Engaging Prospective Students Online and Understanding the Multi-Touch Journey

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50 years ago...
Everyone and everything is online...

18 Amazon toys ordered from mobile devices every second on cyber monday

149M Candy Crush active users daily

70M Instagram Photos uploaded daily

500M Twitter tweets per day
We are all consuming and creating...

Google
3.1 Billion searches every day

YouTube
300 Hours of video uploaded every minute

Source: Internet Live Stats, 3/15/15; YouTube Stats
Yet, most marketers are not keeping pace

**Digital**
- 48.3% of time
- 33.4% of spend

**Mobile**
- 24.4% of time
- 16.4% of spend

**Print**
- 3.0% of time
- 17.8% of spend

Source: eMarketer, April 2015
where the search journey begins
be everywhere while prospective students research
Moments that Matter occur across different channels

Google
Start the conversation on display... then target their searches to close the funnel at the point of sale

Drive searches and be present for their purchase decisions

YouTube
Engage audiences on YouTube and increase brand value

Connect with relevant audience and create intent through targeted Display

SEARCH
READ REVIEWS
ASK YOUR NETWORK
WATCH VIDEOS
Prospective students begin with an open mind. 9 in 10 begin their research without knowing what institution they want to attend.
PPC Search Trends

+5%  +13%  +13%

General  Program  Degree
Query Growth by Program

- Healthcare: 14%
- Nursing: 7%
- Esthetician: 13%
- Business: 15%
- Technology & Engineering: 8%
- Liberal Arts & Others: 8%
- Art & Design: 12%
- Criminal Justice: 10%
- Education: 14%
- Culinary & Hospitality: 9%

YoY % growth
Be found connect with early-stage researchers through upper-funnel keywords
Queries shift towards brand as the journey progresses

- Branded
- Degree
- Program
- General
Branded Key Word Search

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Google Search  I'm Feeling Lucky
Pay Per Click Advertising

**Pros**
- Immediate results
- Promoting time sensitive events
- Maintain a budget
- Potentially high ROI
- Protect from SEO algorithm updates

**Cons**
- Costly if implemented poorly
- Results only last as long as the campaign
- Cost Per Click can be high
Developing a Paid Search Strategy

• Keyword Research
• Ad Text Copy Writing
• Landing Page Selection
• Account Structure
• Conversion Metrics and Tracking
• Bidding Strategy and Budgeting
• Optimizations and Testing
How does the “Paid Search Algorithm” Work?

Targeted Keywords Research + Perfect Ad Copy + Negative Keywords Management + Quality Landing Pages

High Quality Score

High CTR (Click Through Rate) — Low CPC (Cost Per Click)
Demographic Targeting

Modify keyword bids on geo, age & gender
Device Bid Adjustments

1. Untethers desktop and tablet bids
2. Allows advertisers to make mobile the focal point of campaigns
3. Set separate bid adjustments for mobile, desktop, and tablet
Paid Search Results

Expanded Text Ads

- Longer description line, up to 80 characters
- Site links allowing you to really promote key pages where you want to drive traffic
- More prominent headline now up to 30 characters and can be 2
Remarketing Lists for Search Ads (RLSA)

Audience list of your site visitors allow more intelligent bids and ad text to be shown to those audiences when they search on Google.
PPC

Terry College: What We are Doing & How it’s Working

Platforms: Google and Bing for all three MBA Programs

Tactics: Branded terms and non-branded search, RLSA

Keyword groups:
• Terry College Brand
• Rankings (Top/Best)
• Format (evening, weekend, full-time)
• Specialization (HR, Healthcare)
• Geography (MBA in Atlanta)
PPC

Terry College: What We are Doing & How it’s Working

- 68% increase in website traffic from PPC in Year One
- 129% increase in new users in Year One
- Highly engaged traffic – 2.8 pages per session
- Lowest bounce rate of any paid medium
- #1 search term is “UGA MBA”
Search is Core to the Journey

78% of converters on education websites are influenced by Search
But Search Isn’t Everything

80% of time online is spent outside search across websites, mobile, YouTube, and Gmail

20% of time online is spent searching
Internet users spend 95% of their time browsing & reading website content

Google’s display ad network (GDN) reaches 2 million+ websites, videos, and mobile apps around the world.
After seeing a display ad, prospects are more likely to...

- **49%**
  - More likely to visit an advertiser’s site

- **40%**
  - More likely to Search for a brand

**Create demand**

**Capture demand**
Display Ads Impact Search Behavior

Display advertising is an important strategy throughout the students’ journey.

**Beginning:** helps boost brand/program awareness
**Middle:** drive interest and inquiry.
**End:** “seal the deal” to drive to apply.
Every Time You See an Ad, There is a Reason

- Site placement
- Behavioral targeting
- Keyword targeting
- Retargeting
- IP targeting
- Rooftop targeting
- Social media
- Look-alike modeling
Display Ad Types

Text Display Ads

Univ. of Wisconsin-Eau Claire - Top 5 Midwestern College

Earn a Degree at a Top University. Enroll at U. Wisconsin-Eau Claire Today!

marketing.campaigns.uwec.edu

Bryant's Open House 10/15
Learn about our innovative programs & how you can achieve a lifetime of success.

admission.bryant.edu

There is No Place Like UA - Top Ranked Public University

Ad www.gobama.edu
The University of Alabama offers more than 80 majors across its 12 colleges.
Display

Terry College: What We are Doing & How it’s Working

**Tactics:** Display Outreach and Retargeting

**Approaches:**
- Keyword
- Behavioral
- Managed Placement
Results:

• Largest source of traffic to the website other than organic search
• 72% are new users to our site
• Managed placement allows us to appear on sites without the inflated cost of a direct buy
Retargeting

One visit is typically not enough

- **98%** Leave a website without completing a conversion
- **80%** Abandon a conversion without completion
- **49%** Typically visit a site 2-4 times before converting

Source: Google
Retargeting: Picks Up Where All Efforts Leave Off
Bucket & Segment Your Website Traffic

- General admission pages
- Specific program pages
- Open-house event registration
- Student search landing pages
- Apply page
- Financial aid page
- Accepted students
Have different Retargeting ads based on pages visited to be relevant and drive conversion
- Link offline and online
- Customize message based on list type/segment
- Time with your traditional mediums: DM, e-mail
- Connect across a household
- Create frequency of message
Search/Prospect Lists
Yield Lists
Alumni Lists

Give to Cedar Crest College.

30 40 50
dollars

April Challenge
your gift can be DOUBLED in the month of April

Make your gift today at www.cedarcrest.edu/give

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Confirm your enrollment today and get started by meeting your classmates on ZeeMee, completing your housing application and more!

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Like · Comment · Share
Lists

Terry College: What We are Doing & How it’s Working

Platforms: Facebook

Tactics:
FB List Match – Applications in Progress and purchased GMASS names

Results:
Low volume, high engagement
Helps us bring previous visitors back into contact with us
Stronger results for applications in progress than cold contacts
150
The number of times we check our phones in a day

177
Total minutes spent on our phones in a day
Nearly half (47%) of prospective students are using Smartphones to research where to get an education

1 in 4 would prefer to research on a mobile device over a PC

Today, mobile is intrinsic to EDU decisions
From Discover to Enrollment

Do a mobile search for “bachelor’s degree”

Watch your sample lecture video on YouTube on their PC

Click on your mobile search ad

Visit your mobile Facebook page

Do another mobile search and click-to-call your school

Apply on their PC

84%
Take further non-mobile action after researching on their smartphones.
Connecting the Dots

Conversion paths are more complex. Many prospects start their research on one device or browser but end up “converting” on another.

Complex student journey creates an attribution challenge
Your website is not fully mobile friendly? Think landing pages!
Geofencing & Mobile Location Targeting

• Capture mobile devices who enter specific locations
• Build audiences for future delivery
• Grow awareness to feeder locations
• Mobile delivery
• Message appears to this audience anywhere

Target:
High Schools | Businesses | Community & 2-Year Colleges | Hospitals & Medical Centers
Mobile Footprints

• Capture mobile devices who enter specific locations
• Build audience for future delivery
• grow awareness at top feeder locations
• Identify additional places where devices go
• IP Target into those homes once identified
Mobile & Location Targeting

Terry College: What We are Doing & How it’s Working

**Tactics**: Mobile Location Targeting and IP Rooftop Targeting

**Approaches**:
- MLT of 3 areas in the Atlanta market where feeder employers were located, including the immediate area around the Terry Executive Education Center in Buckhead
- IP Targeting of 9 specific feeder employer building not located near other desirable targets

**Results**:
- MLT: 100% new users to the site. Low time on site and high bounce, but we’ve got them for retargeting anywhere they go. Jury is still out!
- IP Rooftop: Very low volume, but very low cost. MLT will be the preferred tactic. People aren’t ready to browse while at work.
Get Social
Why Social Media

- Build brand equity
- Generate leads
- Promote events/programs/courses
- Connect and engage with prospective students in a different way
- Stay in front of them throughout decision process
Connect with Prospective Students on Facebook
Engage Prospective Students on Social Media

Top Audiences
- Undergraduate & Parents
- Transfer
- Graduate & Professional
- Continuing Education

Campaign Goals
- Branding & Awareness
- Inquiries
- Event Registration
- Applications
Targeting

Location

Demographics

Interests & Behavior

Connections

List Match
News Feed and Right Column Ads

UGA MBA Programs, Terry College of Business

Gain a school-work-life balance with UGA’s top ranked PMBA program. Learn more today!

UGA MBA
Transform your career with a Part-Time MBA

UGA Professional MBA
Flexible, part-time evening & online courses allow you to earn your MBA without putting your career on hold. Invest in your future, earn your PMBA degree in just 23 months at UGA. Learn more today!

Top Ranked FT MBA Degree
terry.uga.edu
Claim your future. Craft your career. Invest in a program that commits to your success.
Facebook Lead Generation

Make conversions easy for your audience
Facebook Lead Generation

Your Database

jane.smith@email.com
chris.anderson@email.com
stephanie.miller@email.com
eric.johnson@email.com
rick.berke@email.com

facebook

MATCH

Look alike Audience
Create a Brand Campaign on Instagram
Engage Prospective Students on Social Media

Top Audiences
- Undergraduate
- Transfer

Campaign Goals
- Branding & Awareness
- Event Registration
Ad Formats in Instagram

- Instagram ads integrated within Facebook
- Targeting options same as Facebook
- Mobile ad formats include:
  - Photo
  - Carousel
  - 30- and 60-second videos
Reach Your Target Graduate & Professional Audience on Linkedin
Engage Prospective Students on Social Media

Top Audiences
- Graduate
- Professional

Campaign Goals
- Branding & Awareness
- Content Promotion
- InMail: Inquiries, Events
Create Your Target Audience

Company, Company Size, Industry, Function, Title, Seniority, Location

School

Group Affiliations

Skills

Jeff Weiner's Skills & Expertise

Product Development Corporate Development Product Marketing
Business Strategy Non-profits LinkedIn Product Management Leadership
Strategic Planning Social Media Executive Management User Experience

Groups and Associations:

- Bain Capital Ventures Portfolio Group
- Connect: Professional Women’s Network
- DonorsChoose.org
- DonorsChoose.org Board of Directors & National Advisory Council
- Khan Academy Group
- Life for Education (LIFE)
- LinkedIn
- LinkedIn Company Group
- Malaria No More
- No Labels USA
LinkedIn Ad Formats

Sponsored Content
- Raise brand awareness
- Info Session or Open House events
- Request more information
- Drive applications

Text Ads
- Drive leads
- Raise brand awareness
LinkedIn InMail

InMail

- Generate highly qualified leads
- Same targeting capabilities
- Segment audience
- 100% delivery
- Personalized messages sent once in 60 days
What’s New & Next on LinkedIn

- Lead Gen for Sponsored Content
- Retargeting
- Email list targeting
- And coming real soon: Lead Gen for InMail
Social Media

Terry College: What We are Doing & How it's Working

Platforms: LinkedIn and Facebook

Tactics and Results:
• Facebook Lead Gen – Best single performing effort for EMBA leads
• Facebook Carousel Ad – 85% new users
• LinkedIn Sponsored Content - 3rd in terms of website traffic after Display and PPC and all leads meet our target criteria
• LinkedIn InMail – Low volume, but a 0% bounce rate. Highly engaged 10.53 pages per visit, and the longest time on our site of all paid advertising tactics
The Overall Results

• 67% increase in Professional MBA enrollment that has held for 2 consecutive years

• Full-Time MBA and Executive MBA enrollment maintained in a challenging market. Interest and website traffic is high. Only the Terry home page gets more visitors than the Full-Time MBA page

• Marketing funds are spent on a larger variety of efforts with measurable results instead of fewer direct buys with questionable returns
The Student Journey

CONTENT (PAID & ORGANIC)

- Display
- Geofencing
- IP Targeting
- PPC
- Retargeting
- Social Media Ads
- Video/YouTube
- IP Targeting

AWARENESS

INTEREST

CONSIDERATION

INTENT

DECISION

MICROCONVERSIONS

Watch video, like on FB, banner ad click, website CTAs

MACROCONVERSIONS

RFI Form submit, Visit/Event Registration, Applying, Enrolling

Optimize for cross-device usage

And measure, measure, measure!