Welcome to the 🎉 Analytics Workshop

Presented by the Business Board’s Marketing and Ads Departments

Analytics on Board
Gain a high-level overview of analytical applications across our departments

Sponsored Content
Introduce the sponsored content suite, one of our highest-potential products

Workshop: Case Study
Walk through an example and practice drawing conclusions from real data
We use analytics to find **data-driven solutions** that guide our business strategy.
Where do we see ANALYTICS on the Business Board?
Product Ideation

The Crimson’s value proposition to advertisers lies in our audience. Understanding their demographics and interests is vital to creating high-performing campaigns and sponsored articles that will receive engagement from our viewers.
Client ROI

With the rise of digital advertising, our clients are increasingly interested in concrete performance metrics, which are crucial to turning a one-time contract into a long-term partnership.
Internal Strategy

On board, your work matters. We regularly collect quantified feedback on human capital, project workload, and skillsets to continually improve your experience.

How excited are you for comp?
6 responses
- 50%
- 33.3%
- 16.7%
- so FREAKING excited!!!!
- AND TOO HOT TO HANDLE SZN 3 IS OUT?????? THIS WEEK COULDN'T GET BETTER
- KDLSFJ;SJEWH;KAIHG;ARJEOGHRI...

How comfortable do you feel with the following platforms?

1 (unfamiliar) 2 3 4 5 (very comfortable, could lead project)

Google Analytics
- 1 (66.7%)
- 2 (16.7%)
- 3 (16.7%)
- 4 (0%)
- 5 (0%)

Figma
- 1 (66.7%)
- 2 (33.3%)
- 3 (0%)
- 4 (0%)
- 5 (0%)

Excel
- 1 (33.3%)
- 2 (33.3%)
- 3 (16.7%)
- 4 (16.7%)
- 5 (0%)
- 6 (0%)
- 7 (0%)
SPONSORED CONTENT

Creative, client-focused articles that are sponsored by an advertiser to promote their product or service.
Notable Articles

VIDEO CREATION WITH PREMIERE PRO

First impressions matter, and, as a freshman at Harvard, Victoria knows that better than anyone. She's used to spending all day in the biology lab, taking countless time-lapse videos of tiny marine organisms. But her new job is at the Harvard Admissions Office. Now she's filming, editing, and producing new recruiting videos for prospective students, which means she'll have to adjust her lens a bit this afternoon.

DANI: THE IMPASSIONED FASHION DESIGNER

Photoshop Illustrator InDesign

TOP 10 SPRING BREAK TRAVEL DEALS WITH JETBLUE

LIVE WELL WITH CARAVAN

Improve Your Routine During Quarantine

Don’t Fear Failure

Have you ever had a lightbulb moment? Something you firmly believe in, but others insist is destined to fail?

Green innovations sometimes come with great success, but they also have been panned as risky (Cold storage of vaccine doses, anyone?)... but in 2016, the president of Michigan's State University, Gordon, was dismissed by the university board for his ideas and cost cuts to save money and focus on sustainability... in 2016, The New York Times boldly claimed that "a rocket will never able to leave the Earth's atmosphere," an assertion that was backed by the Smithsonian Institution. A formal correction would be published in 1966.

Luckily for Harvard students, while skepticism will never cease to exist, the Harvard Innovation Labs are firmly in support students' innovative, most imaginative solutions to the problems we see in the world.

Howard Kaplan, Director of Advising at the Harvard Innovation Labs, believes that innovation is where we've been there before. "Tomorrow's leaders need to be innovation-first and foremost," he says. "It's the big picture concept that surrounds everything we do at the Harvard Innovation Labs. We're not just an incubator for entrepreneurs who want to create the next generation of startups. Rather, we want to boost a broader innovation ecosystem for anything who wants to be a leader and help to build the 21st century and 22nd century leaders will need to think.
Attendance - ANALYZE
Workshop Logistics

We’ll walk through an example, then present a case study for you to draw your own conclusions in.
It is recruitment season, and Goldman Sachs has signed a contract for a custom sponsored content article with an advertising associate.

Your job is now to provide a high-return article encouraging diverse, talented readers to apply.

**Discover trends**
Analyze data to draw insights about how we can best service the client.

**Develop the idea**
Brainstorm article ideas that best reflect consumer trends and our audience’s interests.
1. Discover trends

Analyze data to draw insights about how we can best service the client.

INSIGHTS:

- The Crimson’s Facebook and Instagram pages have a predominantly younger following (18-34 y.o.)

- Google trends data for “notebooks” shows that searches for the term are cyclical, coinciding with start of school years.
2. Develop the idea

Apply relevant insights to relate the client to our target audience segment

VALUE PROP:

- We can target the large proportion of readers who are in Harvard College and grad school who need school supplies at the start of the semester.

- Create relatable content that shows the benefits of purchasing school supplies from Dunder Mifflin

- “What Can You Achieve?”

HLS students value:
- Success in their studies
- Further career and personal development

Can offer:
- Provide school supplies
- Prepare students for start of the semester
Your Turn:

Use the given data to come up with an ideal sponsored content article the Business Board might publish at the beginning of the fall semester.
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Use the given data to come up with an ideal sponsored content article the Business Board might publish at the beginning of the fall semester.

I. Discover trends and Identify a target client (7 minutes)
Consider which industries might align with trends in the data and choose a specific company. Offer reasoning!
- How does our audience data influence how we market the client?
- What is the value proposition for clients in this industry? For our readership?

II. Craft the narrative (~15 minutes)
Create a headline and 3 subheadings outlining the direction of the article, then set a specific publication date within the fall.
- How can we create interesting and relatable content that would maximize client ROI?
- Does our narrative follow our sponcon guidelines?
  - ✓ No interviews or profiling Harvard affiliates
  - ✓ Must be client/product-focused
Thank you!

See you at our next events & please fill out the attendance form!

Follow us on IG: @CrimsonBusiness

Coffee Chats
Feb. 3 - Feb. 15

Daymanning
Feb. 13 - Feb. 17, from 5pm-9pm

Affinity Social
Feb. 15 at 5pm

Applications Close
Feb. 18 by 11:59pm