

A Regional ROI-Driven Marketing Campaign

Ashley Etchison, Norco College
Alana Villemmez, Interact Communications
April, 2019



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Introduction

Career Education:

A No-Love Story

Regional Marketing & Outreach

- The Regional Marketing & Outreach plan was approved to develop a multi-pronged approach to marketing CTE programs regionally.
- The purpose is to raise awareness about the variety of career pathways available among:
 - Prospective students, both high school and adults
 - Parents
 - Veterans
 - Counselors
 - Employers
 - Other stakeholders
- A Marketing Sub Committee was created to develop the RFP to solicit proposals and interview potential marketing firms.
- Interact Communications was chosen. The firm works exclusively with two year colleges and has won numerous awards.



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Our Timeline:

1. Qualitative Research: Internal & External
2. Quantitative Research: Community Survey
3. Emotional Resonance Focus Groups
4. Analyze & Finalize Brand & Messaging
5. Graphical Treatment of the Brand & Campaign
6. Campaign Launch in 2018

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Media Prefs

Demographics

- **4,785** students completed the survey
- Age demographics
 - 36% 16-20 y/o
 - 28% 21-25 y/o
 - 12% 26-30 y/o
 - 13% 31-40 y/o
 - 5% 41-50 y/o
 - 4% 51+ y/o
- Majority of respondents (91%) are taking credit classes towards a degree or certificate.



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The Plan

Began in February, 2018

- Custom Display
- Pay-Per-Click
- Geofence
- Social Media
- YouTube
- Pandora
- Traditional Radio

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Coordinating Campaigns

- **State Brand:**

- Focuses on learning experience
- Uses Chancellor's seal
- Uses Career Education



- **Inland Brand:**

- Focuses on motivations and outcomes
- Uses a wordmark and your local college names
- Uses Career Education



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Campaign Results

Custom Display

5,862,307 impressions
14,040 website visits

Pay-Per-Click

16,832 visits to website
939 calls
\$3.16 average cost per visit
Industry average \$4.53

Campaign Results

YouTube English

650,606 impressions

317,208 completed views

- Average Completed View Rate: 46%
 - Industry average 15%
- Cost Per Completed View: \$.06
 - Industry average: \$.10-.15



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Campaign Results

YouTube Spanish

1,894,561 impressions

832,258 completed views

- Average Completed View Rate: 44%
 - Industry average 15%
- Cost Per Completed View: \$.01
 - Industry average: \$.10-.15



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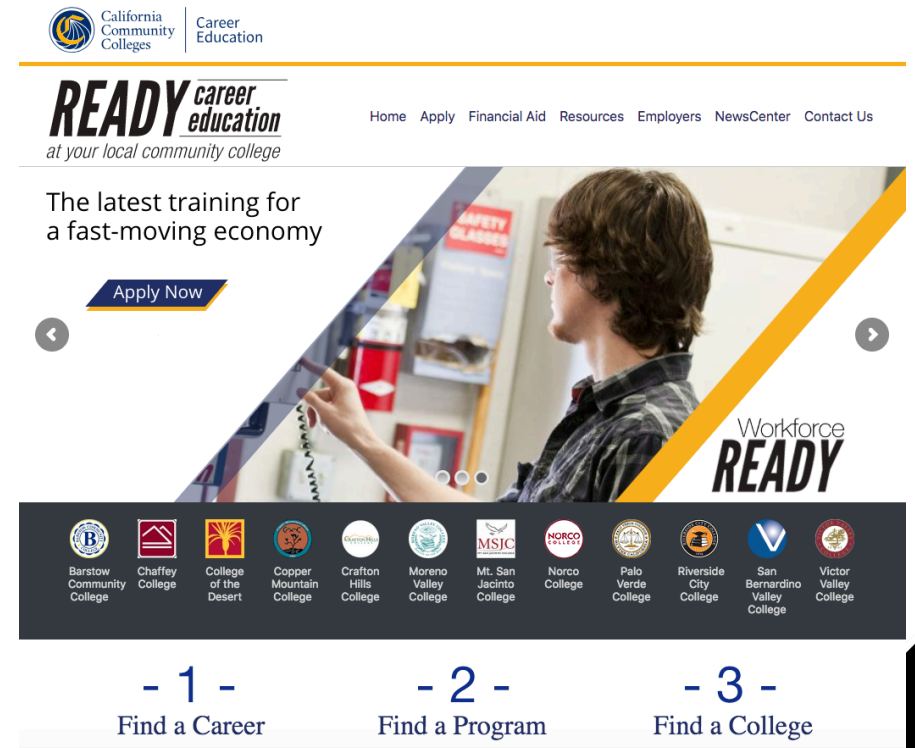
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Campaign Results

Website

- February-February visits: 85,566
- Total Apply Clicks: 1,544
- Lets assume 80% actually apply (1235.2) and 60% enroll...which seems average... 741.12
- If these students only attend PART TIME = 370.56 FTES (or half enroll full time)
- $370.56 \text{ students} \times \$5,547^*/\text{FTES} = \$2,055,496$

*2018-2019 Base Allocation



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What We Learned

**You Can't Measure
What You Don't Track**

Platform	February	March	April	May	June	July	August	September	October	November	December	January	February	TOTAL
Social Media: Facebook & Instagram														
Impressions	80,000	89,000	86,976	872,000	81,292	125,314	133,703	128,521	248,725	358,186	393,166	387,508	409,034	3,393,425
Engagements	1,576	504	3,132	6,241	4,413	1,548	1,368	1,383	2,214	2,573	2,732	2,775	2,829	33,288
Digital Marketing - Display Ads														
Impressions	543,000	493,000	369,343	374,154	370,349	442,779	408,976	470,837	435,304	544,920	580,269	433,822	395,554	5,862,307
Clicks	1,377	1,404	883	820	868	1,431	1,161	967	957	1,147	1,196	1,035	794	14,040
Cost Per Thousand Impressions (CPM)	\$3.68	\$4.00	\$6.77	\$6.60	\$6.75	\$4.52	\$4.89	\$4.67	\$4.59	\$4.59	\$4.31	\$4.61	\$5.06	\$5.00
Geofence														
Visits to Website	647	2,829	5,558	3,688	2,870						535		468	16,595
Impressions	296,000	2,500,000	5,500,000	5,300,000	3,600,000						341,045		264,696	17,801,741
Average CPM	\$5.06	\$0.59	\$0.49	\$0.49	\$0.74						\$5.00		\$5.67	\$2.58
Pay Per Click														
Visits to Websites	1341	1,523	1,619	1,444	1,613	1,354	1,228	1,227	1,080	1,103	1,236	1,063	1,001	16,832
Calls	68	44	28	33	47	94	100	92	115	122	106	50	40	939
Average Cost per Visit	\$2.98	\$2.63	\$2.47	\$2.77	\$2.43	\$2.95	\$3.26	\$3.26	\$3.70	\$3.63	\$3.24	\$3.76	\$4.00	\$3.16
Average Cost per Contact	\$56.00	\$83.00	\$44.00	\$50.00	\$31.00	\$27.00	\$14.00	\$29.85	\$26.14	\$22.86	\$26.85	\$19.70	\$24.24	\$34.97
Click Thru Rate	5.15%	4.59%	4.99%	4.58%	4.97%		7.36%	6.79%	5.00%	6.15%	5.83%	4.34%	3.96%	5.31%
YouTube Marketing - English														
Impressions			108,407	61,835	61,521	63,652	63,804		38,989	47,915	58,740	88,900	56,843	650,606
Completed Views			60,392	34,408	31,807	26,053	27,831		19,427	22,742	26,101	42,290	26,157	317,208
Clicks					111	141	128		49	46	99	198	111	883
Cost Per View			\$0.05	\$0.07	\$0.08	\$0.07	\$0.07		\$0.07	\$0.08	\$0.08	\$0.05	\$0.06	\$0.07
YouTube Marketing - Spanish														
Impressions				68,166	79,831	86,569	119,843		281,421	286,294	254,267	395,874	322,296	1,894,561
Completed Views				32,305	34,547	35,781	50,125		118,116	123,700	111,449	182,594	143,641	832,258
Clicks				132	178	215	261		520	502	570	1,088	891	4,357
Cost Per View				\$0.03	\$0.03	\$0.03	\$0.02		\$0.01	\$0.01	\$0.01	\$0.01	\$0.01	\$0.02
Website Traffic														
Total Page Views	683	9,342	11,190	10,200	9,243	7,111	6,234	4,470	4,057	5,547	7,003	5,649	4,837	85,566
Apply Clicks	93	209	191	127	197	170	108	118	73	58	66	86	48	1,544
Contact Us Clicks	31	115	94	24	69	74	44	51	69	28	8	15	3	625
Average Time Spent (on Home Page)	2:19	2:19	2:12	1:08	1:53	1:21	0:59	2:51	1:29	1:05	0:31	1:43	2:04	1:41
Newscenter Traffic														
Total Page Views					567	453	548	325		225				2,118
Average Time Spent (on Home Page)					2:37	2:07	0:59	0:59		2:06				1:45
Pandora Marketing														
Total Impressions			1,635,480	1,635,152	1,635,382	1,635,664	1,619,054							8,160,732
E-Newsletter														
Average open rate	63.50%			39.60%			84.90%							62.67%
Average click-through rate	7%			6%			5%							6.00%



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What We Learned

Nothing Beats a Good Story

Campaign

Viewbook



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Lessons Learned

Nothing Beats a Good Story

Name

Todd Mathis

Email

tmathis@psusd.us

Subject

Ready when you are Viewbook

Message

I would like to receive additional copies of the "READY when you are" Viewbook. I appreciate the information and easy to understand presentation. I am a School Counselor at an alternative education high school, and I will use this resource for students. Community college is the choice for our students who choose to continue their education.

How did you hear about us? (optional)

Received the material at my school site.



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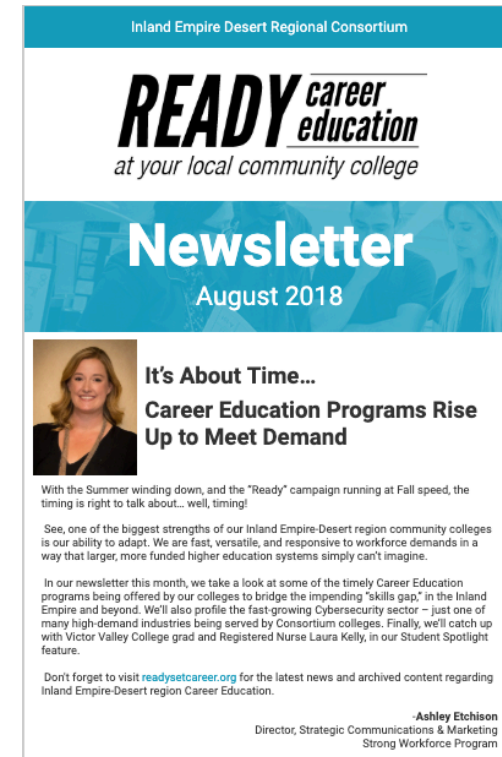
What We Learned

Tell Your Own Story

What We Learned

Tell Your Own Story

- Take advantage of every speaking engagement
- Report out
- Build alliances
- Tell them WHY the investment is worth it



Community Colleges in Riverside and San Bernardino Counties are Working for You



New year, new you. That's the message this fall from the 12 community colleges in Riverside and San Bernardino counties, which are expanding their career education programs and launching new initiatives to help area residents find good-paying jobs in high-demand professions. Here are just a few of the highlights for the coming year.... [Read more](#)

Success in 3-D: Bold Computer Animation Careers Begin at a Community College



Heather Bernadin was flipping the pages of the Victor Valley College course catalog when it happened. She wasn't looking for anything in particular when her interest was piqued by an introductory, 3D computer animation course. She decided to sign up. And it changed her life.... [Read more](#)



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What We Learned

Don't start/stop campaigns ☹️

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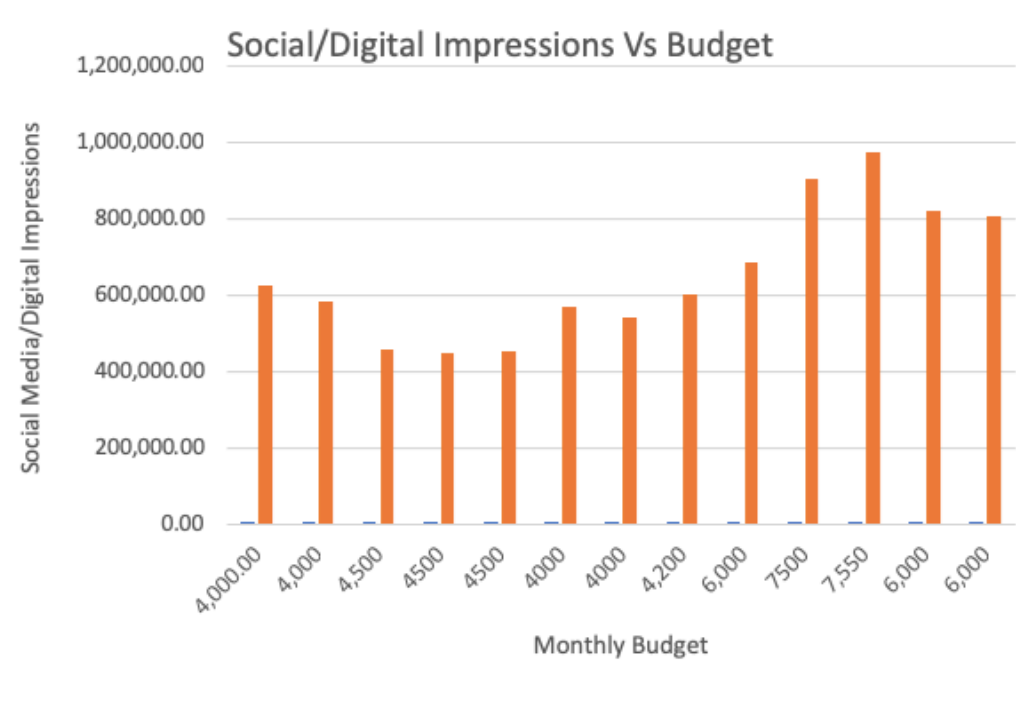
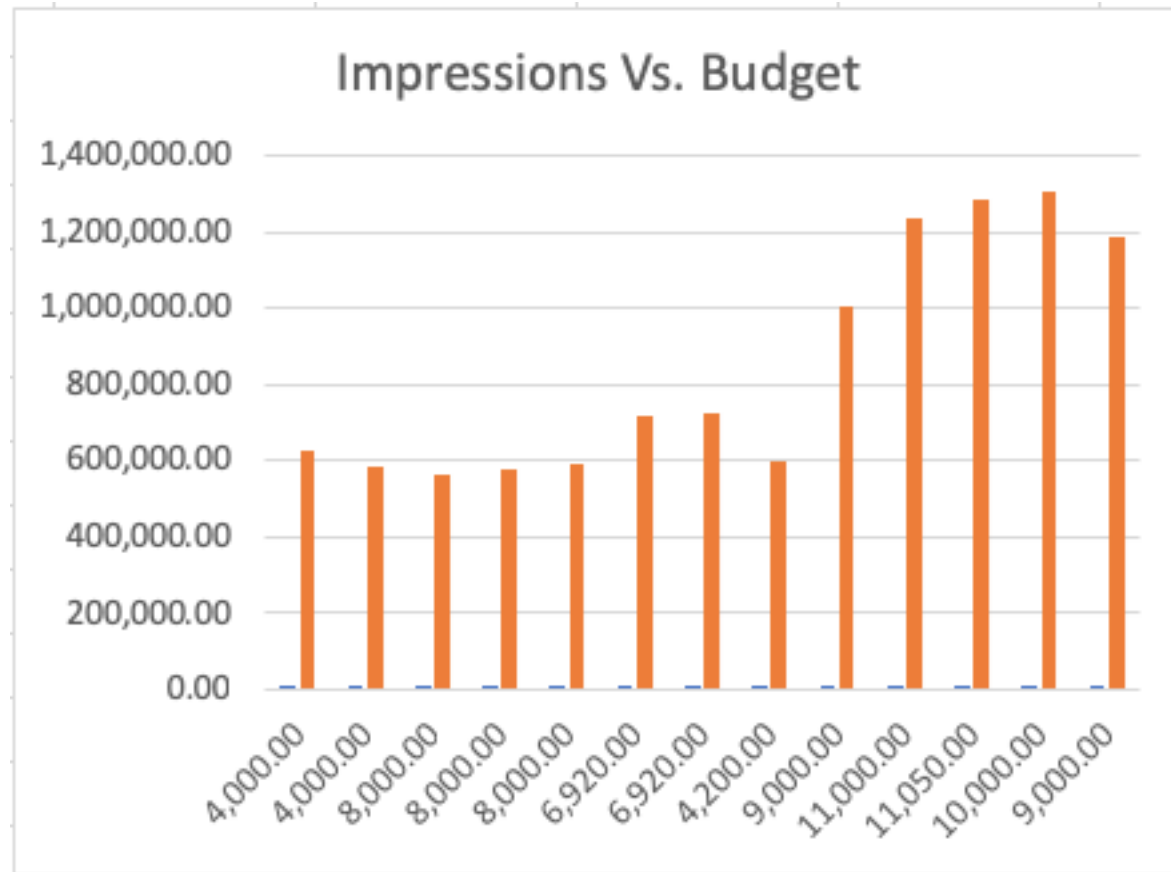
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What We Learned

Listen To The Data

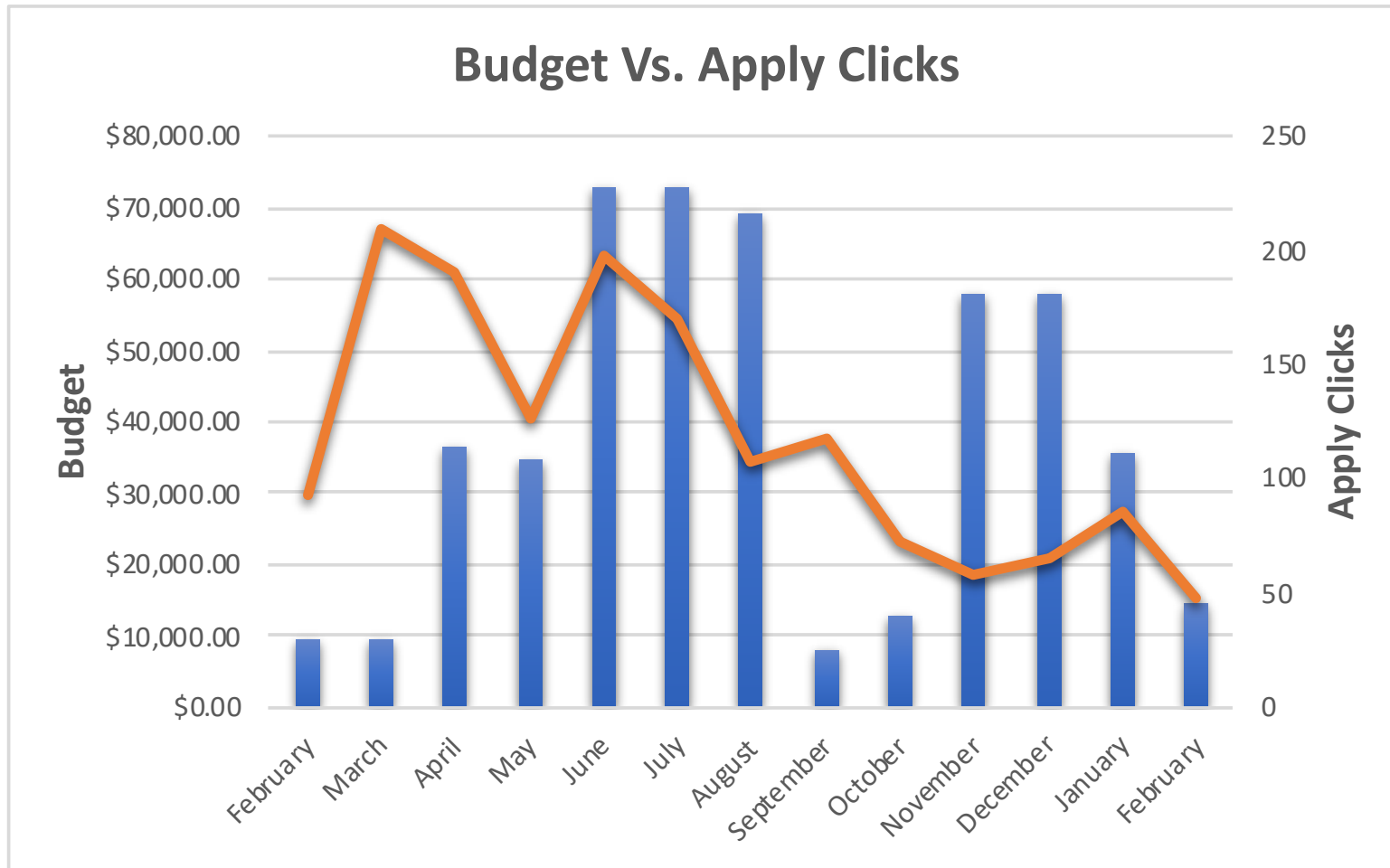
Budget Vs. Impressions



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Budget Vs. Apply Clicks

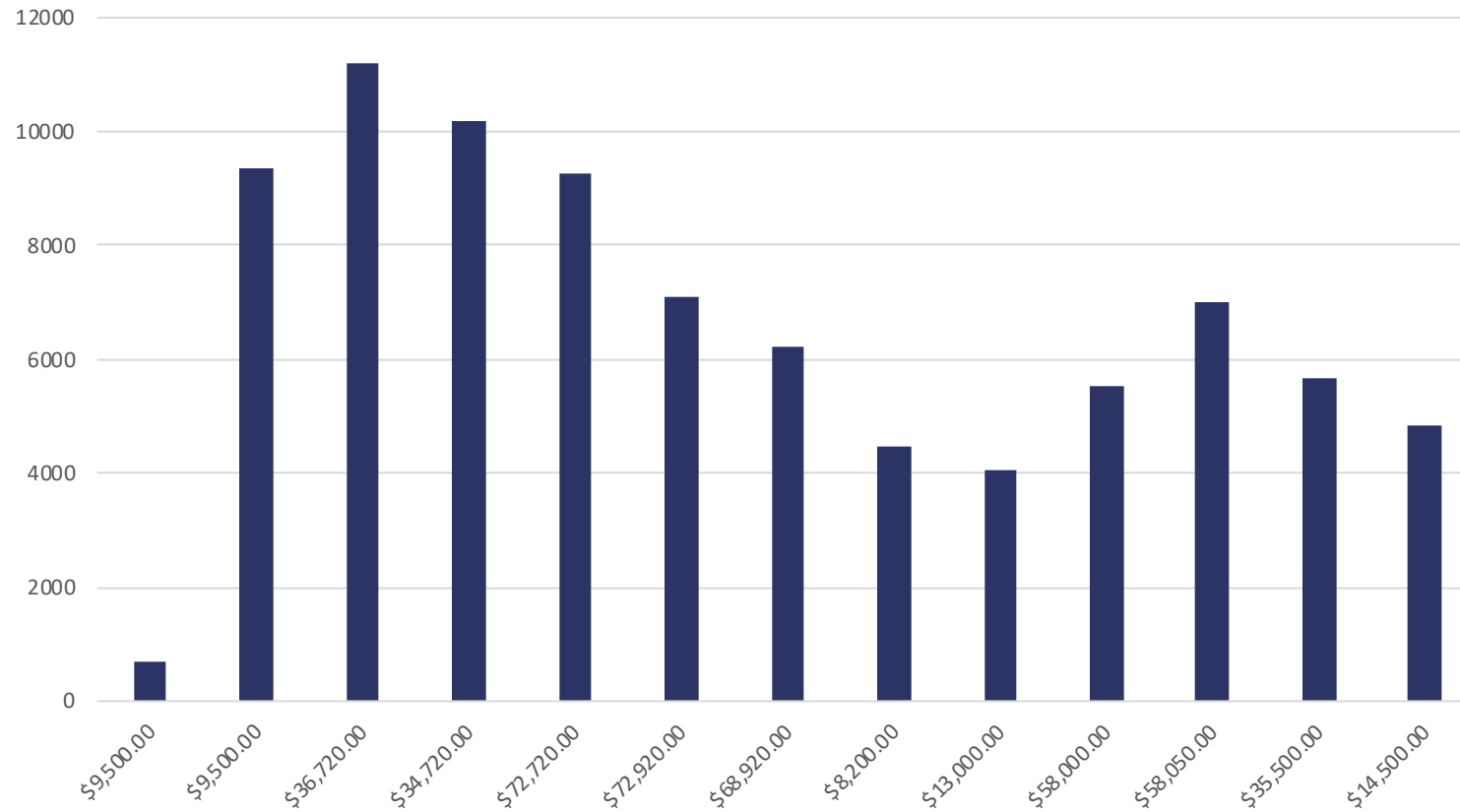


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Website Visits Vs. Monthly Budget

Website Visits vs. Monthly Budget



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Tracking

Plot Rows Secondary dimension Sort Type: Default <input type="text"/> <input type="button" value="Q"/>						
Source / Medium ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	192,281 % of Total: 100.00% (192,281)	159,013 % of Total: 100.13% (158,807)	313,065 % of Total: 100.00% (313,065)	41.31% Avg for View: 41.31% (0.00%)	4.75 Avg for View: 4.75 (0.00%)	00:03:11 Avg for View: 00:03:11 (0.00%)
1. google / organic	51,003 (24.63%)	37,225 (23.41%)	79,734 (25.47%)	28.42%	5.21	00:04:20
2. google / cpc	36,214 (17.49%)	26,712 (16.80%)	54,783 (17.50%)	37.78%	4.40	00:02:50
3. (direct) / (none)	33,157 (16.01%)	29,746 (18.71%)	50,602 (16.16%)	38.34%	8.14	00:03:38
4. bronto / email	26,388 (12.75%)	15,410 (9.69%)	52,236 (16.69%)	39.71%	3.93	00:02:45
5. PIN_Ad-1_072018 / social	18,309 (8.84%)	15,800 (9.94%)	19,310 (6.17%)	88.86%	1.24	00:00:18
6. regional_ChicagoTribuneblast_1-9-19 / display	3,793 (1.83%)	3,785 (2.38%)	4,778 (1.53%)	87.23%	1.37	00:01:51
7. bing / organic	3,100 (1.50%)	2,229 (1.40%)	7,366 (2.35%)	24.29%	5.52	00:06:34
8. pinterest.com / referral	2,687 (1.30%)	2,037 (1.28%)	3,613 (1.15%)	55.24%	3.24	00:02:56
9. yahoo / organic	2,418 (1.17%)	1,698 (1.07%)	3,531 (1.13%)	19.00%	6.55	00:04:32
10. regiona_LATimesebblast_1-10-19 / display	2,262 (1.09%)	2,257 (1.42%)	2,284 (0.73%)	59.63%	1.76	00:01:10



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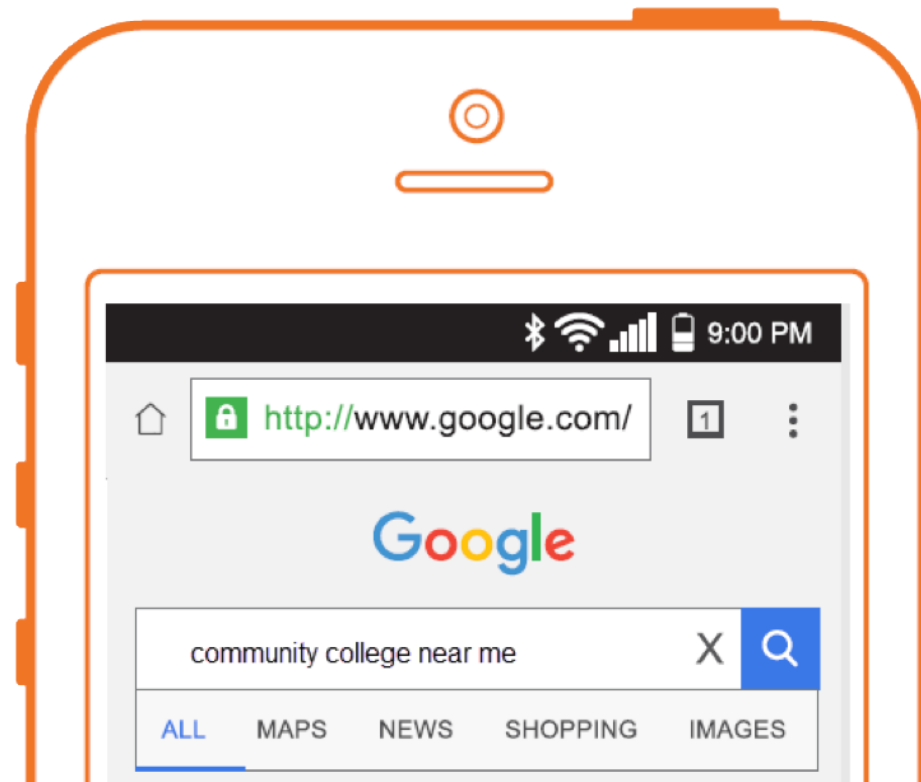
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Listen to the Data

Pay Per Click

Results In Just 1 Year
Total PPC Budget \$52k

- 320,173 impressions
- 16,631 visits
- 938 calls
- 442 form submits from umbrella website
- Average cost per lead is \$37



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What We Learned

Focus on the Metrics


Strong Workforce Program

SWP Metrics	Student Success Metrics
CTE Course Enrollments	
Earned 12+ CTE Units/48+ CTE Contact Hours	<i>9+ CTE Units, Noncredit Workforce Milestones</i>
Completion	Completion
Transfer	Transfer
Employed in Second/Fourth Fiscal Quarter	
Earnings in Second Fiscal Quarter	<i>Median Earnings</i>
Employment in Field of Study	Employment in Field of Study
Change in Earnings	Change in Earnings
Living Wage Attainment	Living Wage Attainment

Monitor and Track Enrollments

COE & Cal-PASS Launchboard

Strong Workforce Program Metrics

Inland Empire-Desert | | All CTE Programs | | 2016-2017 [\(Change Filter?\)](#) 

Drill down by:

Time Trend ▼

- + NUMBER OF COURSE ENROLLMENTS: 165,554
- + COMPLETED 12+ CTE UNITS IN ONE YEAR: 9,195
- + COMPLETED 48+ CTE CONTACT HOURS IN ONE YEAR: 162
- + NUMBER OF STUDENTS WHO GOT A DEGREE OR CERTIFICATE: 5,463

VOCATIONAL (V)				
College	V F17 Enrollment Count	V F18 Enrollment Count	V CHANGE	V PERCENT CHANGE
Grand Total	75,553	78,347	2,794	3.70%



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