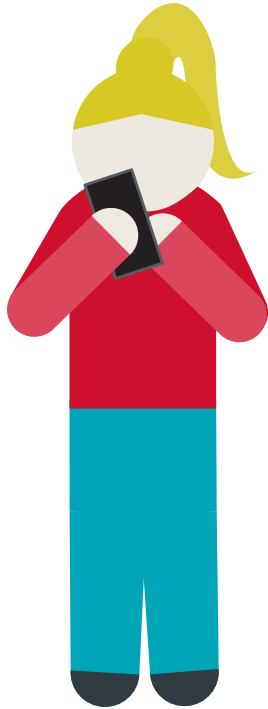# Reaching An ROI Of 19,000% - Impossible?

Not If You Are Using Mobile Phone Advertising To Increase Enrollments

Subtitle: "Creepy But Cool"

TACCM
June 2016

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Meet The Presenter

- **Kathi Swanson, President**
  - **CLARUS Corporation**
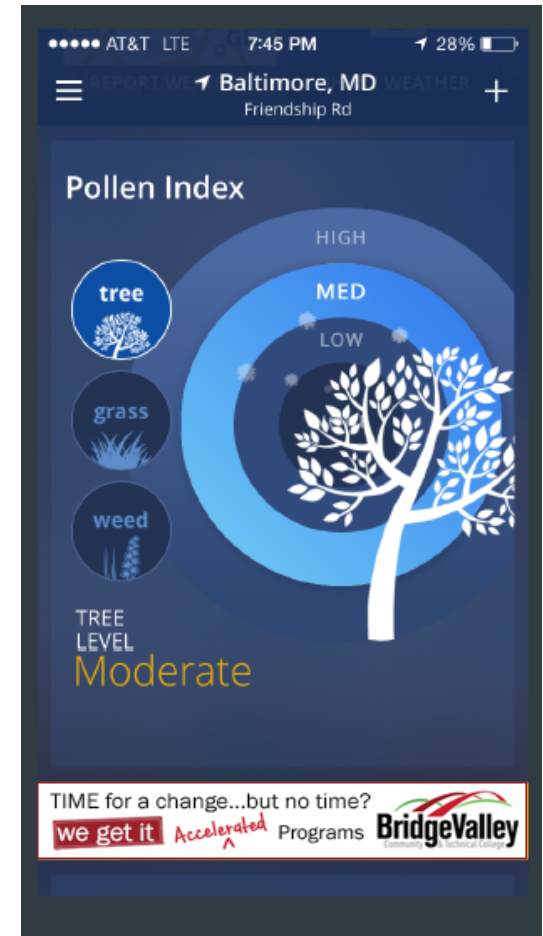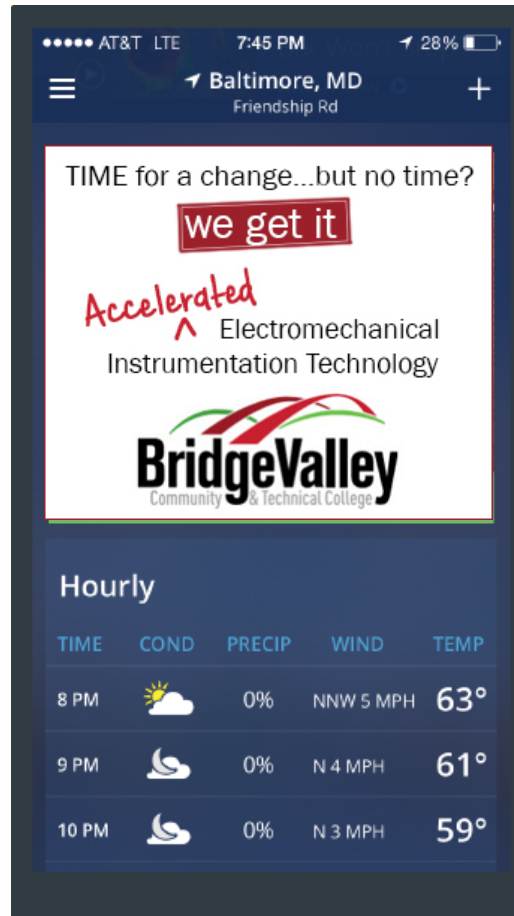
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Driving Enrollment

Today's Discussion

- **Tactics Used In Mobile Campaigns**
- **Defining Your College's Target Audiences**
- **Understanding ROI For Mobile**
- **Using Mobile In Your Marketing Mix**

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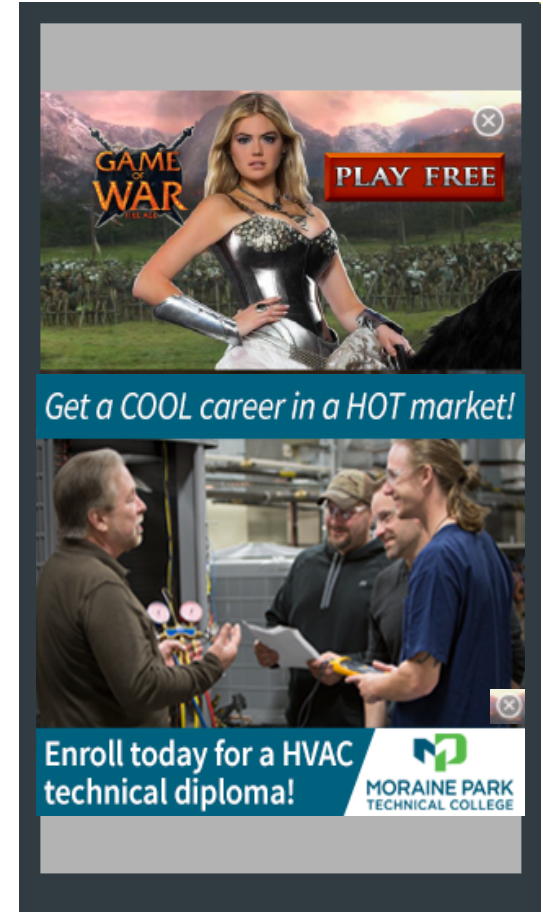
Ad Placement In Apps
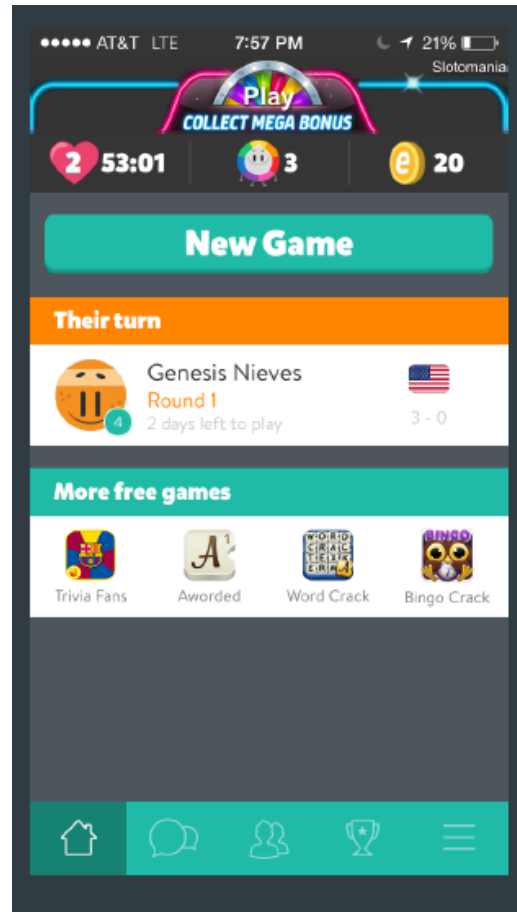
Weather

Ad In Screen And Banner Ad

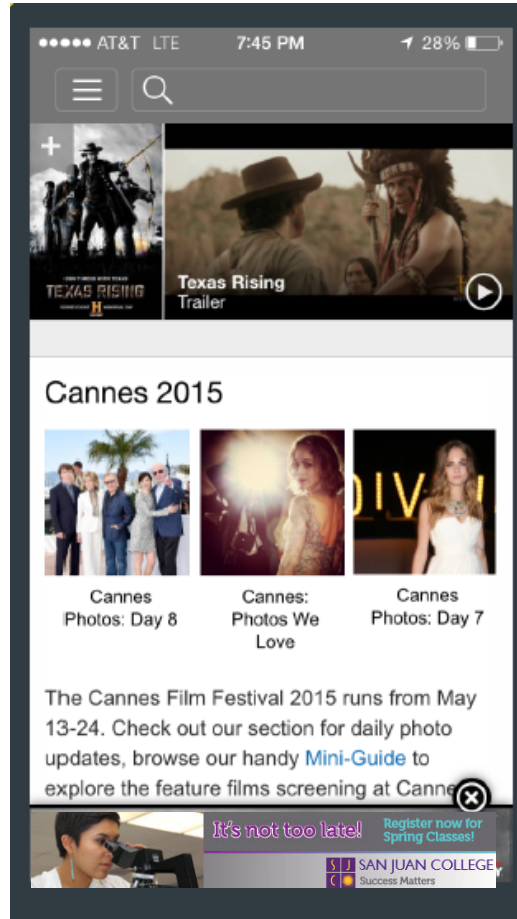# Ad Placement In Apps

Trivia Crack

New Screen Appears And Ad And Video Can Appear – Have to Close Out Ad

Ad Placement In Apps

IMDB

Banner Ad At Bottom

Ad Placement In Apps
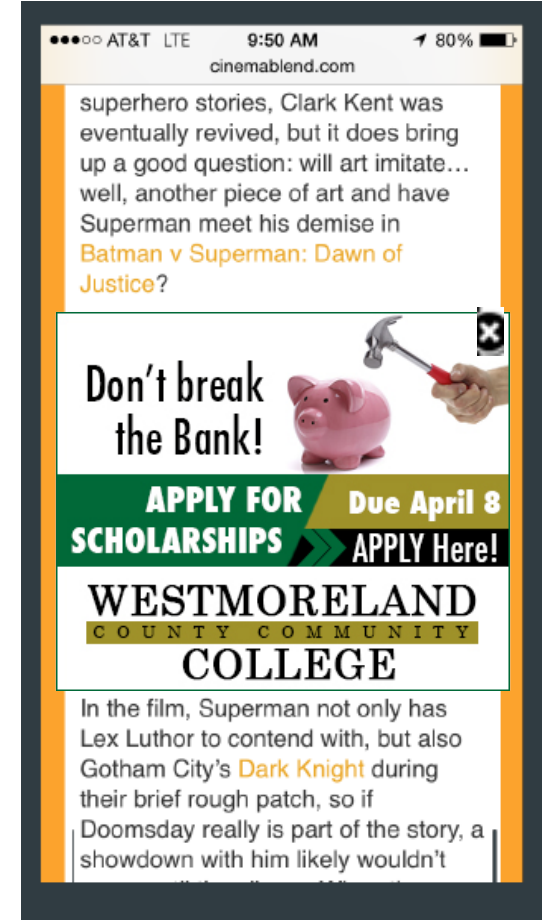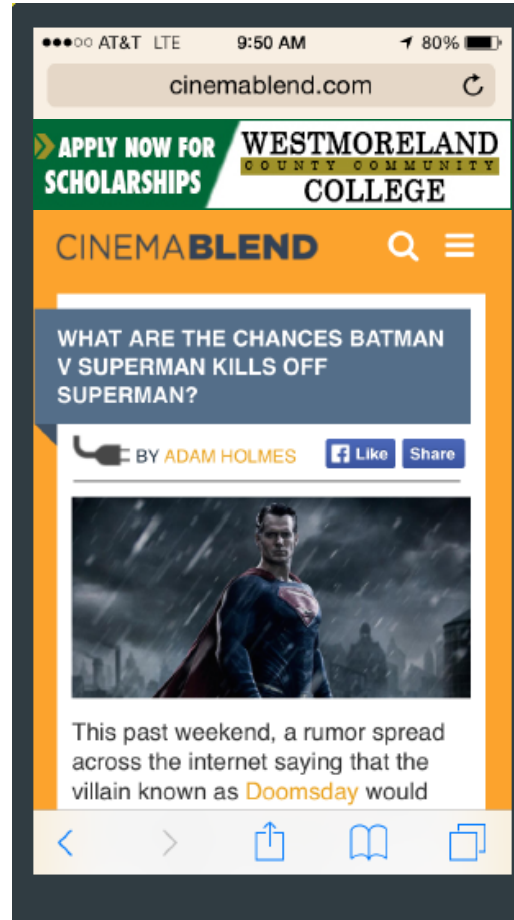
Words With Friends

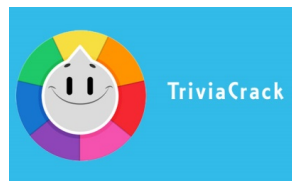**New Screen Appears With Ad**

Ad Placement In Apps

Browser

Banner Ad And Large Ad In Content

Popular Apps
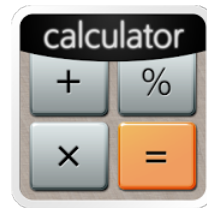
Tactics Used In Mobile Campaigns

Higher Education Digital Tactics

GEOTARGETING – Targeting Based On Locations Of Potential Students. Examples: Your College, Your Competitors' Locations, And Your Potential Students' Locations

GEOFENCING – Capturing Phone IDs Based On A Specific Location Delivering Ads Within 30 Days. Examples: Attendance At Events On Or Off Campus, High Schools, Etc.

CRM Targeting – Matching Email Addresses And/ Or Addresses And Specifically Targeting Phone IDs Based On These Targets. Provides The Full Circle For Tracking ROI

ZONE CONVERSION – Geofencing A Micro-Zone And Tracking Who From A Previous Geofence Enters

SITE RETARGETING – Targeting Specific Potential And Current Students Who Have Visited Your Website (Exclude Employees) Through Addition Of Pixels To Website And Landing Pages

Higher Education Digital Tactics

CROSS DEVICE RETARGETING – Targeting Potential Students As They Move Between Devices

BEHAVIORAL AND DEMOGRAPHIC PROFILE DEVELOPMENT – Profile Development Of Potential Community College Students In Market Area Based On Demographic Information And Behavioral Aspects Of Current Students. Allows For Finding Those Potential Students Based On Current Students' Behaviors

KEYWORD/ CATEGORY CONTEXTUAL TARGETING – Targeting Terms And Relevant Content. Examples: Higher Education, Career Change, Degrees

Geotargeting

- **Target Specific Areas Where Your Potential Students Are Known To Spend Their Time**

- **Show Them Ads Immediately Example: High School Senior Academic Competition At A Local Convention Center, High School Football Playoffs, Job Fairs, Etc.**

EXAMPLE:
You can start by targeting a specific location or area where you expect potential or current students to be and serve ads to phones in those locations. You can show them messages about your college that compel action – Enroll, Apply, Meet with Admissions, Information on Programs, Financial Aid, etc.

Your Campus Locations

Your Competitors' Locations

Major Events

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Campaign Results

- ## Creative

Campaign Results

- **Campaign Goal**
  - **Seeking Students To Enroll In CNA Program To Provide Employees For Local Hospital**
- **Time Frame: July 2015**
- **Cost: $1,200**
- **Tactics**
  - **Geotargeted 60-Mile Radius Around The Hospital And Two Local Job/ Workforce Centers Outside Of That Area; Targeted Ages 18 To 45; 8am To 10pm, Su To Sa**
- **Results**
  - **228,895 Impressions Delivered**
  - **0.73% CTR (National Average .10%)**
  - **31 Participants In Informational Class; 15 Took Class (Tuition Paid By Grant Or Hospital) And 14 Graduated; 6 Hired By Sioux County Health**
  - **Ran 2 Full CNA Classes**
  - **Revenue Generated By Classes: $8,925.00**
  - **ROI: 643.75%**

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Geotargeting Examples

Geotargeting Examples

Geofencing

- **Target Specific Areas Where Your Potential Students Are Known To Spend Their Time**

- **Show Them Ads Immediately And/ Or Up To 30 Days Later**

- **Example: High School - Initial FAFSA Reminder Sent To Capture ID's, Then Ads Sent Between 4pm And 10pm For A Month**

EXAMPLE:
You can start by geofencing your college. This will ensure that students who have visited your campus see your ads and are reminded to come back. You can also geofence competitors (Technical Colleges, Universities, etc.) and other places where your potential students may be (high schools, job training centers, unemployment offices, university recruiting fairs, malls, auditoriums, etc.). You can show them messages about your college that compel action – Enroll, Apply, Meet with Admissions, Information on Programs, Financial Aid, etc.

Your Campus Locations

Your Competitors' Locations

30

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Geofencing

- **Target Users Who Have Been At A School Or A List Of Higher Education Schools Or Job Training Centers Within The Last Month**

- **Example: Job Centers, Colleges, Arenas, Malls, Beaches, Highways, An Auditorium On Your Campus, Students' Homes, Transit Stops**
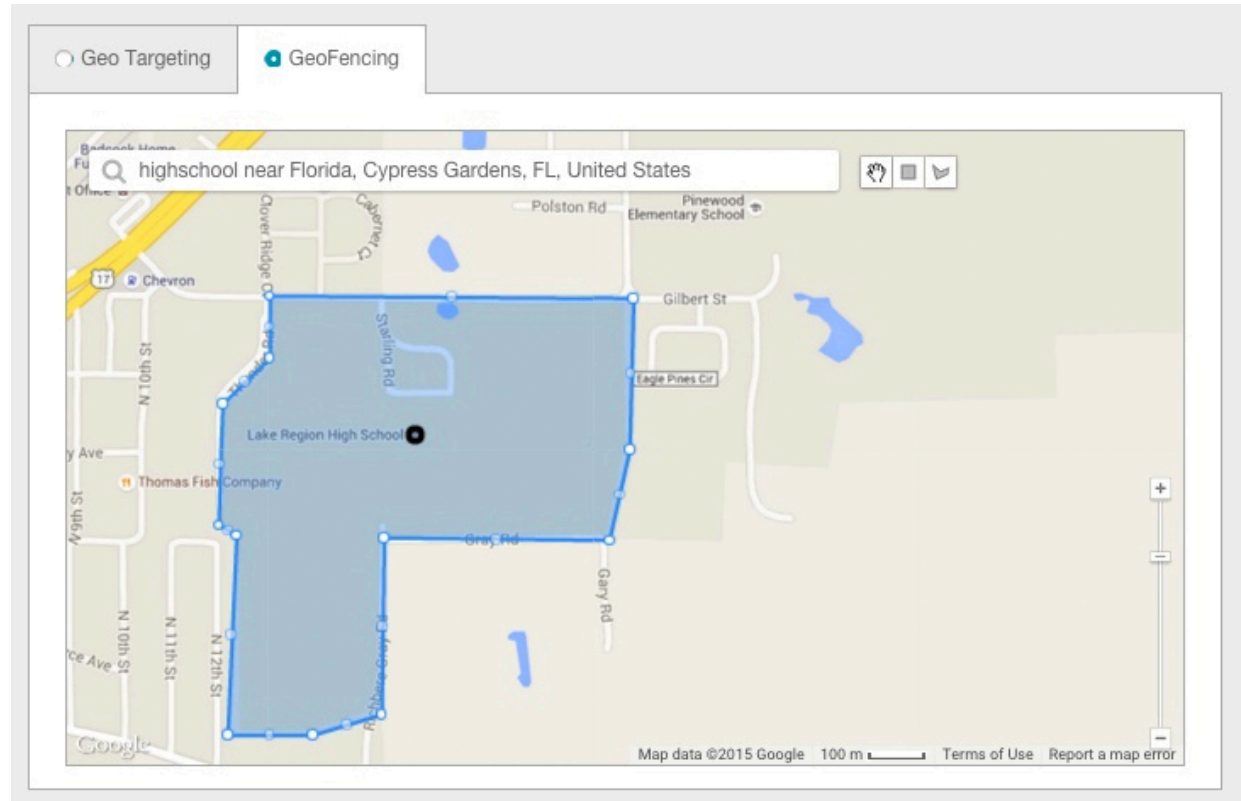
Campaign Results

- **Creative**
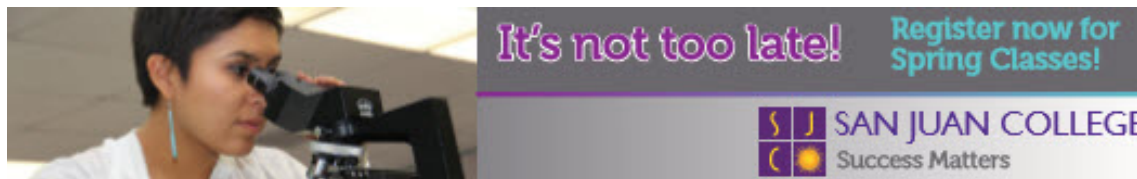
Campaign Results

- **Campaign Goal**
  - **Encourage Full-Time Degree Seeking Students To Enroll For Spring Semester**
- **Time Frame: December 26, 2015 To January 9, 2016**
- **Cost: $1,094**
- **Tactics**
  - **CRM Upload Of 2,561 Student Addresses And Emails (Used College Email Addresses) Into Proprietary Tool And Matched 14% For Targeting; Geofenced Students' Homes; Added Targeting Pixel To College's Landing Page And Retargeted Viewers; Added Conversion Pixel And Tracked Actions**
- **Results**
  - **0.2496% CTR (National Average .10%)**
  - **356 Clicks**
  - **42 Actions**
  - **285 Students Registered (11.1% Campaign Conversion; 10% National Average)**
  - **ROI = 19,438%**
    - **285 Students x $750 Tuition For 12 Hours = $213,750; ROI=[(Payback-Cost)/Cost]*100**

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Conversion Zones

- **Target Users Who Have Been Captured In A Geofence And Then Geofence A Smaller Area And Track To See If They Enter It**
- **Example: Geofence A Workforce Center And When Ads Are Served, The Student Services/ Admissions Department Is Geofenced And Can Track Individuals Who Enter The Zone That Ads Were Served To**

Geofence People Entering Workforce Center
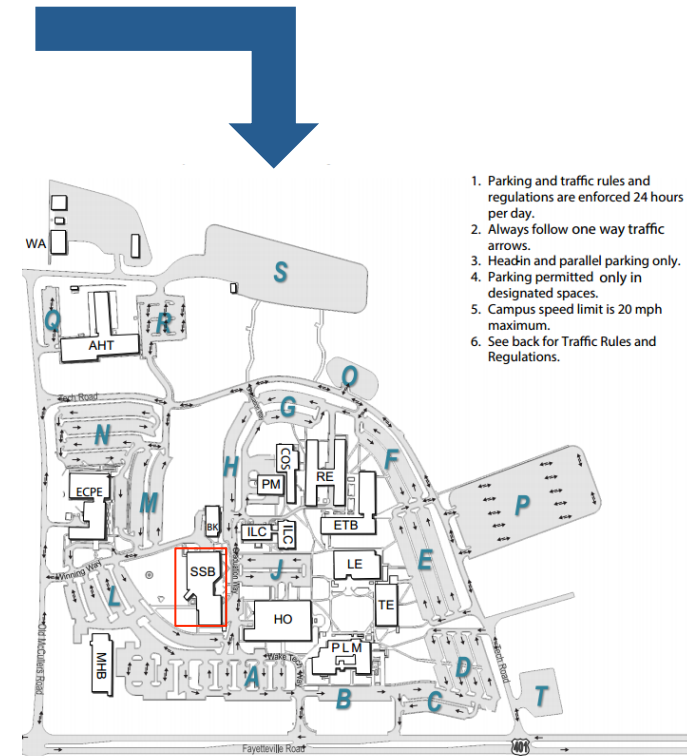
1. Parking and traffic rules and regulations are enforced 24 hours per day.
2. Always follow one way traffic arrows.
3. Headin and parallel parking only.
4. Parking permitted only in designated spaces.
5. Campus speed limit is 20 mph maximum.
6. See back for Traffic Rules and Regulations.

Campaign Results

- **Creative**
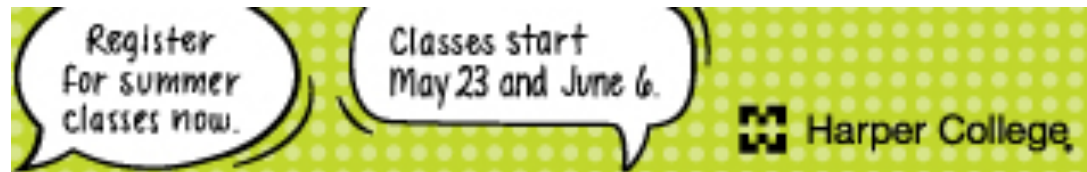
Campaign Results

- **Campaign Goal**
  - **Encourage High School Students Who Had Taken ACT To Register For Summer Classes**
- **Time Frame:** April 27, 2016 To June 6, 2016
- **Cost:** $1,764
- **Tactics**
  - **CRM Upload Of 3,194 Student Addresses And Emails (Used Personal Email Addresses) Into Proprietary Tool And Matched 97% For Targeting; Geofenced Students' Homes; Added Targeting Pixel To College's Landing Page And Retargeted Viewers; Added A Conversion Zone**
- **Results**
  - **Delivered 744,389 Impressions**
  - **1,274 Clicks**
  - **0.171% CTR (National Average .10%)**
  - **104 Entered Conversion Zone (102 Saw Ad, 2 Clicked On Ad)**
  - **ROI = 2,022% (20 x the money back)**
    - **104 Students x $360 Tuition For 3 Hours = $37,440; ROI=[(Payback-Cost)/Cost]*100**

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CRM

- **Targeting Students And Potential Students From An Existing Database**
- **One Of The Best Tools For Providing Outcome Data To Management; Allows A College To Calculate ROI**
- **Emails Can Be Matched And Ads Shown To The Individuals – College Or Personal Emails**
- **Addresses Can Be Matched And Ads Shown At Their Homes**
- **Current List Or Purchased Lists Can Be Used**

EXAMPLE:
If you have access to applicants and current and previous students' data (addresses and emails) or have purchased a list of addresses of high school students, veterans, etc., your CRM data can be loaded into the program and this group of people will be shown ads as they surf the web.

- This can include existing students you want to drive to re-enroll and new students you want to attract.
- For those without an email match and only an address, homes can be geofenced – reaching not only them but their family with your message.

CRM DATA

Why Community College?

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CRM

UPLOAD YOUR DATA

We upload your data securely through SFTP system

INPUT RECORD
Typically files contain email and/ or postal records tied to customer relationship data, purchase segments, and more.
MATCH NETWORK
Our match network sends over 2 billion requests a day to our servers. We use this traffic to accurately and anonymously tag online devices with data.
PII REMOVED
Our system strips personally identifying information and associates your data with an anonymous identifier.
Match rates vary; expect anywhere from 40-50% match

LOADED INTO DATABASE FOR SEARCH

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CRM

Students That Did Not Re-Enroll

- **Target Users Who Have Attended This Semester Or Last Year And Have Not Re-Enrolled**

- **Geofenced Their Homes**
  - **Reached Students**
  - **Their Parents**
  - **Their Friends**

Example Case

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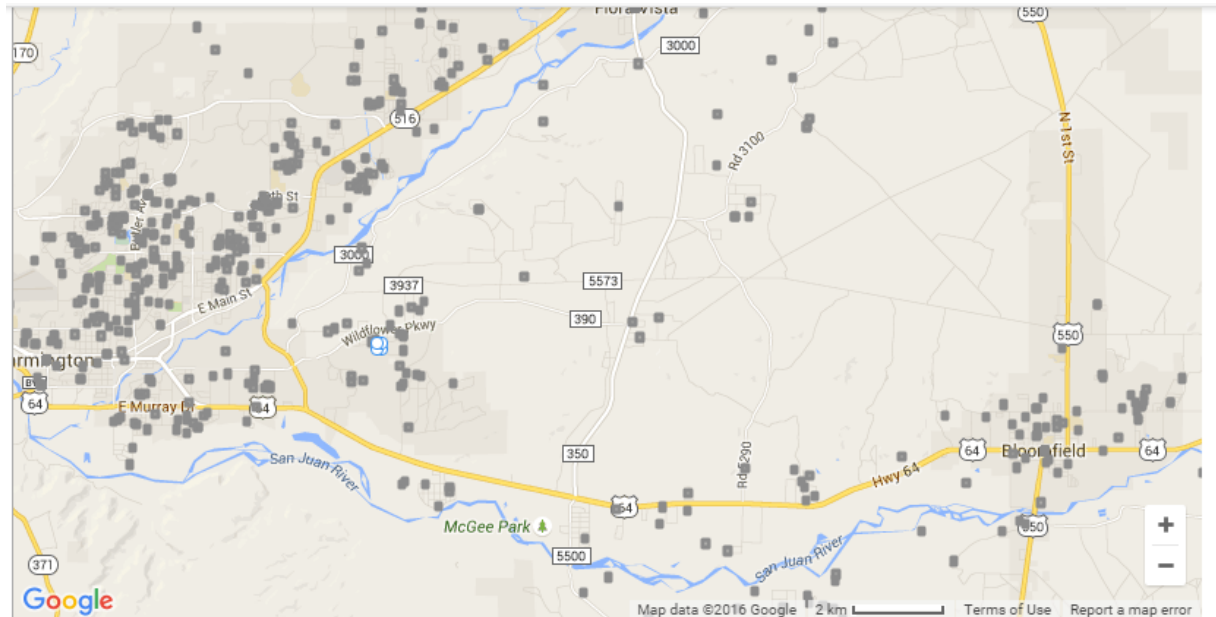
Geofencing Examples

Geofencing Examples

Site Retargeting

- **Target Potential Or Current Students Who Have Recently Visited Your Landing Page Or Website But Have Left And Gone To A New Site**

- **Exclude Employees By Retargeting Only Those Individuals You Desire**

EXAMPLE:
Potential students visit your website and look at your programs. Unfortunately, 97% of first time visitors don't take action. As they surf the web, they are served your ad a few days or even minutes later, reminding them of your program and college. Use special messaging to bring them back to your site or to schedule an appointment with admissions. With Frequency Caps and Cross Device Targeting, you can strategically get in front of them during key decision making time frames.

YourCommunityCollege.edu

Associate Degrees

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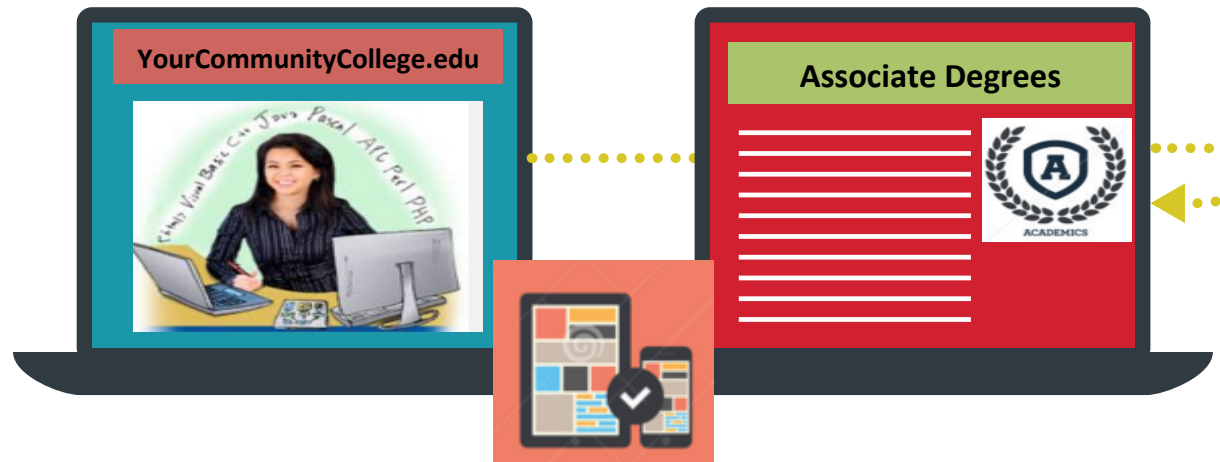
Cross Device Retargeting

- **Target Students As They Move Between Devices – From Phones To Laptops To Tablets To Desktops**

- **Ads May Change But Content Remains The Same**

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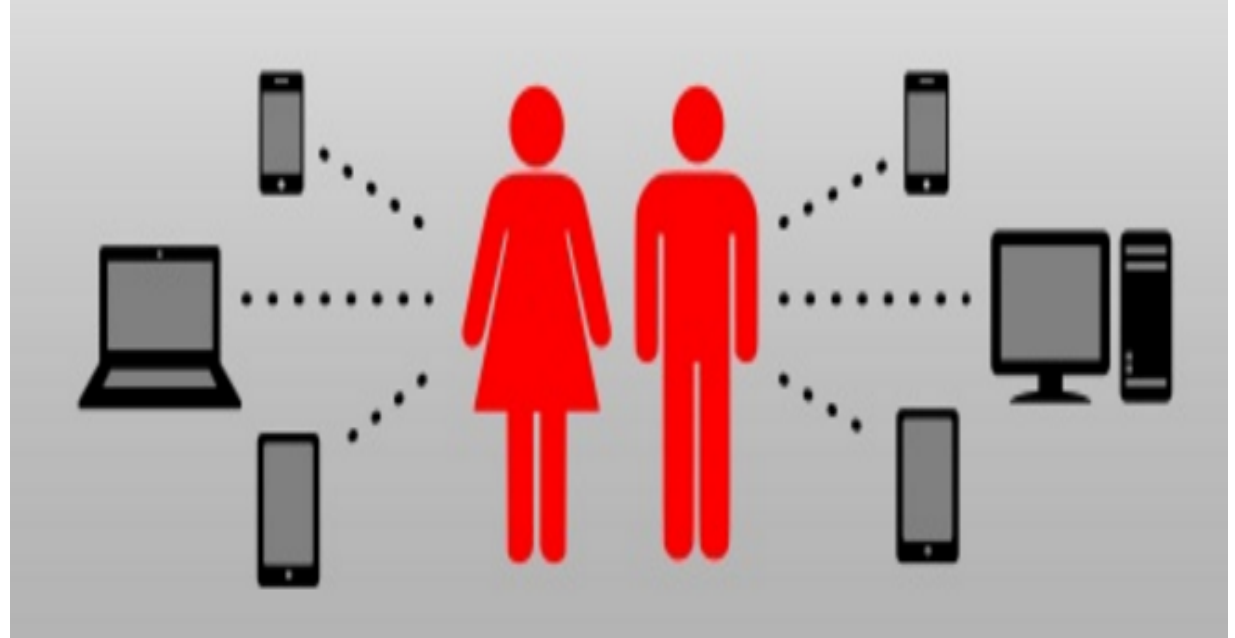
Mobile Profile Development

- **Develop A Specific Community College Profile For Your State Or Region Based On The Behavior Of Your Current Students**
- **Target Potential Students Who Demographically And Behaviorally Mirror Current Students**
- **For Example: If Current Students Are Listening To Pandora, Searching College Football Scores, Are Ages 18 To 35, Etc. A Specific Profile Can Be Built For College And Ads Delivered To The Profile**

EXAMPLE:
By examining the behaviors and demographics of current students for a community college, a mobile profile for potential students can be developed to mirror the current students. This allows the College to target impressions to those most likely to be interested in attending a community college with specific messaging.

Google

Financial Aid

How To Pay for College

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Mobile Profile Examples

Search/ Keyword/ Contextual Targeting

- **Target Students Who Have Recently Searched For Keywords And Phrases Relevant To Higher Education**
- **Target Students Viewing Content That You Define As Being Relevant To What You Offer And Actions You Need Taken**
- **Target Students Viewing Content That You Define As Being Relevant To What You Offer**

EXAMPLE:

Search Retargeting: Potential students are online and search for "transfer degree," "business certification," "online college courses," or even "affordable tuition options." We can show your ads to these students as they surf the web or to those who have searched for a competitor by keyword or for specific content. Example: your own college name, associate degrees, nursing, competitive schools, etc. and you can target websites like FAFSA

Keyword Targeting: Potential students are reading articles that include keywords such as "FAFSA," How To Pay For College," "Why Two-Year Colleges Make Sense," or "Skills Most In Demand In Today's Job Market."

Contextual: Your ads will appear on sites related to higher education, career training, and other sites that are specific to what will interest your students – relevant at the time they are researching solutions you offer!

Google

Financial Aid

Paying For College

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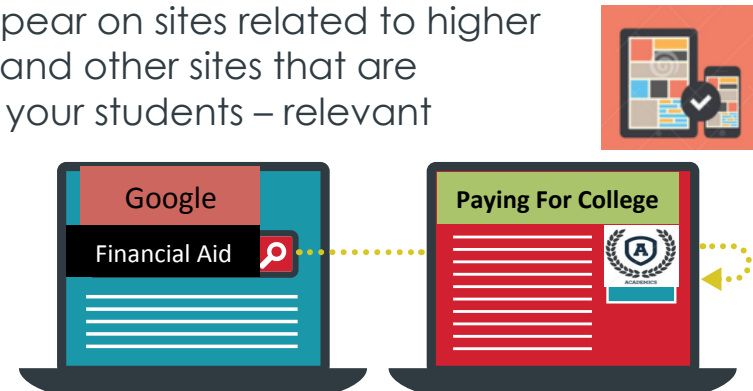
Combining Tactics

- **Creative**
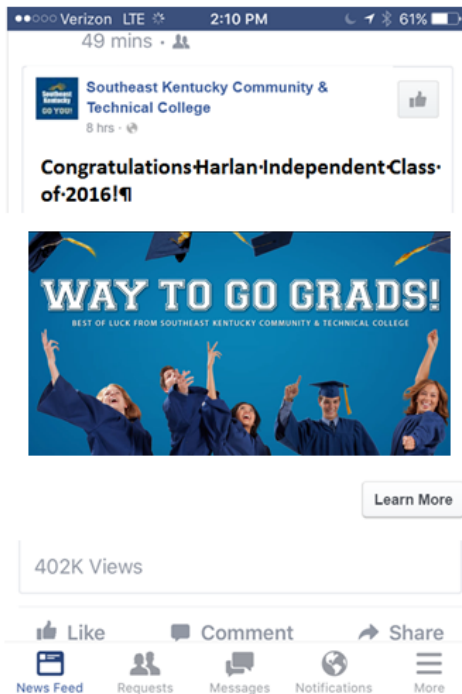
Combining Tactics

- **Campaign Goal**
  - **Encourage High School Seniors To Enroll For Fall Semester And Reach Parents**
- **Time Frame:** May 25, 2016 To July 15, 2016
- **Cost:** $3,377
- **Tactics**
  - **Geotargeted Graduation Ceremony Using Facebook Newsfeed Mobile For Ad Delivery During Graduation (Less Than 100 Seniors Per High School); Geofenced Graduation And Captured IDs And Delivered Ads After Graduation Day; Added Targeting Pixel To College's Landing Page And Retargeted Viewers; Added Conversion Pixel And Tracked Actions**
- **Results**
  - **Geofencing**
  - **14,222 Impressions To Date**
  - **22 Clicks**
  - **0.19% To 0.48% CTR Per High School CTR (National Average .10%)**

Combining Tactics

- **Results**
  - **Facebook News Feed (3 High School Graduations)**
  - **Impressions: 12,769**
  - **Clicks (All): 159**
  - **CTR (All): 1.245203**
  - **Page Likes: 3**
  - **Page Engagement: 144**
  - **Post Shares: 2**
  - **Post Engagement: 141**
  - **Post Likes: 41**

Defining Your College's Target Audiences

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Defining Target Audiences

Personas, Audience Targeting, And Cross Device Optimization

CLARUS works with you to develop SPECIFIC personas to match your target audience based on geography, demographic, behavioural and online characteristics, and keyword retargeting.

We are constantly optimizing your campaign's data to reflect who's responding to your ads and how to reach more of them, regardless of the site or device they are on.

Inquiries/ Applicants

Current Students

Stop-Outs

High School Students And Parents

Guest (Summer) Students

Adults

    Unemployed

    Retraining/ New Job/ Upgrading Skills

    Returning

Program Marketing

Workforce Development

    Employers

Continuing Education

    Parents For Kids College

    50+ For Senior Programming

Veterans

The Possibilities Are Endless!!!

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Campus Recruiting Calendar

Typical Spring/ Winter Recruitment

| September | October | November | December | January |

November
- Current Students
- Adult Students
- Returning Students

December
- Current Students
- Adult Students
- Returning Students

January
- Current Students
- Adult Students
- Returning Students

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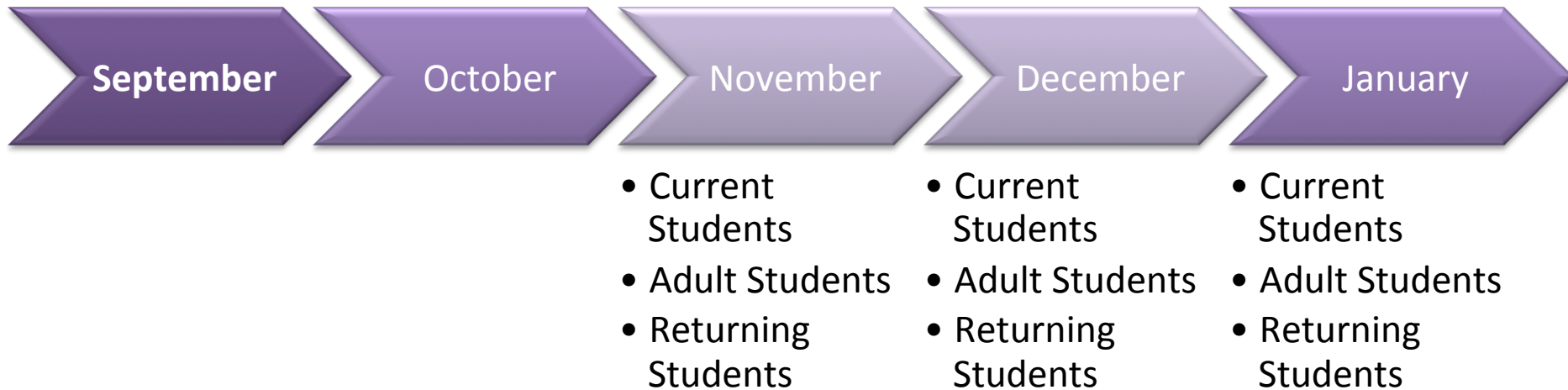
Campus Recruiting Calendar

Typical Summer Recruitment

February	March	April	May	June

March
- Guest Students
- Current Students
- Recent High School Graduates

April
- Guest Students
- Current Students
- Recent High School Graduates

May
- Guest Students
- Current Students
- Recent High School Graduates

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Campus Recruiting Calendar

Typical Fall Recruitment

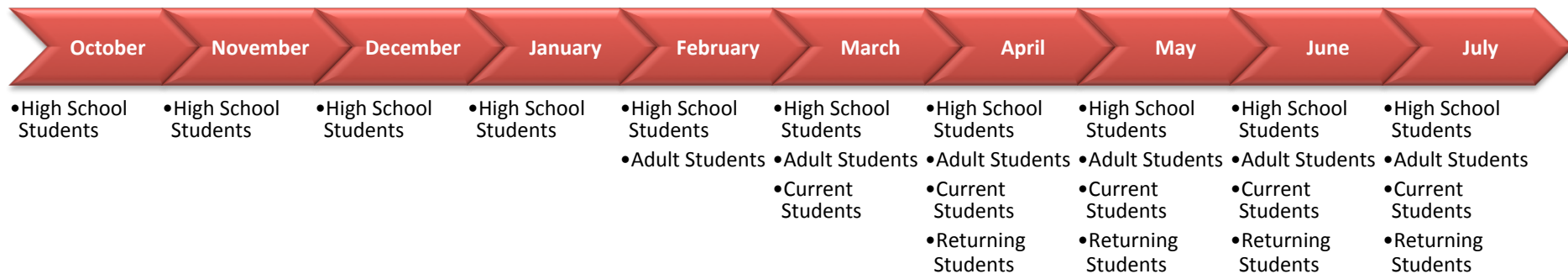| October	November	December	January	February	March	April	May	June	July
•High School Students	•High School Students	•High School Students	•High School Students	•High School Students •Adult Students	•High School Students •Adult Students •Current Students	•High School Students •Adult Students •Current Students •Returning Students	•High School Students •Adult Students •Current Students •Returning Students	•High School Students •Adult Students •Current Students •Returning Students	•High School Students •Adult Students •Current Students •Returning Students

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Campus Recruiting Calendar

Typical Enrollment Process

| Applicant | Placement Test | Financial Aid | Advising Appointment | Schedule Classes | Attend Orientation | Register For Classes | Pay For Classes |

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Contact Information

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