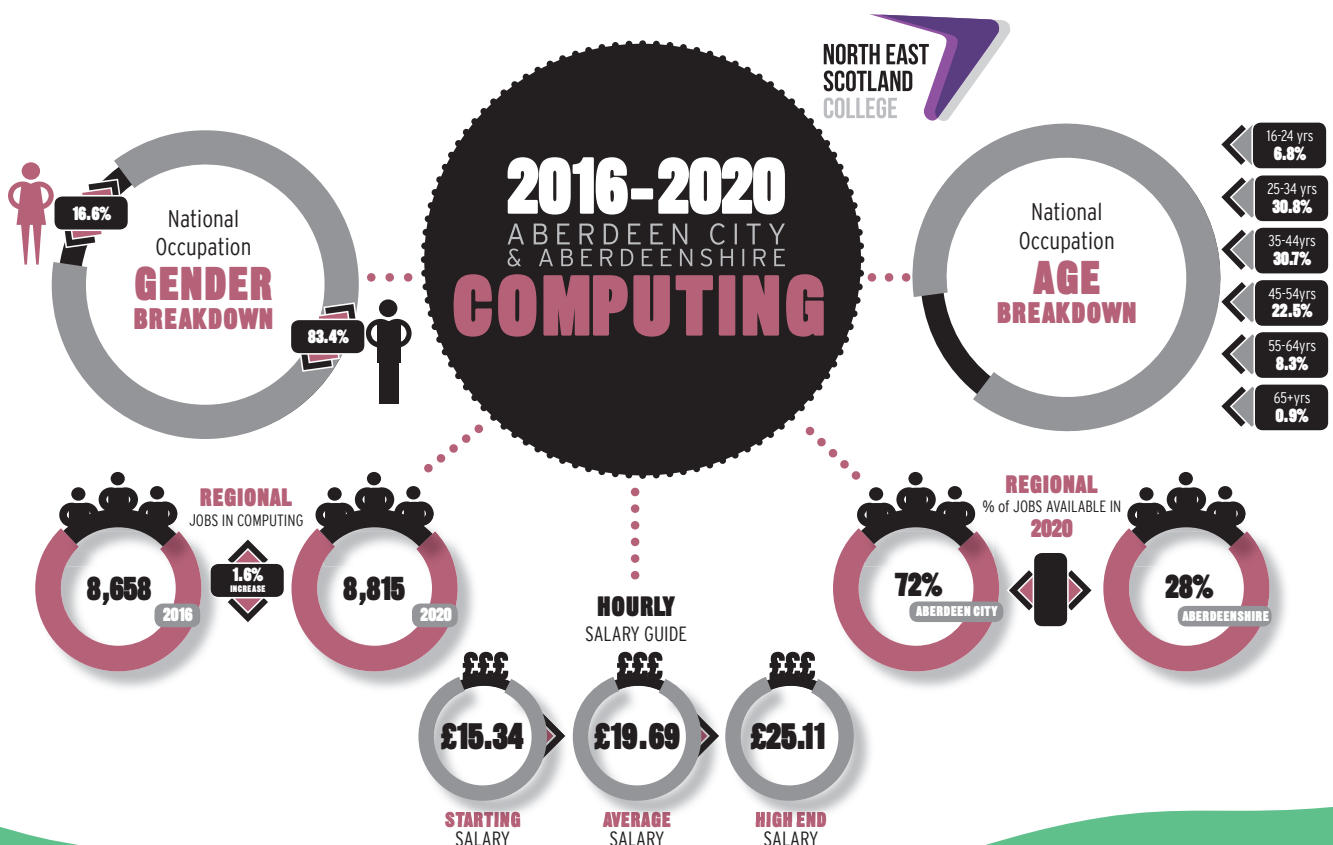


NESCOL's Labour Market Infographics are Leading to Great Engagement

One of the biggest challenges facing any college marketing team is how to get information out to prospective students in ways that are eye-catching and engaging. Most colleges use infographics as part of their efforts, but one college has taken the concept to a whole new level with a series of impressive infographics incorporating data on regional career opportunities.

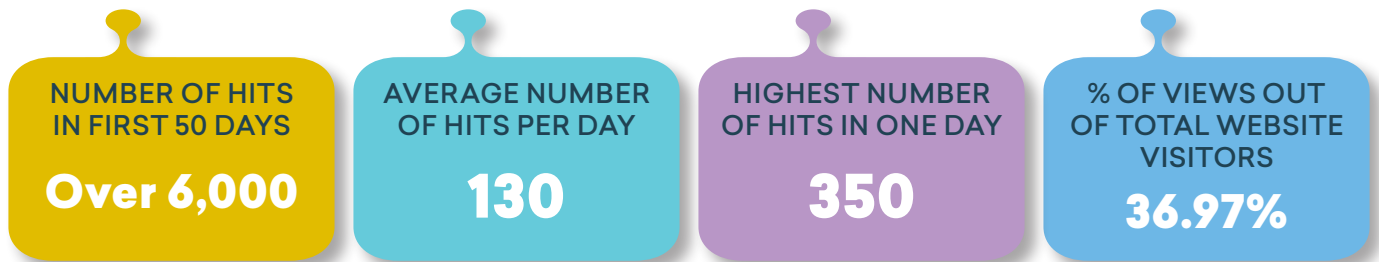
NESCOL has been using Emsi's Labour Market Insight since 2014 in areas such as internal careers guidance and curriculum planning, but their marketing team have also seen the huge potential in using regional Labour Market Insight to promote the College as a place where prospective students can get on the ladder to their career aspirations. At the end of 2016, they produced a set of graphics, each one focusing on a specific occupation group, and containing information on the following:

- The number of jobs in the region
- Expected growth or decline in jobs over the next few years
- A national breakdown of the occupations by age and gender
- A salary breakdown for each of the occupations in the group
- Which jobs within the group are expected to grow.



Fantastic Returns and Excellent Feedback

The marketing team have now produced over 20 infographics for broad occupation groups including engineering, tourism, accountancy, healthcare and events. They are all clearly visually striking, but the real test of any marketing initiative is simply this: are they engaging the target audience? According to the analytics NESCOL have run on the graphics since they were first incorporated into the website, the answer is yes. Here, for instance, are some key figures that show fantastic returns:



These are impressive figures and according to the College's Head of Marketing and PR, Rhonda Fraser, the hard work her team have put into producing the graphics is more than paying off in the returns they are seeing:

“ *By introducing the infographics, which give a brief overview of our regional statistics, we have given our visitors information to allow them to make informed decisions. Viewing statistics show that they have been a success, but more important to us is the excellent feedback we’ve been getting from school guidance and career staff. So much so, that we are now including the infographics in other promotional materials.* ”

