

November 8, 2018

# **Career Education: Campaign Updates**

# WEBSITE UPDATES

- **New type treatment in the header and footer**
- **Community College references sitewide**
- **‘Did You Know’ and ‘Sample of Local Employers’ on each Sector Page\***
- **Student Videos and Summaries on each Sector Page\***
- **Replaced Chancellor Pins on Maps with Blue and Gold Pins**
- **College/Institution logos on College List Page**

*\*Spanish updates (requiring more time + translations) to be made in round 2*

# **:30 VIDEO AD CONCEPTS**

**Brand messaging to run on YouTube as pre-roll video, feature existing footage with a new voiceover to drive Awareness and website traffic.**

**1. More What?**

**2. Be What You See.**

# SEPTEMBER MEDIA UPDATE

**Paid SEM** (Search Engine Marketing)

**9/1 – 9/30** (+continuing through Year 2)

**Impressions:** 36494

**Clicks:** 911

**Landing Page Visits:** 912

*Digital Display, Billboards, Paid Social and Native began running again on 10/1 and will be included in the next report*



# ANALYTICS INTEGRATION

**Can we track leads generated by the CE campaign all the way to application at any of the regional colleges' websites?**

- Limitations due to CCCApply external firewall
- Users currently tracked from CareerEd.org to each college website
- To track which users eventually apply, set up an 'event' in Google Analytics for the Apply Now buttons on your website
  - This can track all users who Apply, and by reviewing the Referral information in GA you can see how many of those users came from the CareerEd.org site

# ANALYTICS INTEGRATION

**How can the colleges take advantage of leads generated by the regional campaign within your individual marketing/media plans?**

- For privacy reasons, we are not able to ‘hand off’ leads from our campaign tracking to an individual college for marketing purposes
- Instead, place retargeting pixels for any campaign you run (e.g. Facebook, Google Adwords, etc) on the main CE page(s) of your website
  - If you are running program-specific advertising or SEM, place pixels on appropriate detail pages as well

# PRIMARY OBSERVATIONS

Digital media received over 74 million impressions during the campaign, garnering a 0.43% click-through rate (CTR).

Enrollment creative drove a 3x CTR times higher than Brand creative, which reinforces the strategy of deploying messages both high-level and tactical within the campaign.

Brand terms performed the strongest within Search Engine Marketing (SEM) – “career opportunities” and similar search terms drove a 2.74% click rate.

Email Marketing delivered a 58% open rate and 2.89% click rate, both very strong vs industry average.

Traffic from Search Engine and Email Marketing media led to the most outbound clicks to specific college websites

# CHANNEL-BY-CHANNEL PERFORMANCE

Impressions by Channel	
Programmatic Display	16,059,888
Native Display	5,905,927
Facebook	5,363,374
LinkedIn	344,038
Snapchat	3,034,764
Kindle	3,434,673
Mobile Gaming	2,181,818
Digital Radio	6,298,905
Email Blasts	413,820
Search Engine Marketing	558,319
Billboards	25,627,932
Bus Sides	5,400,000
Organic Social	62,786
<b>TOTAL</b>	<b>74,686,244</b>

Click-Through Rate by Channel	
Programmatic Display	0.29%
Native Display	0.22%
Facebook	0.60%
LinkedIn	2.37%
Snapchat	0.78%
Kindle	1.03%
Mobile Gaming	0.17%
Digital Radio	0.06%
Email Blasts	2.13%
Search Engine Marketing	1.86%
Billboards	N/A
Bus Sides	N/A
Organic Social	0.53%
<b>AVERAGE</b>	<b>0.43%</b>

# SECTOR-SPECIFIC OBSERVATIONS

Advanced Transportation & Logistics has been the strongest performer for Digital Banners.

In Paid Social – Facebook specifically – Advanced Manufacturing was the strongest performer.

Agriculture, Water & Environmental Technologies boasted the highest click-through rate across Search Engine Marketing.



*1.5M impressions, .43% CTR,  
777 landing page visits*



*210K impressions, .63% CTR,  
452 landing page visits*

# WEB TRAFFIC

CareerEd.org saw 31,277 website sessions from 6/18 – 8/31

After landing on the Homepage, users most often clicked through to the Program Finder or to the Health sector page.

The campaign drove leads to individual institutions at the volume described on this table.

High percentage of Unique Events indicates that users are finding the information they need on the Program Finder and moving toward a given institution's website for further programs or application.

Outbound Web Traffic		
MESSAGE: BRAND		
Landing Pages Website Traffic		
Site / College	Total Events	Unique Events
Southwestern College	383	306
Palomar College	256	221
Cuyamaca College	235	176
MiraCosta College	229	181
Grossmont College	222	194
Imperial Valley College	205	186
SD City College	116	99
SD Continuing Education	115	109
SD Mesa College	111	96
SD Miramar College	108	92
<b>TOTAL</b>	<b>1,980</b>	<b>1,660</b>

# CAMPAIGN SNAPSHOT

- The full results of all channels are summarized within the dashboard below (6/18 – 8/31)

Channel Overview												
Medium	Impressions	Clicks / Locations*	CTR	CTR Benchmark	Landing Page Visits	Landing Page Visit Rate	Interactions/ Engagements	Opens	Open Rate	CPM	CPC	Media Spend
Programmatic Display	16,059,888	46,442	0.29%	0.05%	9,124	0.06%	N/A	N/A	N/A	\$5.60	N/A	\$90,000.00
Native Display	5,905,927	13,212	0.22%	0.26%	9,514	0.16%	N/A	N/A	N/A	N/A	\$2.23	\$29,411.76
Facebook	5,363,374	31,932	0.60%	0.53%	6,477	0.12%	33,070	N/A	N/A	N/A	\$2.19	\$70,000.00
LinkedIn	344,038	8,148	2.37%	1.50%	1,794	0.52%	30	N/A	N/A	N/A	\$3.46	\$28,223.53
Snapchat Sponsored Stories	3,034,764	23,751	0.78%	0.37%	4,291	0.14%	N/A	N/A	N/A	N/A	\$0.84	\$20,000.00
Kindle	3,434,673	35,449	1.03%	0.20%	25,684	0.75%	N/A	N/A	N/A	\$10.00	N/A	\$34,346.73
Mobile Gaming	2,181,818	3,668	0.17%	0.05%	1,472	0.07%	N/A	N/A	N/A	\$8.83	N/A	\$19,256.47
Digital Radio	6,298,905	3,755	0.06%	0.16%	2,412	0.04%	N/A	N/A	N/A	\$9.34	N/A	\$58,823.53
Email Blasts	413,820	8,794	2.13%	1.00%	5,254	1.27%	N/A	67,087	16.21%	\$16.46	N/A	\$6,811.76
Google / SEM	558,319	10,368	1.86%	2.02%	7,568	1.36%	N/A	N/A	N/A	N/A	\$3.50	\$36,296.47
Billboards	25,627,932	45	N/A	N/A	N/A	N/A	N/A	N/A	N/A	\$3.16	N/A	\$80,875.29
Bus Sides	5,400,000	8	N/A	N/A	N/A	N/A	N/A	N/A	N/A	\$3.54	N/A	\$19,124.71
Organic Social	62,786	334	0.53%	1.14%	684	1.09%	1,262	N/A	N/A	N/A	N/A	N/A
<b>Grand Total</b>	<b>74,686,244</b>	<b>185,906</b>	<b>0.43%</b>		<b>74,274</b>	<b>0.17%</b>	<b>34,362</b>	<b>67,087</b>	<b>0.09%</b>			<b>\$493,170.26</b>



# MEDIA REPORTING DATES

Date	Group	Month Reported	Dashboard	Optimizations
11/28	ROC	October	X	X
12/3	SDICCCA	October	X	
1/7	SDICCCA	November	X	
1/16	ROC	November	X	X
2/4	SDICCCA	December	X	
2/20	ROC	December	X	X
3/4	SDICCCA	January	X	
3/20	ROC	February	X	X
4/1	SDICCCA	February	X	
<b>4/17</b>	<b>ROC</b>	<b>Sept-Feb</b>	<b>X</b>	<b>X</b>
5/6	SDICCCA	March	X	
5/15	ROC	March	X	X
6/3	SDICCCA	April	X	
<b>6/19</b>	<b>ROC</b>	<b>Sept-May</b>	<b>X</b>	<b>X</b>



# CREATIVE REFRESH ROLLOUT

**11/5 Website Updates 2.0** – LIVE!

**11/16 Template Updates** (Letterhead, Press Release, PowerPoint) – revised type treatment

**11/16 Infographic** – revised type treatment

**1/15 Instagram Posts** (organic) – revised type treatment + student photography

**2/1 Paid Media Assets** – revised type treatment + student photography

**3/30 Website Updates 3.0** – Feature student photography and new labor market data

# STUDENT PHOTOGRAPHY INVENTORY (SAMPLE)



# STUDENT PHOTOGRAPHY COVERAGE

## Sectors:

Advanced Manufacturing

Advanced Transportation & Logistics

Agriculture, Water & Environmental Tech

Business & Entrepreneurship

Energy, Construction & Utilities

Global Trade

Health

ICT & Digital Media

Life Sciences & Biotechnology

*Denotes need for photography*

## Schools:

City

Continuing Education

Cuyamaca

Grossmont

Imperial

Mesa

Miramar

MiraCosta\*

Palomar

Southwestern

*\*Denotes B-roll/Campus Life Only*

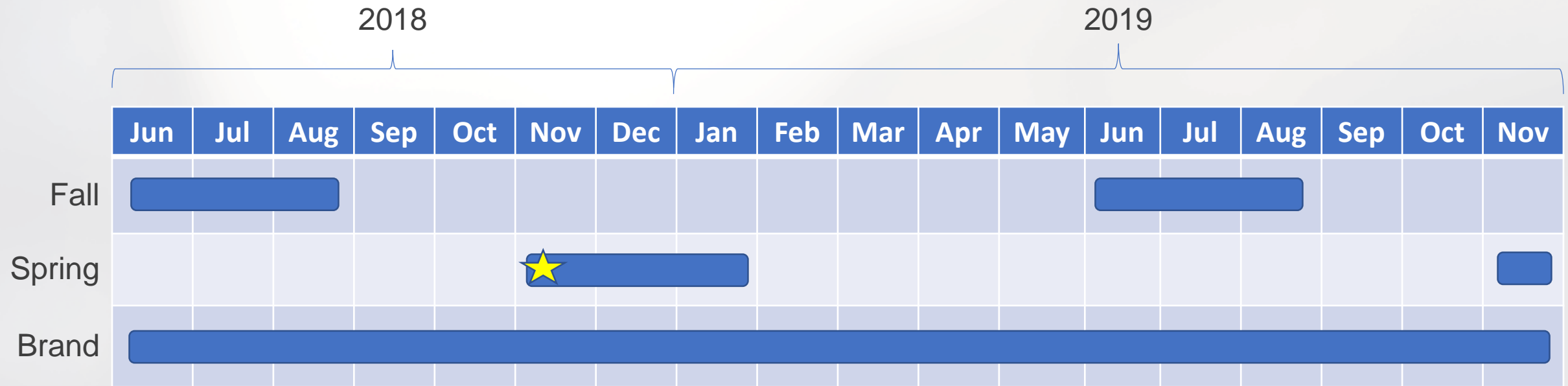
# NONCREDIT WORKFORCE TASKFORCE

**First Meeting Scheduled: 11/29 10:00am-12:00pm | Miramar College**

**Discussion...**



# CAMPAIGN NEXT STEPS



Spring Enrollment campaign launched 11/1, to run through 1/31

Quantitative benchmark research to be shared mid-November

Creative refreshes underway, to roll out in Q1/Q2

Continuing Education message/targeting in planning stage, to roll out Q1



THANK YOU.