

CE Marketing Committee Update-9/12/19 June-July 2019

DIGITAL MEDIA

- Organic social – monthly content calendar focused on extending the campaign message and highlighting our vast selection of classes across the regions as well as relevant news.
- Facebook/Instagram/LinkedIn our top performing sectors ads (native and display) are: Advanced Manufacturing, Information Communication & Technology, and Life Sciences & Biotechnology.
- The ads with headline “Gain the Skills Now” are driving the most clicks. This may be due to the fact it is more of an active CTA (Call to Action) than a passive CTA that captures the reader’s attention right away.
 - In terms of where we’re seeing the most clicks (people who see our creative and click on it to learn more) our digital ads are a great source of traffic (a method of getting people to our website)
 - Native/Display ads: 56%
 - Paid Social: 31%
 - Organic social: ~1%
- Top performing SEM (Search Engine Marketing/Google) keywords driving traffic include: san diego college, career college, california college san diego, college courses, college community, and employment jobs.
- In terms of overall campaign SEM is “only” 13% however, although that may sound small, this is a rather significant statistic as this is our main “intent based” tactic (people searching are the most interested as they’re already actively seeking more information), showing that women 25-34 are most often looking for career education and taking action to find courses.

STRATEGY

- Enrollment Data – working with the schools directly to obtain enrollment data as a stop gap alternative to Launchboard
- Google Analytics – working with the schools to get a “GA Tracker” placed on their websites to that we have the ability (moving forward) to keep track of the people “clicking to apply”
- Total of 473 CareerEd.org apply now clicks (SDCCD Application Page 309, IVC 91, MiraCosta 73)

WEBSITES

- We are heading into the final stages of the Grossmont/Cuyamaca Student First Website project, now we are into the actual page-building phase.
- MiraCosta Student First Website project is completed; internally they are working on some redesigns based on a new strategic direction they have created.

- We have kicked off the Student First Website projects for Imperial Valley and Palomar and are in the first stages of those engagements.
- Noncredit website – we’re incorporating the design and copy feedback we’ve heard, and in the build phase
- MCW.org – we are in the final stages of website development

CREATIVE

- Regional business card redesign
- Updated style guide
- Regional PowerPoint templates
- Employer Outreach Brochure

PR/COMMUNICATIONS

- Community College daily SWP op-ed – great exposure
- President’s newsletter offering editing/design assistance