



**The Harvard Crimson**  
*The University Daily since 1873*

# Analytics Workshop

**Spring 2024 Comp**  
**February 6, 2024**

# Welcome to the Analytics Workshop

Presented by the Business Board's Strategy 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.



The Harvard Crimson  
The Crimson Brand Studio

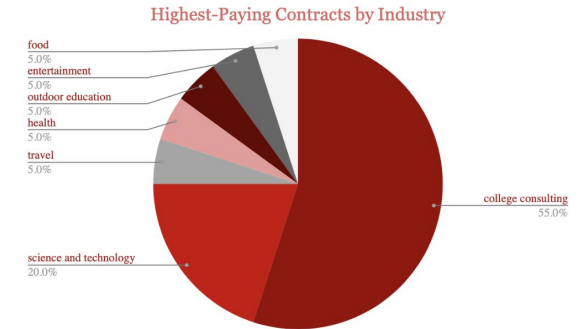
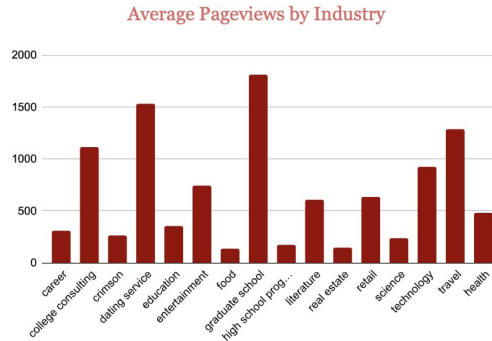
**62%** of Harvard graduating seniors entering the workforce in 2019 were intending to enter industries that Endeavor covers.

**6,500+** Harvard College undergraduate students

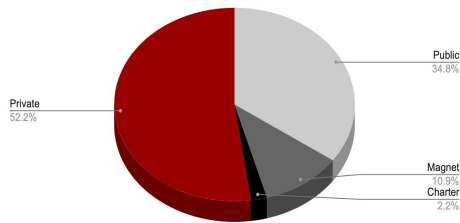
**13,000+** Harvard University graduate and professional students

**ENDEAVOR**  
By The Crimson Brand Studio

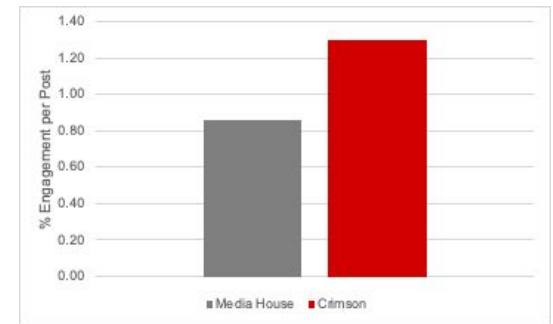
Endeavor is a one stop location for all of students' recruiting needs. The site offers industry-specific advice, example timelines, and ample resources. As an Endeavor sponsor, you will have the opportunity to share your employer insights with the Harvard student body. Work with our team at The Crimson Brand Studio to craft your own narrative and help students navigate your company's recruiting process.



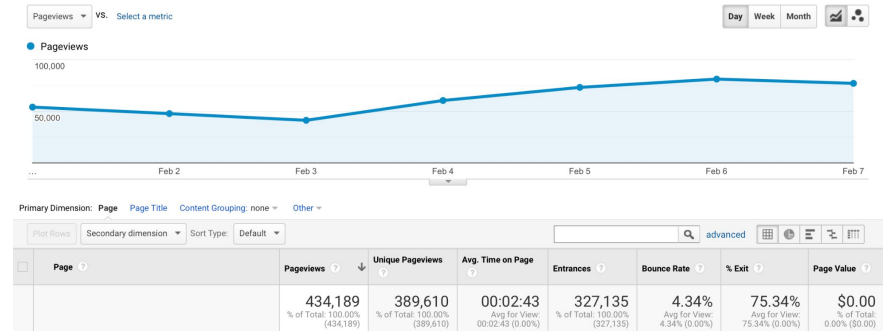
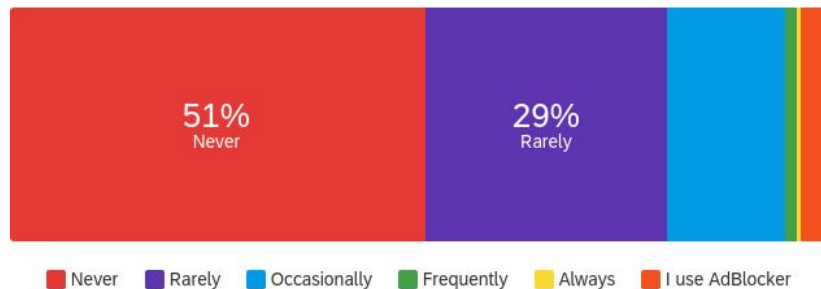
2020 FJC Student Demographic by Type of School



# Where do we see **ANALYTICS** on the Business Board?

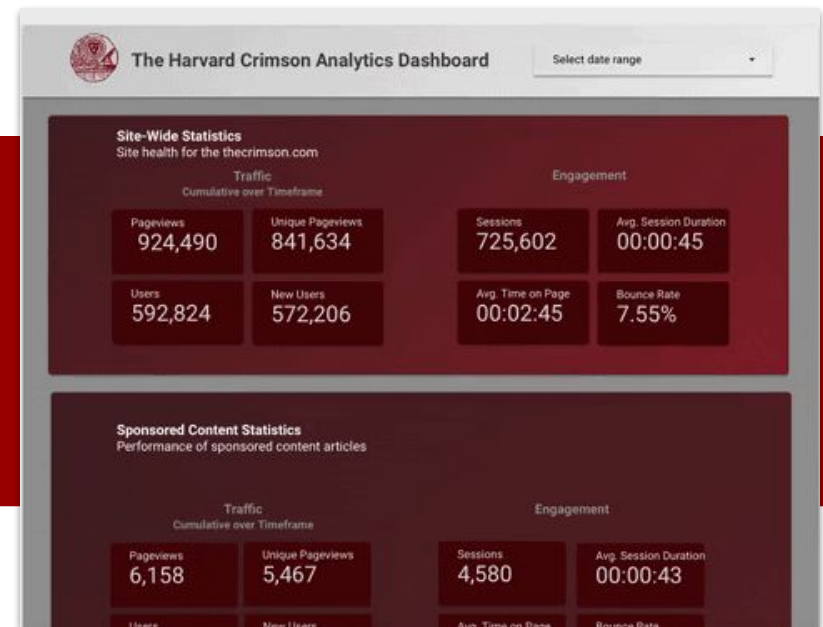
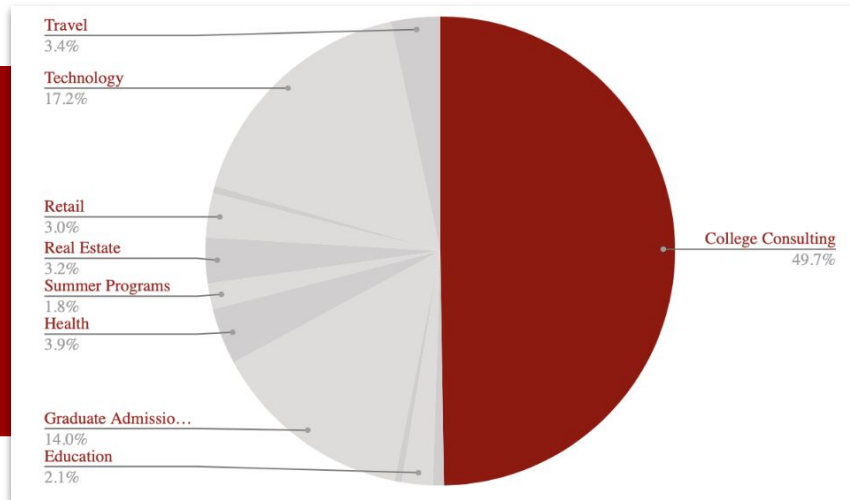


Q77 - How often do you click on advertisements found on The Crimson?



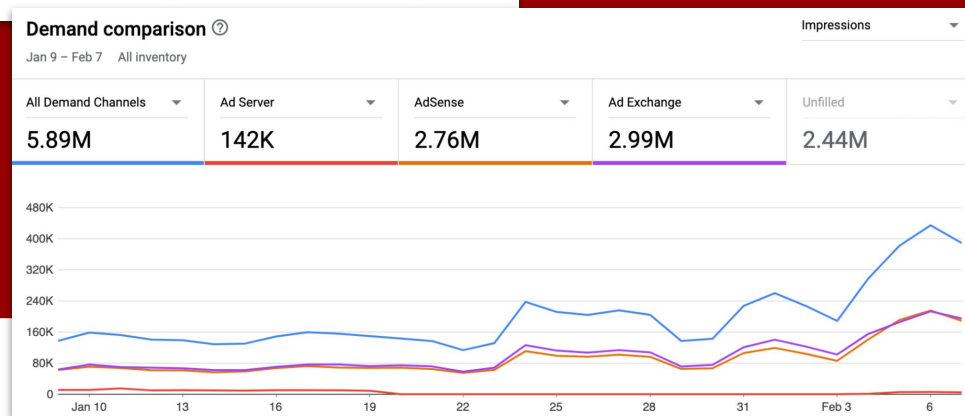
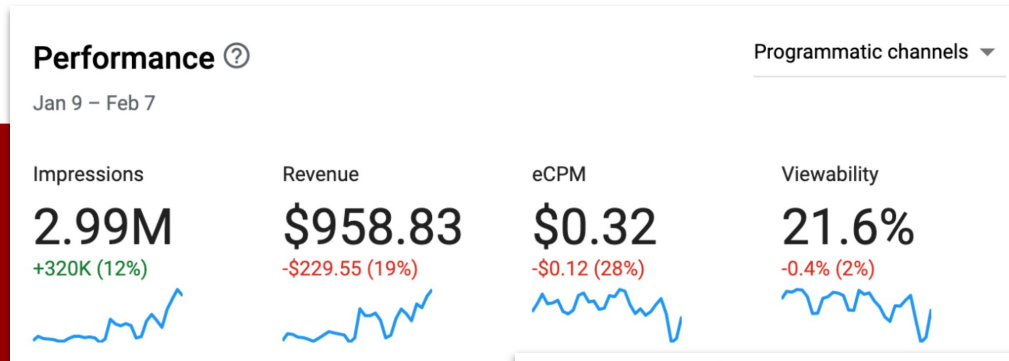
# Product Ideation

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.



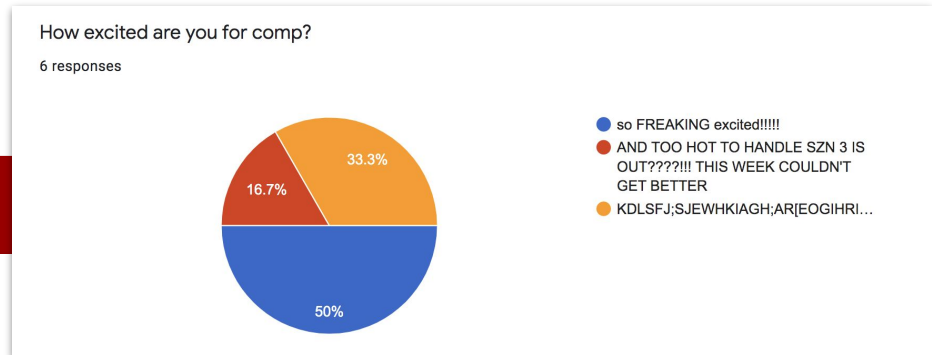
# Client ROI

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.

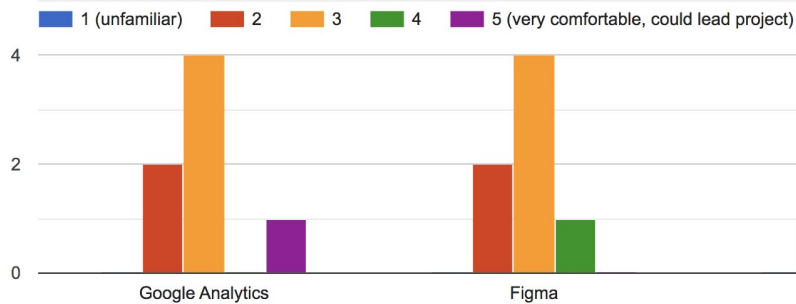


# Internal Strategy

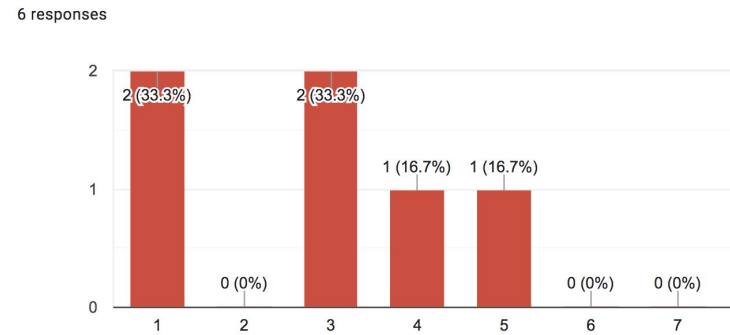
On board, your work matters. We regularly collect quantified feedback on human capital, project workload, and skill sets to continually improve your experience.

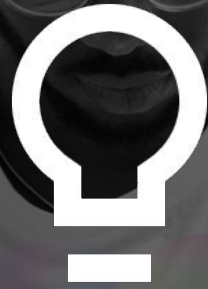


How comfortable do you feel with the following platforms?



How many hours per week did you spend, on average, on this project?





# SPONSORED CONTENT

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



# Sponcon Workflow Overview



- Ads pitches product to client and client signs the contract.
- As soon as contract is finalized, the ads associate connects the client with the strategy team via email and send over relevant contract information.
- Strategy managers create a team of associates for the project and make Slack channel.
- Strategy sponcon team connects with the client over email and set up a time to call (usually over Zoom).
- Strategy team meets with client to brainstorm ideas for the article. Team should go into call with a solid understanding of the company/product and potential article ideas.
- After client call, sponcon team meets to draft an article proposal. This proposal should essentially be a general outline of the article that also discusses design elements.
- Strategy managers review the proposal and provide feedback. Sponcon team incorporates feedback and sends proposal to client.
- Once the client approves the proposal, the sponcon team starts drafting the article and sends over the draft to strategy managers.
- Once approved by strategy managers, sponcon team sends draft to client for feedback and approval.
- Client provides feedback which the team incorporates. The team sends revised draft to client.
- Once draft is approved by client, draft is sent to President and BM for final approval.
- Strategy managers publish article on The Crimson.
- Ads associate sends a follow up email with the client with live link.
- Strategy team tracks 3-week performance analytics and sends data over to ads associate to relay to client.

# Alternate Workflows

## 1.

### Premium Articles

A full written draft must be formed prior to incorporating in the design elements. Also, we usually send design mockups to the client along with the proposal.

**Examples:** Adobe: Creativity for All, Caravan Wellness

## 2.

### Client-Written Articles

The brand studio team will still work with articles and make any necessary edits to them prior to sending them over for internal approval.

**Examples:** BeMo Consulting, Protein Factory

## 3.

### Listicles

Listicles are co-produced by the ads and strategy department. They usually require less narrative writing.

If you have any listicle ideas feel free to pitch them to the strategy and ads managers!

**Examples:** Summer Housing Listicle, 10 Successful Essays

# What to consider when ideating an article

Four steps to writing an effective article



It is essential to know what audience you are writing for and who the ideal reader would be for the article.

## Considerations

- Who are our readers?
- Who does the client want to reach?
- What do our readers want to see?
- Who would be our ideal reader?

We also want to focus on giving our ideal reader a distinct message. They should have an opinion after reading it.

## Considerations

- What do readers currently think about this product?
- What are the client's goals?
- How can we position our information in their minds?
- What would the ideal reader do after reading the article?

We want to provide readers with truthful and relevant information that they will retain.

## Considerations

- What will resonate most with our readers?
- What does the client want to communicate?
- What about the client's product is engaging?
- What will our ideal reader remember after this article?

Articles should be written in a way that uphold the writing standards of The Crimson and engage readers.

## Considerations

- What do readers care about in their lives?
- How does the client address these issues?
- How can our content keep readers on the page?
- What will the ideal reader want to see next?

# How can we determine our sponcon angle based on our audience and purpose?

## Narrative

### What's Important to You?

**Name:** Claire Burgeson

**Expedition:** NOLS Baja

**Application and skills:** Self-reflection and decision-making

In her first semester as a college sophomore, Claire Burgeson, felt burnt out and tired of her day to day life. She had good grades and was what you would consider "successful," but it was her lack of interest in her classes coupled with her shoulder injury that left her uninspired and demoralized. She needed something new and exciting. There, during the holiday break, she made a big decision. She decided to leave school for a semester.

After countless hours of research and talking to school officials and her parents, she was off to kayak the Sea of Cortez and immerse herself in Baja's cultural and outdoor opportunities. However, her decision was not easy. She was met with resistance from friends who could not understand why she would want to leave them behind to be in the wilderness with strangers. School administrators were confused as to why she wanted skills-practicum credit as a journalism major. But she didn't let this stop her. She knew what she wanted and she made it happen.

The very decision to trek through the wilderness on a NOLS course was a big one. A course required dedication and commitment. Claire made her life-changing decision by reflecting on her life and deciding what was best for her, despite what others believed.

It is this sense of self-reflection that you choose your life path—you choose your concentration, your extracurriculars, your job. NOLS allows you the perfect opportunity to explore what truly matters to you, and this translates to every aspect of your life as you journey through college, making choices that will define such an important four years, and even the rest of your life.

## DEION

"Hold steady..." "click"

Look, it is inevitable to get senioritis, but this year it feels so much worse for Deion given that Covid-19 ate away at his junior year and his invaluable college experiences.

Deion and his friends are determined to squeeze every memory out of their last year of college, trying to make the most of their abbreviated time. For Deion, this means that he has more material for his new quarantine hobby: scrapbooking. Through taking photos with his handy cameras and his friend's polaroid, Deion has been able to print these out as a way to document their times together.

Just last weekend, Deion and his Friends ventured out of the Harvard Bubble, taking the T down to Boston Harbor. Deion took a ton of great photos of the whole group with their feet dangling off the pier and the sun majestically setting over the water. He can't wait to get them printed as soon as possible!

## Informative

### EAT HEALTHY

Looking to transform your diet this quarantine? A balanced diet **heightens energy** and **improves brain clarity**.

Let **Caravan Wellness** guide you to a life of mindful and clean eating.

- 1** Begin Practicing Mindful Eating
- 2** Simple Steps to Clean Eating
- 3** Get Active to Help Digestion

START EATING HEALTHY

Time differences have taken coordination difficulties to the next level. Luckily, if you are on or off campus, you can still communicate effectively in real time with a group of friends to edit and collaborate on your map. Brainstorm together and provide input by modifying the content of the map. You can even embed your friends' maps inside your collaborative capabilities will ensure that you and your project partners stay on top of your project.

**Plan your team's projects**

Navigating the virtual landscape can be especially hard when working with a dispersed team. Whether you are forming a recommendation for a consulting case or planning your publication's monthly issue, task management is essential for turning ideas into actionable deliverables. Mind map your workflow in MindMeister, then start assigning tasks in MeisterTask. Meister's collaborative task management tool.

MeisterTask enables users to assign tasks to specific individuals and set due dates. With the click of a button, connect your account to MeisterTask and establish a seamless workflow by setting priorities, indicating task completion, and creating email reminders. After your project management map is complete, present it to your team with a dynamic slideshow, then start assigning tasks in MeisterTask. With Meister, you will never get behind on a project!

TRY OUT MEISTERTASK

# Notable Articles



**VIDEO CREATION**  
WITH PREMIERE PRO 9:00AM

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.

**VICTORIA**



**LIVE WELL WITH CARAVAN**  
Improve Your Routine During Quarantine

**DANI**  
THE IMPASSIONED FASHION DESIGNER

**Ps Ai Id**  
Photoshop Illustrator InDesign

crimsonXadobe

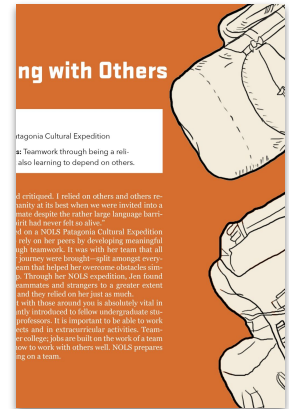


**Working with Others**

Patagonia Cultural Expedition

Teamwork through being a well-also learning to depend on others.

I realized I relied on others and others rely on me despite the rather large language barrier I had never let me slow down on a NOCS Patagonia Cultural Expedition trip on her years by developing meaningful high teamwork. It was with her team that all justice went through night through everything that helped her overcome obstacles simply through her NOCS expedition, job fulfillment, assignments and assignments to a greater extent and they relied on her just as much. It with these several years is absolutely vital in my introduced to follow undergraduate circumstances. It is important to be able to work with others and in extracurricular activities. Teamwork culture, plus we built on the work of a team to work with others well. NOCS prepares us on a team.



**TOP 10 SPRING BREAK TRAVEL DEALS WITH JETBLUE**



jetBlue



**HOME CHEF**

**Innovative Meals and Ease of Mind at Your Doorstep**



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*The University Daily since 1873*



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**Please fill out this survey as your  
attendance today!**



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# Workshop Logistics

We'll walk through an example, then present a case study for you to draw your own conclusions in.

# Goldman Sachs

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.

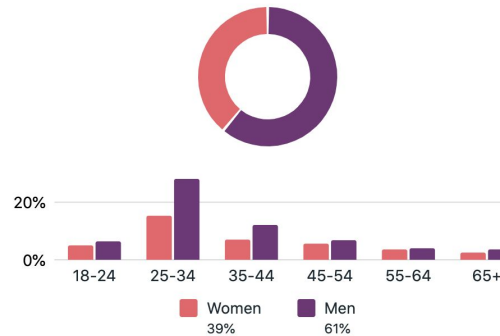
## INSIGHTS:

- 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

Facebook Page followers ⓘ

82,252

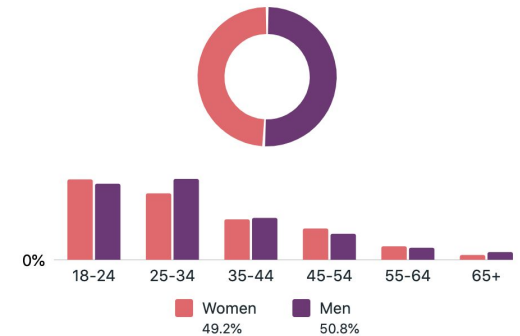
Age & gender ⓘ



Instagram followers ⓘ

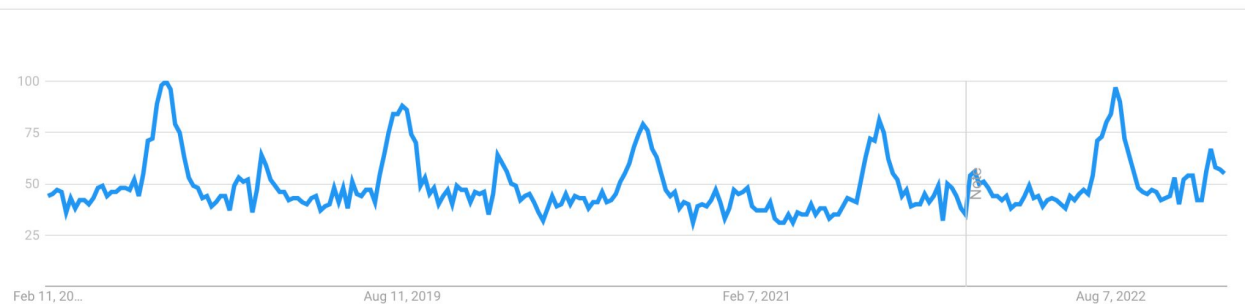
23,137

Age & gender ⓘ



## Google trends data for “notebooks”:

Interest over time ⓘ



## 2. Develop the idea

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

### VALUE PROP:

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



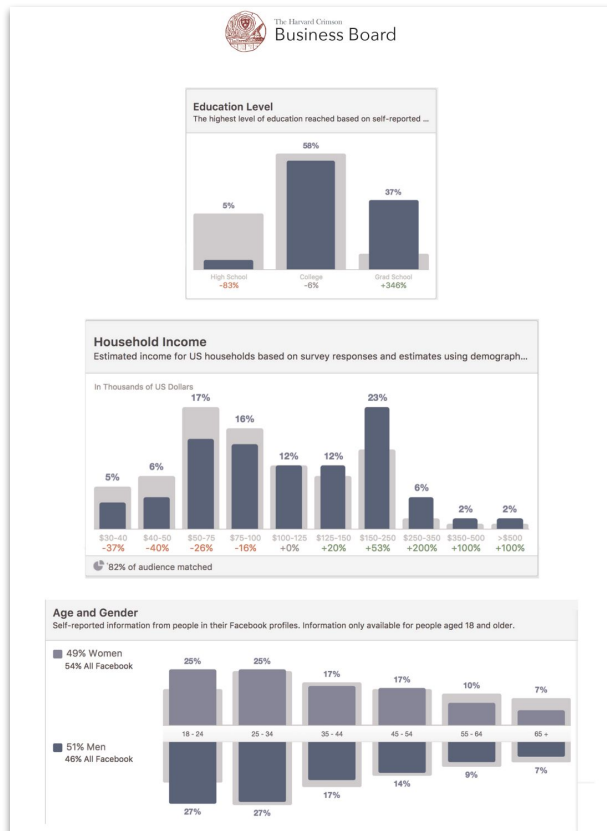
**DUNDER  
MIFFLIN, INC.**  
PAPER COMPANY

Value to students:

- 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.



## Your Turn:

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



### **Discover trends and identify a target client (5 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?



### **Craft the narrative (~20 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 to maximize client ROI?
- Does our narrative follow our sponcon guidelines?
  - ✓ No interviews or profiling Harvard affiliates
  - ✓ Must be client/product-focused



**The Harvard Crimson**  
*The University Daily since 1873*

# Presentations

# Thank you!

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

**Follow us on IG:  
@CrimsonBusiness**

**Coffee Chats**

*End Feb. 8th*

**Daymanning**

*Feb. 5 - Feb. 8, from 5pm-9pm*

**Applications Close**

*Feb 10th by 11:59pm*