MEET THE MARKETING TEAM

Ruby Pontbriand  
Marketing Manager  
MA

Holly Nguyen  
Content Marketing Specialist: Social/Email  
TX

Jay Allbritton  
Content Marketing Specialist: Web/Digital  
FL

Amy Magazzu  
Graphic Designer  
MA

The Marketing Team is here to serve our community with a diversity of ideas and perspectives, ranging across the US with the goal of engaging students in STEM through REC Foundation programs and initiatives.
Share your questions in the meeting chat - we will review them at the end of the presentation.
MARKETING GOALS

ENGAGE, EMPOWER, ENERGIZE

ENGAGE
Develop and share engaging content for our community.

EMPOWER
Provide resources, materials and content for the community to be ambassadors of the REC Foundation mission and vision.

ENERGIZE
Share the excitement and energy that robotics education and STEM provides to educators, students, and communities and the Globe.
Monthly email blasts and dedicated messages to keep the community in-the-know.

Email Communications
Create and share relevant and timely content for our robotics community to share with their networks.

Social Media
Secure media opportunities to share our mission and leverage thought leadership across our Foundation.

Analytics
Close attention to how our marketing efforts are performing, making sure we’re delivering the best possible content to you.

Printed/Digital Collateral
Provide collateral items for our community to share our programs, initiatives and raise awareness of engaging students in STEM

Web / Digital / Video
Develop accessible and simple ways for our community to access our content and information.

Media Opportunities
Secure media opportunities to share our mission and leverage thought leadership across our Foundation.

Printed/Digital Collateral
Provide collateral items for our community to share our programs, initiatives and raise awareness of engaging students in STEM

Web / Digital / Video
Develop accessible and simple ways for our community to access our content and information.
MARKETING MATERIALS

Brand Guidelines

Inspiring students, one robot at a time.

Brand guidelines
Logos
Digital Collateral
PR & Media Templates
COHESIVE CAMPAIGNS

- Website
- Email
- Social Media

Inspiring students, one robot at a time.

REGISTER FOR A SHOWCASE EVENT

Experience an end-of-season event to showcase your team's accomplishments with a Showcase Event!

Registration opens tomorrow, March 17, 2021 at 9 AM CT. Don't miss your opportunity to play in-person tournaments with multiple organizations.

- Only two teams per organization may register for each Showcase Event.
- Each individual team may select only one Showcase Event to attend.
- Excellence Award winners will qualify to VEX Worlds 2022!

To explore the Showcase Events in your area, login to RobotEvents.com and explore the links below.

- VEX IQ Challenge
- VEX Robotics Competition

Please Note: To return to the list of Showcase Events, simply type "showcase:" into the Event Name field to reveal the events available. Complete your registration as you normally would for any event.

If you have any questions, please contact your Regional Support Manager.

TEXT FROM IMAGE:

117 likes

recfounation Don't miss your opportunity to play in-person tournaments with multiple organizations at a Showcase Event! These end-of-season events are a perfect way to show off your team's accomplishments. Find events in your area at RobotEvents.com or click the link in our bio!

View all 2 comments
March 17
ABOUT OUR EMAIL COMMUNICATIONS

We send email blasts via MailChimp to our robotics community. Every month, we send Team Updates, Event Partner Updates, Partner Updates, and RAD Team Updates. We also send various email blasts on upcoming events, reminders, announcements, and more. Above are some examples that we’ve sent out.
EMAIL ANALYTICS

89 email blasts sent this year

33.83% average open rate
(21.33% industry average)

9.06% average click rate
(2.62% industry average)
ABOUT OUR SOCIAL MEDIA

You can find the REC Foundation on Twitter, Facebook, LinkedIn, Instagram, and YouTube. We rely on social media posts for quick reminders on upcoming events, shortened announcements to capture our audience’s attention and direct them to a news page to learn more, and to show the robotics community our appreciation through shoutouts, interactions, shares, and more!
SOCIAL MEDIA ANALYTICS

Facebook: 10,643 Followers
Instagram: 4,616 Followers
Twitter: 7,449 Followers
YouTube: 2,940 Followers
LinkedIn: 1,703 Followers
SOCIAL MEDIA ENGAGEMENT

- Facebook
- LinkedIn
- Twitter
- Instagram

Graph showing engagement levels by month:
- January: Facebook (1500), LinkedIn (500), Twitter (1000), Instagram (1200)
- February: Facebook (1000), LinkedIn (400), Twitter (800), Instagram (1100)
- March: Facebook (1800), LinkedIn (550), Twitter (1100), Instagram (1500)
- April: Facebook (1200), LinkedIn (450), Twitter (900), Instagram (1300)
- May: Facebook (5500), LinkedIn (1000), Twitter (2000), Instagram (4000)
- June: Facebook (1400), LinkedIn (600), Twitter (1000), Instagram (1400)
ABOUT OUR WEBSITE

RoboticsEducation.org provides information about the REC Foundation’s programs for the robotics community. The website is divided into the following sections:

- **About** – Learn about the REC Foundation and our sponsors and partners.
- **Teams** – Find everything necessary for teams to participate in our programs.
- **Event Partners** – Resources and directions for running REC Foundation events.
- **Volunteers** – Learn how to volunteer to help make these great programs possible.
- **Resources** – Additional tools and program information for the community.
WEBSITE ANALYTICS

Using Google Analytics, we track analytics to measure engagement from the community. Google Analytics allows us to see the number of people visiting our website, where they’re visiting from, what device they’re using, and more.
WEBSITE STATISTICS

112,164 website visitors

408,129 pageviews

Top 10 Pages

<table>
<thead>
<tr>
<th>Page</th>
<th>Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live Remote VEX Worlds</td>
<td>75,891</td>
</tr>
<tr>
<td>VEX Robotics Competition</td>
<td>17,125</td>
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<tr>
<td>Register for Live Remote VEX Worlds</td>
<td>16,221</td>
</tr>
<tr>
<td>VEX IQ Challenge</td>
<td>13,032</td>
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<tr>
<td>Scholarships</td>
<td>9,150</td>
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<tr>
<td>Grants</td>
<td>8,280</td>
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<tr>
<td>Important VEX Worlds Documents</td>
<td>7,389</td>
</tr>
<tr>
<td>New to Robotics</td>
<td>7,204</td>
</tr>
<tr>
<td>Competition History</td>
<td>7,040</td>
</tr>
<tr>
<td>VRC Change Up Game Manual</td>
<td>6,171</td>
</tr>
</tbody>
</table>

Visitors Finding Our Website

- 60% of visitors are female
- 35% of visitors are 18-24 years old
- 65% of visitors are using a desktop

Through Searches: 45%

Directly Typing URL or Clicking a Bookmark: 28%
YOUTUBE CHANNEL

Subscribe to our YouTube channel
youtube.com/recfoundation
We love hearing from you! Please contact us at marketing@roboticseducation.org with any questions, comments or feedback.

Share your team accomplishments or events with us on social media by tagging the @RECFoundation in your posts.
THANK YOU