

# THE ABC'S OF DIGITAL MARKETING

Presentation to the TACCM Conference

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# PRESENTATION GOALS

- What is digital marketing?
- Why you should use it
- Case studies

# WHY YOU SHOULD USE DIGITAL MARKETING

- Enables you to target very specific audiences
- Cost-effective
- You can measure your return on investment (ROI)

# DIGITAL MARKETING TERMS DEFINED

- Adwords
- Display Advertising
- Digital Video Advertising (Pre-Roll)
- Mixpo Digital Advertising
- GeoFencing
- GeoTargeting
- CRM Targeting
- Site Retargeting
- Cross-Device Retargeting

# ADWORDS

Sponsored ads that are paid for on a per-click basis

Organic search results based on Google ranking algorithm

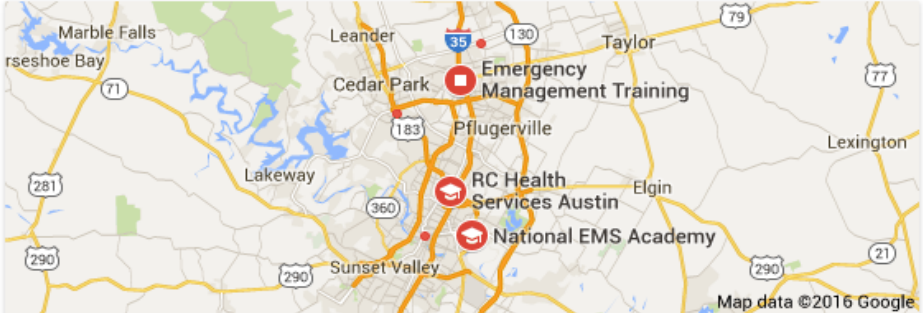
Google emt school austin tx

All News Maps Shopping Images More Search tools

About 36,900 results (0.63 seconds)

**EMT Basic Training Online - National Registry Approved**  
Ad [www.rhealthservices.com/](http://www.rhealthservices.com/)  
Become an EMT in 10-16 weeks!  
111 West Anderson Lane d217, Austin, TX

**EMT Basic-19 Day Courses - ncoae.org**  
Ad [www.ncoae.org/](http://www.ncoae.org/)  
Accelerated EMT Training. Your NREMT credentials in 3 weeks!  
Wilderness First Response - CPR/First Aid/BLS - Adult Outdoor Adventures



**RC Health Services Austin**  
3 reviews · School  
111 West Anderson Lane d217 · (281) 416-5939  
Closing soon: 5:00 PM  
Website Directions

**Emergency Management Training**  
No reviews · Adult Education School  
900 Round Rock Ave · (512) 255-3687  
Closing soon: 5:00 PM  
Website Directions

# DISPLAY ADVERTISING



# DIGITAL VIDEO ADVERTISING



Pre-roll user example:

<https://www.youtube.com/watch?v=Sg8DueDbI9w>

[https://www.youtube.com/watch?v=PA\\_An6LcVtC](https://www.youtube.com/watch?v=PA_An6LcVtC)

# MIXPO DIGITAL ADVERTISING

[DeVry](#)

[Home Depot Example](#)

[Visit Florida](#)

- ☐ Video
- ☐ In Banner Ads
- ☐ Interactive buttons and links
- ☐ Sliding pictures
- ☐ More eye catching

The screenshot displays the DeVry University website with several key features:

- Header:** Includes the "LOGO", navigation links for "Register | Sign in", and social media icons for YouTube, Facebook, and Twitter. A search bar is also present.
- Special Offer Banner:** A grey banner with the text "SPECIAL OFFER!" and "Act now and get a free gift just for signing up", accompanied by a "CLICK HERE" button.
- Top Trending Stories:** A section featuring a large video player showing a woman at a desk, with a "DeVry University" logo and the tagline "DIFFERENT. ON PURPOSE." above it.
- Ranking Banner:** A blue banner stating "Ranked among the BEST ONLINE BACHELOR'S DEGREE PROGRAMS" with a "FIXED TUITION PROMISE" seal and a "click to learn more" link.
- Navigation Buttons:** A row of blue buttons for "Admissions", "Academics", "Schedule a Tour", and "Financial Aid", followed by social media icons for Facebook, Twitter, and a location pin.
- Footer/Bottom Section:** Contains a "TeamUSA board for #100DaysOut" link, a date "Apr 27", and a DeVry University social media handle "@devryuniv". Below this are three blue buttons labeled "Non-Expanding", "Expanding", and "Rich Media Expanding".
- Right Sidebar:** Features a vertical list of categories: "EMPLOYERS", "RETIREMENT", "TRAVEL", and "ENTERTAINMENT", each with a corresponding image and a brief description.



# GEOFENCING

- Operates on GPS or network-based location identification
- Ads or notifications are served up to individuals who cross a defined virtual perimeter or “fence”
- Hyper-local marketing
- Can target Hispanic demographic by Spanish-language set cell phones



# EXAMPLES OF GEOFENCING

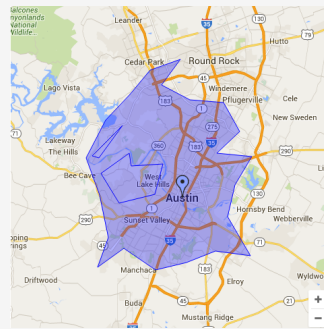
- Geofence your local high schools
- Geofence your campus to reach prospective students who are on campus for tours or current students who need to be reminded to re-enroll
- Or, geofence competing institutions with your ads!
- Geofence local sporting events (ex. high school football games)

# GEOTARGETING

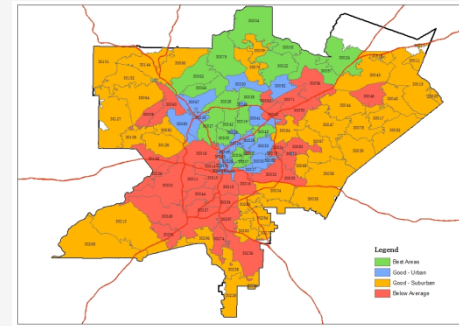
The ability Digital Marketing Strategies have to narrow down the Geographical area you need to get your message too.



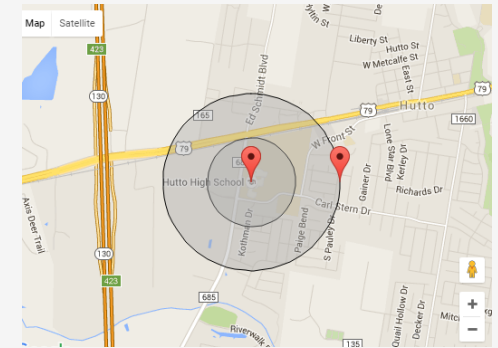
DMA



City



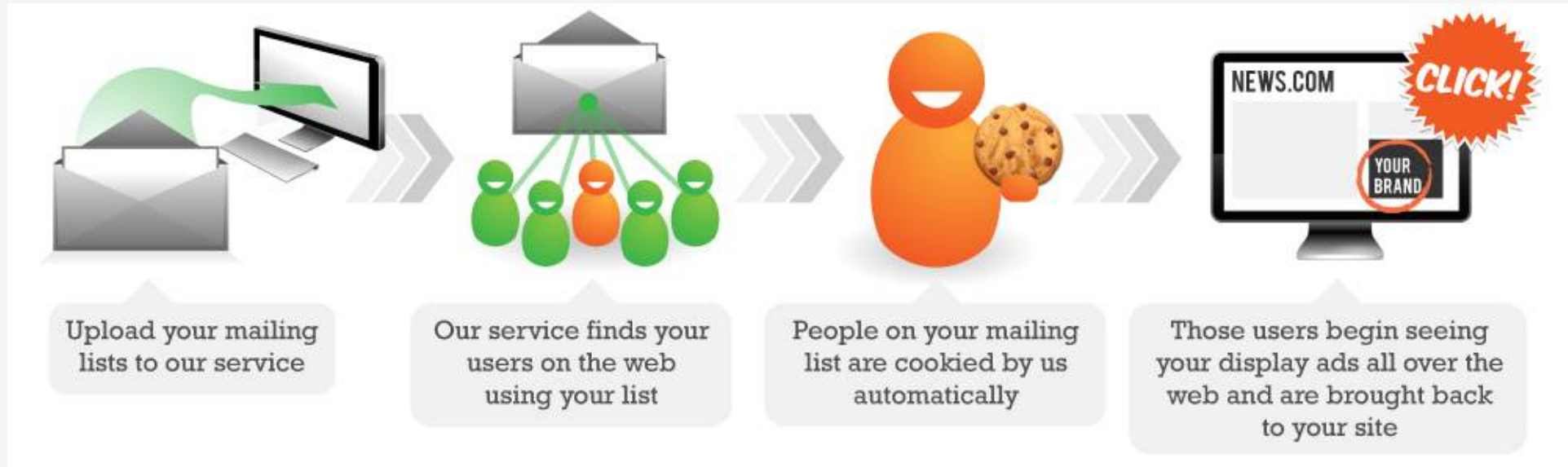
Zip Code



Radius Targeting  
1/4 mile & 1/2 mile



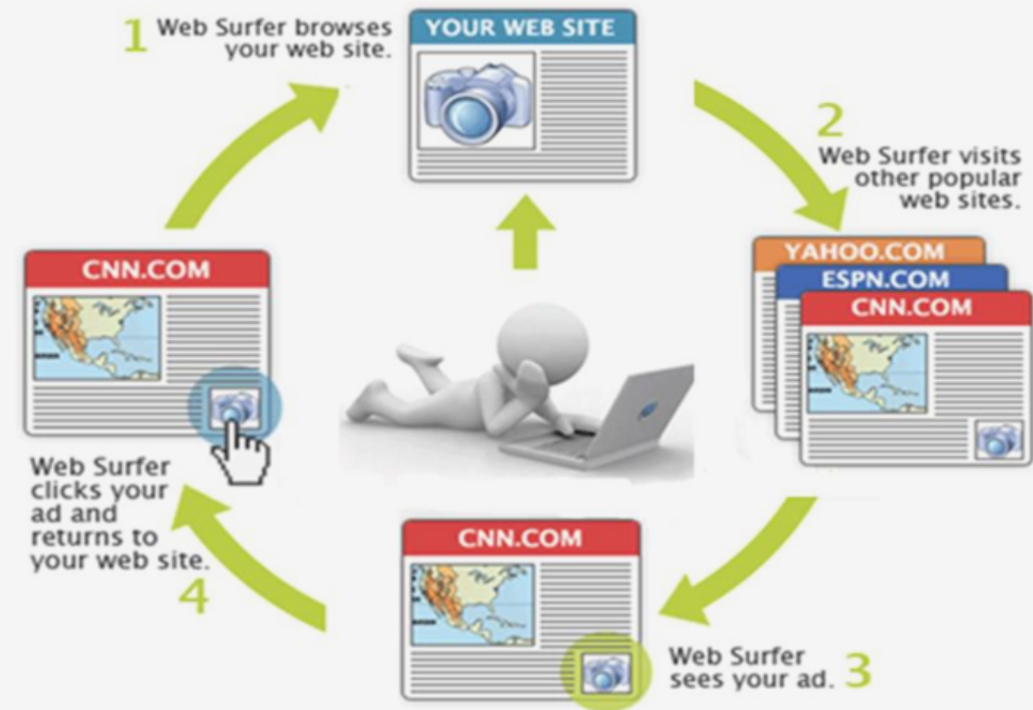
# CRM TARGETING



50% to 70% Match Rate due to Rolling and Shared IP Addresses.

# SITE RETARGETING

- ☐ Students are being bombarded with traditional media
- ☐ Remind them about your college on the screens they look at most.
- ☐ One penny per set of eyes
- ☐ Think about adding video to your Banner ads
- ☐ Use different ads for different pages on your site.
- ☐ Ability to appear on all devices



# CASE STUDY #1

- Temple College Division of Career and Technical Education
- Receives yearly Perkins funds for marketing
- \$14,000 from 2015-2016 allocated for digital marketing campaign
- Tactics selected: Geotargeting using AdWords and Display Advertising

# BUSINESS AND CAREER PROFESSIONS PROGRAMS

- Accounting
- Business Management
- Child Development
- Computer Aided Design – Civil Drafting
- Computer Aided Design – Surveying
- Computer Applications Technology
- Computer Repair Technician
- Computer Software Development
- Criminal Justice
- General Business
- Network Administration
- Teaching (Associate of Arts in Teaching degree)
- Web Technology

# HEALTH PROFESSIONS PROGRAMS

- Biotechnology
- Dental Hygiene
- Diagnostic Medical Sonography
- Nursing
- Emergency Medical Services
- Respiratory Care
- Surgical Technology



# CAMPAIGN GOALS

## Overall goals:

- Increase awareness of Career and Technical Education (CTE) programs at Temple College
- Increase enrollment in CTE programs by 1 percent

## Specific goals:

- Increase enrollment of MEN in Health Professions programs
- Increase enrollment in Health Professions programs with low enrollment-EMS, Respiratory Care and Biotechnology, including EMS programs offered in Williamson County (Hutto)

# CAMPAIGN SCHEDULE

## **February 2016**

- Targeted Display Ads - \$2,000

## **March 2016**

- Targeted Display Ads - \$1,000
- Adwords - \$2,000

## **April 2016**

- Targeted Display Ads - \$1,000
- Adwords - \$2,000

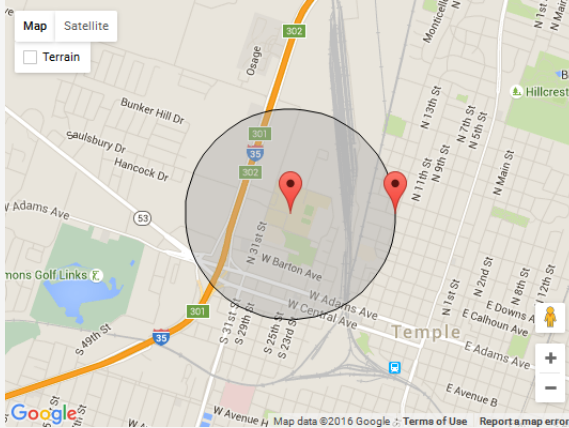
## **May 2016**

- Targeted Display Ads - \$1,000
- Adwords - \$2,000

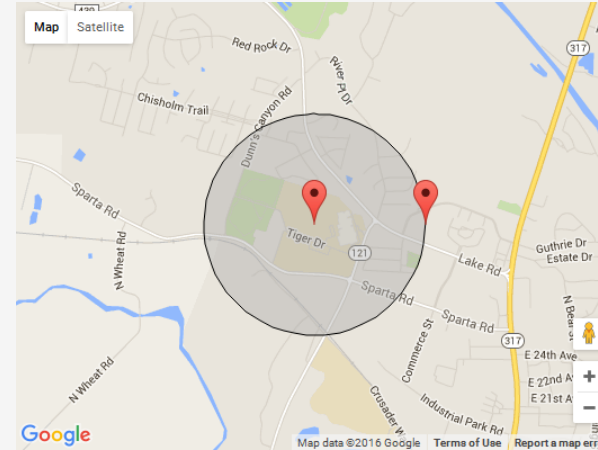
## **June 2016**

- Targeted Display Ads - \$1,000
- Adwords - \$2,000

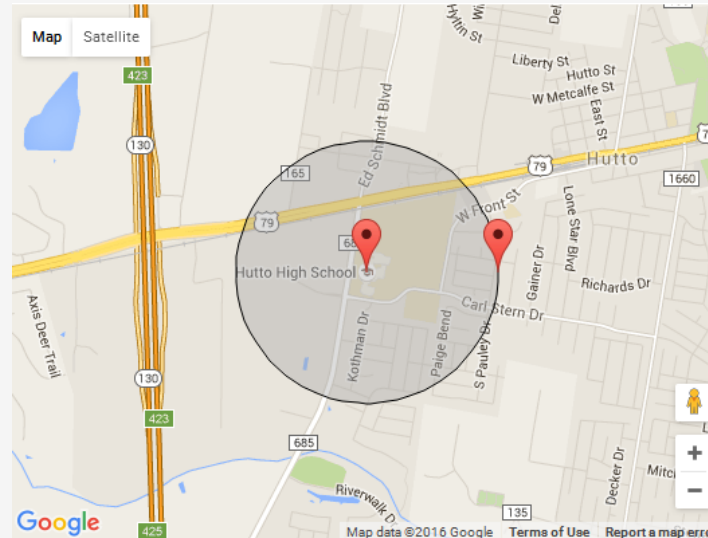
# MAPS OF TARGETED AREAS



1/2 Mile Radius around Temple High School

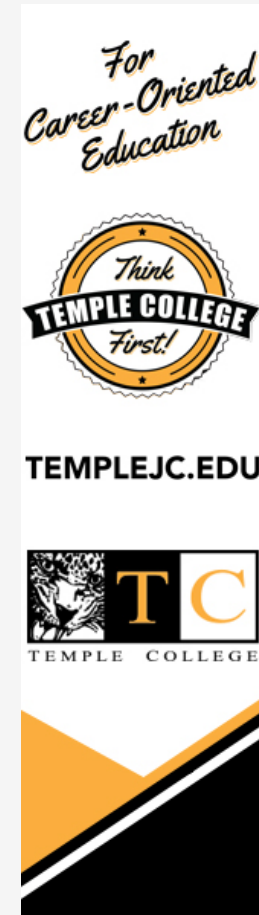


1/2 Mile Radius around Belton High School

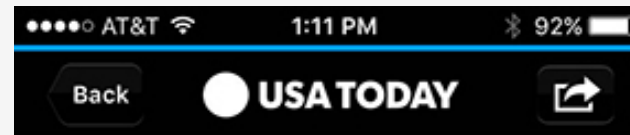


1/2 Mile Radius around Hutto High School

# DISPLAY ADS – GENERAL




# EXAMPLE OF HOW ADS APPEAR



and welfare policies.

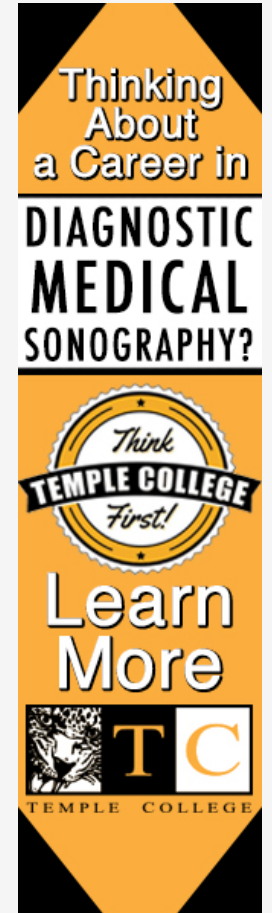


USA TODAY  
USA TODAY interview: London  
Mayor Boris Johnson

 Share



# DISPLAY ADS – PROGRAM-SPECIFIC



# ADWORDS

Text ads to reflect the keyword and thoughts of the student searching for a career.

## EMT School – Temple Texas

Complete all course requirements to take the National Registry EMT certification exam

[www.templejc.com](http://www.templejc.com)

### Track Conversions

Packet Download

Application button

Calls

Emails

Key word(s)	landing page
criminal justice	<a href="http://templejc.edu/academics/programs/criminal-justice/">http://templejc.edu/academics/programs/criminal-justice/</a>
EMT	<a href="http://templejc.edu/academics/programs/health-professions/emergency-management-services/">http://templejc.edu/academics/programs/health-professions/emergency-management-services/</a>
Paramedic	<a href="http://templejc.edu/academics/programs/health-professions/emergency-management-services/">http://templejc.edu/academics/programs/health-professions/emergency-management-services/</a>
Computer-Aided Design	<a href="http://templejc.edu/academics/programs/computer-aided-design/">http://templejc.edu/academics/programs/computer-aided-design/</a>
Sonography	<a href="http://templejc.edu/academics/programs/health-professions/diagnostic-medical-sonography/">http://templejc.edu/academics/programs/health-professions/diagnostic-medical-sonography/</a>
Respiratory Care	<a href="http://templejc.edu/academics/programs/health-professions/respiratory-care/">http://templejc.edu/academics/programs/health-professions/respiratory-care/</a>
Surgical Technology	<a href="http://templejc.edu/academics/programs/health-professions/surgical-technology/">http://templejc.edu/academics/programs/health-professions/surgical-technology/</a>
Accounting	<a href="http://templejc.edu/academics/programs/business/">http://templejc.edu/academics/programs/business/</a>
Network Administration	<a href="http://templejc.edu/academics/programs/computer-information-systems/">http://templejc.edu/academics/programs/computer-information-systems/</a>
Vocational Nurse	<a href="http://templejc.edu/academics/programs/health-professions/nursing/">http://templejc.edu/academics/programs/health-professions/nursing/</a>

# RESULTS

## ADWORDS

- 5 percent click-thru rate (1 percent is good). EMT and sonography generated the most clicks
- 130 clicks to website/25 conversion activities (ex. Clicking on “Enroll Now”)
- 6 phone calls

## DISPLAY ADS

.13 percent click rate (.06 is national average) 600 clicks through mid-May

[LINK TO DASHBOARD](#)



# CASE STUDY #2

## Goals:

- Encourage students enrolled in spring 2016 to re-enroll for summer and fall
- Encourage students from local high schools to enroll after graduation

## Tactic selected:

Geofencing

# **FIRST CAMPAIGN**

**Geofence Temple College Campus to reach current students**

**Timeline: April-May 2016**

**Cost: \$1,000**

# SAMPLE ADS USED

**SUMMER 2016**  
**REGISTRATION ENDS**  
**MAY 19**

**FIRST DAY OF CLASS**  
**MAY 31**

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6, 8 AND 11 WEEK CLASSES AVAILABLE

 **TEMPLE • HUTTO • TAYLOR**  
(254) 298-8282  
[www.Templejc.edu](http://www.Templejc.edu)

**FALL 2016 REGISTRATION**  
**BEGINS MAY 2**



**FALL 2016**  
**REGISTRATION BEGINS**

**MAY 2**

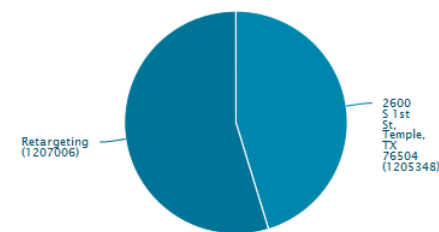
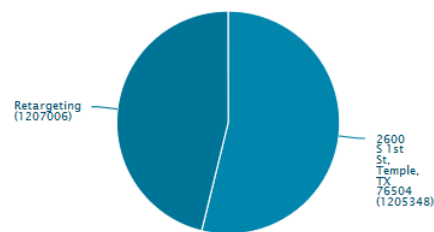
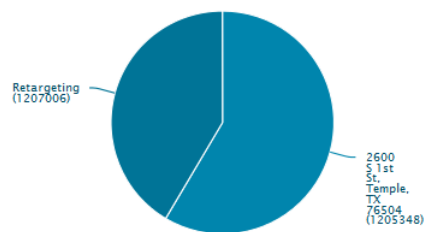
**REGISTRATION ENDS**  
**AUGUST 11**

**FIRST DAY OF CLASS**  
**AUGUST 22**

  
TEMPLE COLLEGE  
TEMPLE • HUTTO • TAYLOR

# RESULTS

- **39,000 impressions**
- **104 clicks**
- **.27 percent click-through rate**



Geo Location	Ad Impressions	Clicks	CTR
2600 S 1st St, Temple, TX 76504 (1205348)	22.540	56	0.25%
Retargeting (1207006)	15.980	48	0.3%

# SECOND CAMPAIGN

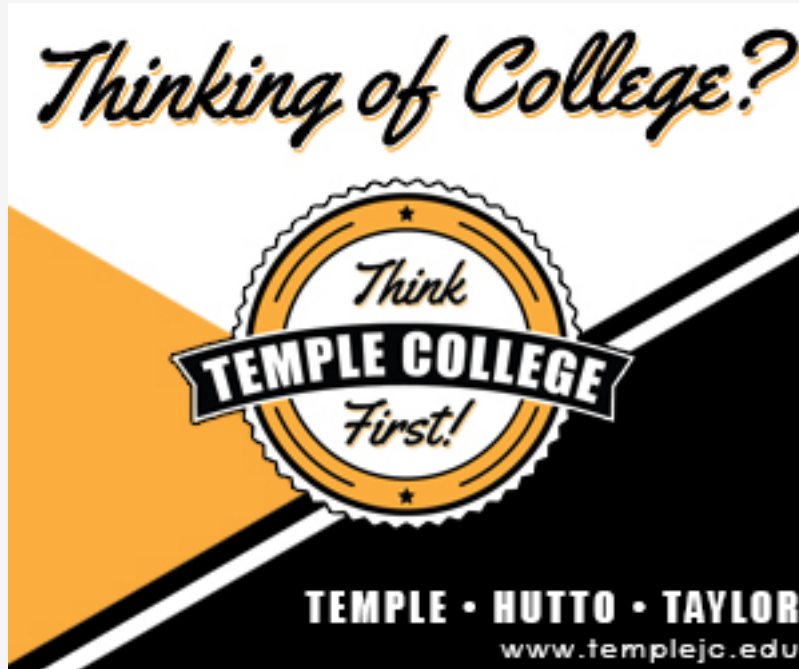
**Geofence three selected high schools**

**Timeline: April-June 2016**

**Cost: \$1,500**

**Bonus impressions enabled us to target additional high schools**

# SAMPLE ADS USED



# RESULTS

- Belton
  - 1,000 impressions/5 clicks (.46 percent)
- Temple
  - 16,000 impressions/30 clicks (.18 percent)
- Hutto
  - 3,500 impressions

# RESULTS – BONUS CAMPAIGN

Geo Location	Ad Impressions	Clicks	CTR
303 E. 12th St. Cameron, TX 76520 (1212663)	5.149	4	0.08%
205 N. Waco Road, Troy, TX 76579 (1212664)	828	1	0.12%
500 Childress Dr., Rockdale, TX 76567 (1212665)	4.249	3	0.07%
1 Eagle Drive, Rogers, TX 76569 (1212666)	6.352	6	0.09%
602 E. Main, Little River Academy, TX 76554 (1212667)	1.096	0	0.0%
100 Rose St. Holland, TX 76534 (1212668)	3.156	4	0.13%
1880 Williams Rd., Salado, TX 76571 (1212669)	427	0	0.0%
404 Robinson, Bartlett, TX 76511 (1212670)	1.750	4	0.23%
300 N. Colorado, TX 76530 (1212671)	1.577	2	0.13%
101 Gibson St., Thorndale, TX (1212672)	2.037	3	0.15%
201 S. Bounds St., Thrall, TX 76578 (1212673)	1.367	5	0.37%
355 FM 973, Taylor, TX 76574 (1212674)	1.497	4	0.27%





# QUESTIONS?

# THANK YOU!

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