

Campaign Report

April 2019

Presented by

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South Texas College

**Campaign Report
April 2019**

May 20, 2019

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Progress Report

April 2019

South Texas College hired Interact Communications to conduct research to create a new brand, provide creative services and consultation, and develop long-term marketing and branding strategies. The focus of the marketing plan is to integrate traditional and digital media, as well as public relations activities, to leverage PR and Marketing's advertising budget for the greatest possible impact on awareness and enrollment.

COMPLETED

☐ Project Management

- Reviewed and approved Project Timeline
- Completed in-person kick off
- Established weekly status calls
- Ongoing project management
- Interact present for on-campus status update meeting, Jan. 30
- Revised contract for new brand collateral

☐ Marketing Plan Finalized

- Strategy formulated
- Marketing plan presented and approved

☐ Research

- Online Qualitative Survey completed Sept. 14
- 11 Focus Groups completed, the week of Sept. 10-14
 - Additional 12th focus group added
- Phone Survey completed
- Media Prefs
- 5 Emotional Resonance Focus Groups completed, Nov. 5
 - Additional 6th Focus Group added.
- Brand Research Report completed
- Communications Audit completed
- Student Satisfaction Survey completed

☐ New Brand

- Brand Roll Out #1 on Dec. 6
- Brand wordmark and treatment created
- Brand Messaging and Strategy Presentation to STC Board, Jan. 29
- Brand wordmark and treatment revised and approved
- Updated Brand Presentation

☐ **Creative**

- Editorial Calendar presented and finalized
- Vocational Nursing ad created
- Articles complete
 - Veterans Day article
 - Allied Health article
 - Cyber Security and sidebar on tips
 - Bond Recap (draft for future use)
 - Board profile: Gary Gurwitz
 - Apprenticeship program
 - Victoria Quitanilla profile
 - Culinary Arts article
 - SWAT article
 - Applied Technology
 - Arts and Culture at South Texas College article
 - Women and Technology
 - Dual enrollment program
- Radio Ads for Spring 2019
 - Four 30-second ads, including one in Spanish
 - Wild Reads created
- Editorial Calendar revised
- Newspaper wrap on bond success—Created and Cancelled (did not run)
- New Brand Collateral for Summer/Fall 2019
 - T-shirt design completed
 - Car Shade design completed
 - Brand Rollout video updated
 - Radio ads
 - 30-second spots (4)
 - 15-second spots (3)
 - One-lingers (8)
 - Pandora static ads (28)
 - Billboards (7)
 - Digital and Social Ads
 - Facebook/Instagram (28)
 - YouTube remarketing/static (3)
 - Digital (56)
 - Print Ads (2, plus 2 digital)
- New Brand templates
 - Video template
 - Billboard template
 - Social
 - Digital templates

- Car Shade template
- T-shirt template

☐ **Media Buying**

- Spring 2019 Digital and Social Media Buying Plan presented and approved
- Spring 2019 Radio Media Buying Plan presented and approved
- 2018-2019 Print Buying Plan (Texas Business and Mega Doctors) approved
- Spring Outdoor Buying Plan presented and approved
- Spring 2019 Television Media Buying Plan presented and approved
- Interact Google Day, professional development opportunity
- Summer/Fall Digital and Social Media Buying Plan presented and approved
- Summer/Fall 2019 Digital and Social Media Buying Plan presented and approved
- Summer/Fall 2019 Radio Media Buying Plan presented and approved
- Summer/Fall Outdoor Buying Plan presented and approved
- Summer/Fall 2019 Television Media Buying Plan presented and approved

☐ **Media Campaigns**

- For Spring 2019
 - Outdoor media, Nov. 12, 2018 to Jan. 5, 2019
 - Snapchat filter campaign for Dec. 1, 2018
 - Social campaigns for Spring enrollment continuing: YouTube, Facebook, Instagram & Retargeting
 - Geofencing campaign complete
 - PPC campaign complete
 - Radio, Nov. 12, 2018 to Jan. 19, 2019
 - STC interview
 - Air check: <https://drive.google.com/open?id=1DrKfeX9A35CfMGnnUrF4tw3oz9UBAuN>
 - Pandora, Nov. 12, 2018 to Jan. 19, 2019
 - TV, Dec. 10, 2018 to Jan. 18, 2019
 - Live broadcast from campus, Jan. 12, 2019
 - Telemundo Interview, Jan. 16
 - Print: Texas Border Business and Mega Doctor (continuing)
 - Digital ads included for both TBB and Mega Doctor
- For Summer/Fall 2019
 - Social campaigns for Spring enrollment continuing: YouTube, Facebook, Instagram & Retargeting
 - Geofencing campaign, continuing
 - PPC campaign continues
 - Dual Campaign, beginning in April
 - Radio, beginning in April

- Print: Texas Border Business and Mega Doctor (continuing)
 - Digital ads included for both TBB and Mega Doctor

IN PROGRESS

☐ Creative

- Brand Style Guide in progress
- Program Videos
 - Production underway
- Templates
- Monthly articles in progress
 - Robotics camps
 - Continuing Education, The Investment in You
 - Scholarship story
 - Faculty Profile/ cyber security and cloud computing

☐ Media Campaigns

- Print: Texas Business and Mega Doctors continues
- Geofencing campaign continues
- PPC campaign continues
- Dual campaign continues
- Social campaigns for spring enrollment continue: YouTube, Facebook, Instagram & Retargeting

UPCOMING

☐ Creative

- Monthly articles, writing continues
- Video
 - Video editing of 10 program videos
- New Brand Ads
 - HEB sponsorship ads

☐ Media Campaigns

- Snapchat for Commencement
- Traditional Media Campaigns to begin: TV, Pandora, Outdoor

South Texas College Budget April 2019

1. Brand Development & Research	Budget	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	Status
Brand Research	\$50,000		\$50,000								Complete
Community Attitudes Research	\$30,500			\$30,500							Complete
Emotional Resonance, Test Brand & Message Statements	\$22,500				\$22,500						Complete
Finalize Brand Messaging & Strategy	\$25,000					\$25,000					Complete
Two in-person brand rollouts	\$10,000					\$5,000					On Target
Communications Audit	\$8,500								\$8,500		Complete
Media Preferences Research with 5 Custom Questions	\$3,500					\$3,500					Complete
Additional Research: Student Satisfaction Survey	\$10,000								\$10,000		Complete
Marketing retreat and creation of one year Media Buying plan	\$15,000	\$15,000									Complete
Editorial Calendar	\$15,000					\$15,000					Complete
2. Production and Creative Services	Budget										
Creative Consultation	\$110,000										On Target
Program Videos	\$35,000										On Target
Creation of templates for programs and services	\$5,000										On Target
Writing services	\$15,000										On Target
3. Planned Implementation of Media Buy	Budget										
Marketing Plan	\$550,000										On Target
Out of Home											
Billboards Spring Enrollment	\$36,000				\$15,000	\$21,000					On Target
Billboards Fall Enrollment	\$72,000										On Target
Print - News											
Texas Border Business	\$9,702			\$882	\$882	\$882	\$882	\$882	\$882	\$882	On Target
Mega Doctor	\$9,702			\$882	\$882	\$882	\$882	\$882	\$882	\$882	On Target
The Monitor (wrap)	\$4,341										
Digital Media											
PPC/Search Engine Marketing	\$49,500			\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	On Target
PPC/Search Engine Marketing Competitor	\$13,200			\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	On Target
YouTube	\$36,600			\$3,525	\$3,525	\$3,525	\$3,525	\$2,800	\$2,800	\$2,800	On Target
Display: Custom Targeting/Retargeting	\$29,600			\$2,600	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	On Target
Social Media: Facebook/Instagram	\$35,600			\$3,700	\$3,700	\$3,700	\$3,700	\$2,000	\$2,000	\$2,000	On Target
Social Media: Facebook/Instagram Dual Conversion	\$10,000									\$2,000	On Target
Social Media: Snapchat	\$4,236					\$2,118					On Target
Geofence	\$25,500		\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	On Target
Television											
Primetime/Daytime	\$84,019					\$10,907	\$13,084				On Target
Radio											
Broadcast	\$67,900				\$6,512	\$10,641	\$3,247				On Target
Pandora	\$62,100				\$3,500	\$7,500	\$3,600				On Target
4. Administrative Fees & Media Buying	Budget										
Administrative: Project Management Expenses	\$30,000	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	On Target
Travel Expenses	\$20,000					\$6,386	\$2,857		\$10,549		Complete
Media Buying Commission	\$55,000		\$213	\$1,979	\$4,751	\$6,798	\$4,109	\$1,709	\$1,709	\$1,909	On Target
Scope of Work total:	\$1,010,000	\$17,500	\$54,838	\$54,393	\$74,277	\$135,864	\$48,911	\$21,298	\$50,347	\$23,498	On Target

South Texas College Value Added April 2019

Media Buys	Company	Value Added	Estimated Value	Status
	Charter Spectrum	Gala TV Ads	\$2,500	Complete
	Telemundo	Morning News TV Interview (January 2019)	\$1,500	Complete
	Telemundo, KWCT/CW, and KNVO Univision	68 TV Ads	\$5,100	Complete
	La Ley 102.5, Q Rock 94.5, and Mix 107.9	100 Radio Ads	\$3,500	Complete
	Wild 104 broadcast from campus	15 ads building up to 4-hour "live remote" on campus with radio personalities and two "Facebook lives"	\$3,000	Complete
	Texas Border Business/ Mega Doctor	Reduced rate plus digital ads	\$8,300	Ongoing
	Interact, Google and Reach Local	Interact Google Day Professional Development, Complimentary to Interact clients	n/a	Complete
	Interact and Reach Local	Video discussion and recommendations	n/a	Complete
Research	Company	Value Added	Estimated Value	
	Interact Communications	Additional Emotional Resonance Group	\$4,500	Complete
	Interact Communications	Gift cards for student participants (35)	\$2,700	Complete
	Interact Communications	Board Presentation	\$5,000	Complete
	Interact Communications	New Student Journey Map by Pam Cox-Otto	n/a	Complete
Creative	Company	Value Added	Estimated Value	
	Interact Communications	Radio Wild Reads (12)	\$1,200	Complete
	Interact Communications	15 second radio ads	\$1,000	Complete

South Texas College Campaign Highlights

April 2019

Overview of All Digital Campaign Highlights

- Drove a total of 9,635 visits to the website
- Drove 1.4 million impressions of video ads, static ads and text ads. Of those who saw any of these ads, we remarketed your website traffic with 24,015 remarketing impressions to keep in front of potential students that already visited your website
- Drove more than 130,000 completed video views through YouTube, Facebook and Display (More than doubled the 55,000 in March!)

Total Conversions All Digital Campaign Highlights

- Drove a total of 427 calls from the PPC campaign, 4 calls from Facebook and 21 from Display
- 78% of calls have an average call length over 1 minutes, quality calls are coming through
- Drove a total of 198 form submissions from the PPC campaign, 1 form submit from display and 7 form submits from social
- Tracked 2,225 people that stepped foot onto one of the STC campuses from being served a display ad on their mobile phone in a geo-fenced location (That is impressive!)

Individual Campaign Highlights

April 2019

Custom Display Campaign Summary

This campaign drove a high amount of traffic to the site and in April and the new creatives did much better, with a 20% increase in visits, for a total of 1,693 visits. The average CPM remained very good and stayed the same under \$5, where the industry average for this type of campaign is between \$8-\$12. The new creatives and landing pages are seeing great results and causing a boost in performance, with more traffic to the site and more engagements. We will continue to keep an eye on optimization. No other changes recommended at this point.

Custom Display Campaign Overview

- Drove 1,693 visits to the website & Drove 552,922 impressions.
- Average CPM (cost per thousand impressions) is \$4.88
- Completed video views were over 20,930

Custom Display Campaign Benchmark For Google Trends

- Average CPM (cost per thousand impressions) for Education is between \$8-\$12

PPC Campaign Summary

The April PPC is continuing to stay above industry metrics. Our cost per click held steady in April compared to March, and the cost per lead stayed the same, right at \$8 (compared to the industry average of \$73). The top performing keywords in April were general college courses, along with branded terms, nursing, auto, leadership, teaching and continuing “edu” keywords. No changes recommended at this time, as all metrics are performing extremely well and above industry averages.

The competitor PPC campaign has the lowest cost per lead at just \$10 that it has ever had historically. The CPC dropped from \$1.70 to \$1.30. We almost doubled in calls and saw an increase in site visits by almost 30%. Perhaps the new brand is helping convert more traffic from competitor keywords.

PPC Campaign (Pay Per Click)

- Drove 2,689 visits to the website. Average cost per visit \$1.67
- Drove 329 calls and 178 form submits. Average cost per contact is \$8.88
- CTR on the text ads above average 11%

PPC Competitor Campaign (Pay Per Click)

- Drove 922 visits to the website. Average cost per visit \$1.30
- Drove 98 calls. Average cost per contact is \$10
- CTR on the text ads above average 11%

PPC Campaign Benchmark For Google Trends In Education

- Average cost per visit for is \$3.40. Average cost per contact is \$73
- Average CTR on the text ads is 3.60%

Social Media Campaign Summary

The campaign did very well in April and out-performed March significantly. We had over 500 more completed video views, and the average cost per visit dropped from 76 cents to 58 cents, which far exceeds the industry averages. We had over 3,400 visits in April compared to just 2,600 in March. The new creatives that we rolled out for the new brand are performing very well and receiving high engagement. No changes recommended at this time.

Social Media Facebook/Instagram Campaign

- Drove 3,445 visits to the website and 249,645 impressions
- Drove 396 engagements and 3,198 completed video views
- Average cost per click just 58 cents

Facebook Industry Benchmarks

- Average CTR for ads for Education on Facebook is .73%

YouTube Campaign Summary

Both the English and Spanish YouTube campaigns beat industry averages again in April, and outperformed March. The new landing pages and video creatives are seeing great results. The average cost per completed video view is just 7 cents, compared to the industry average of 15 cents. Our completed video view rate increased from 40% in March to 50% in April! This means the new video ads are doing great and potential students are responding to them. Spanish and English campaigns are both doing exceptional, which tells us we have a very high engagement. No suggestions at this time.

YouTube Campaign English

- Drove more than 64,946 impressions
- Drove more than 32,315 completed video views and a 49.76% completed video view rate
- Average cost per completed view is 8 cents

YouTube Campaign Spanish

- Drove more than 37,300 impressions
- Drove more than 18,917 completed video views and a 50% completed video view rate
- Average cost per completed view is 5 cents

YouTube Industry Benchmarks

- Average completed video view rate is 15%. Average cost per completed video view 5-8 cents

Geo-Fencing Mobile Display Ads

- Drove 588 visits to the website
- Drove 399,044 impressions
- Average CPM is \$5
- 2,225 walk-ins onto campus from targeted locations

Geo-Fence Bench Industry Benchmarks

- Average CPM (cost per thousand impressions range \$5-\$8)

Print Advertising

Texas Border and Mega Magazines

2 print ads per month

2 digital ads per month (value added)

Campaign Data

Custom Display Data

\$2,700 April 2019

Campaign Name	From	To	Budget	Spent	Impressions	CPM	Visits	
South Texas College Custom Display	Apr 01, 2019	Apr 30, 2019	\$2,700.00	\$2,700.00	552,922	\$4.88	1,693	

Video Performance

Campaign Name	Ad Ad Name	Performance Impressions	Performance Clicks	Video Events Comp	Video Events Complete Rate
C3712116_southtexascollege_SEARCH+VIDEO	General .mp4	13,170	62	7,074	53.75%
C3712116_southtexascollege_SEARCH+VIDEO	Workforce-English.mp4	13,043	79	7,031	53.90%
C3712116_southtexascollege_SEARCH+VIDEO	Traditional Transfer-.mp4	12,867	68	6,825	53.23%

Top 20 Keyword Performance by Clicks & Impressions

Someone searches a keyword on Google, Yahoo/Bing and is served the ad later as they surf the Internet.

Campaign Name	Keyword Name	Impressions	Clicks
Keyword Targeting English	education_training_optimized_audience	192,030	622
Keyword Targeting Spanish	education_training_optimized_audience	182,369	517
Keyword Targeting English Video	education_training_optimized_audience	37,633	206
Keyword Targeting English	online+college+courses	992	3
Keyword Targeting English Video	college+admissions	747	3
Keyword Targeting English	college+class	702	10
Keyword Targeting Spanish	colegios	642	2
Keyword Targeting English	career+college	601	0
Keyword Targeting English	college+degree	494	11
Keyword Targeting English	college+degrees	319	0
Keyword Targeting English	stc	291	2
Keyword Targeting English Video	online+college+courses	273	2
Keyword Targeting English	online+colleges	217	1
Keyword Targeting English	junior+college	178	0
Keyword Targeting English	community+college	161	8
Keyword Targeting English	city+college	144	1
Keyword Targeting English	college+degree	136	1
Keyword Targeting English	college+application	104	0
Keyword Targeting Spanish	te+college	80	6
Keyword Targeting English	junior+college	72	5
Keyword Targeting Spanish	jobs careers optimized audience	70	0

Top Domain Performances from Keyword Search Retargeting

Domain Name	Impressions	Clicks
https://www.foxnews.com	15,311	18
com.pixel.art.coloring.color.number	13,519	47
com.crazylabs.amaze.game	13,505	19
com.pixel.art.coloring.color.number	13,154	18
com.pixel.art.coloring.color.number	12,806	22
com.metropcs.metrozone	11,225	12
com.enflick.android.textnow	7,649	20
com.enflick.android.textnow	7,407	17
com.enflick.android.textnow	7,001	33

Pay Per Click/SEM Data

\$4,500 March 2019

Online Marketing Initiatives 2018-2019 Ads running on Google, Yahoo and Bing												
	Budget	Date	Impressions	Clicks	Click Through Rate	Average CPC	Calls	Form Submits	Total Leads	Web Events	Average Page Position	Average Cost Per Contact
	Monthly Budget	Date Campaign Ran	Number of times text ad is shown when a search is being done on a search engine like Google	Number of times a person has clicked on the text ad, generating a visit to the site	Average click through rate on text ads for all keywords	Average cost per click across all keywords and publishers	Number of calls generated from the PPC campaign	Forms From Landing Page We Are Tracking Completed	Calls + Form Submits	Total visits to specific pages we are tracking (summary below)	Average page position on page 1 of search engine results page for all keywords	Average cost per contact (calls, and form submissions)
South Tx PPC												
	\$4,500.00	Oct-18	13463	2,070	15.38	\$2.17	126	58	184	162	1.5	\$24.46
	\$4,500.00	Nov	24,082	3,282	13.63	\$1.37	206	138	344	1,578	1.5	\$13.08
	\$4,500.00	Dec	29,496	3,938	13.35	\$1.14	293	264	557	1,982	1.9	\$8.08
	\$4,500.00	Jan	29,005	4,027	13.88	\$1.12	611	246	857	2,317	1.9	\$5.25
	\$4,500.00	Feb	27,269	3,600	13.20	\$1.25	363	193	556	1,890	1.9	\$8.09
	\$4,500.00	March	20,944	2,809	13.41	\$1.60	336	211	547	1,878	2.1	\$8.23
	\$4,500.00	April	24,058	2,689	11.18	\$1.67	329	178	507	1,445	2.1	\$8.88
TOTALS:	\$31,500.00	43,374	168,317	22,415	13.32	\$1.41	2,264	1,288	3,552	11,252	1.8	\$8.87
(Above Average)											(First Page)	

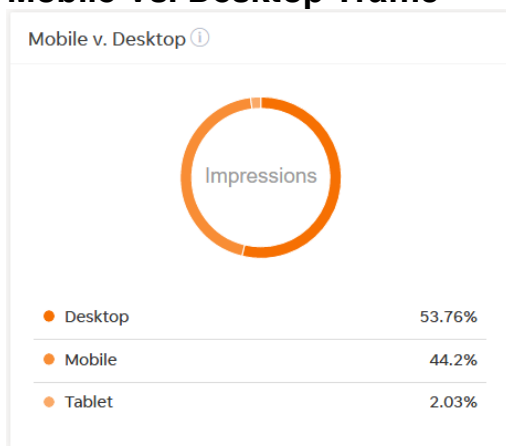
Page URL Visited	Clicks/Visits
*Tuition & Fees Submitted	1
*New Student Admissions Submitted	1
*Associate Degrees Submitted	1
*Bach Degrees Submitted	1
*Student Services Hours Submitted	1
*Catalog Submitted	1
*Current Student Admissions Submitted	1
*Request A Tour	2
*Apply Now Spring Submitted	2
*About/Locations Submitted	2
*Degrees Submitted	2
*Chat Now Submitted	3
*Programs & Majors Submitted	3
*Current Student Admissions	5
*Hybrid Courses	5
*Enroll now/Apply now Submitted	6
*Enrollment Management Submitted	6
*Contact Us Now Submitted	6
*Admissions	8
*New Student Admissions	8
*Contact Us	8
*Get Started Online Programs	9
*Financial Aid	9
*Register in JagNet - Clicked	9
*How To Apply Financial Aid	9
*Tuition & Fees	11
*Academics Submitted	12
*Catalog	12
*Student Services Hours	12
*Course Schedule Submitted	16
*Request More Info Form	22
*Future Students	25
*About/Locations	27
*Certificates	30
*Degrees	33
*Course Schedule	37
*Associate Degrees	42
*Enrollment Management	46
*Request info Submitted	48
*Register Now	51
*Bach Degrees	54
*Start Now - Apply Texas Button Clicked	61
*Apply Now Spring	87
*Enroll now/Apply now	117
*Programs & Majors	123
*Contact Us Now	210
*Academics	260

Top 25 Performing Keywords

25 PERFORMING KEYWORDS

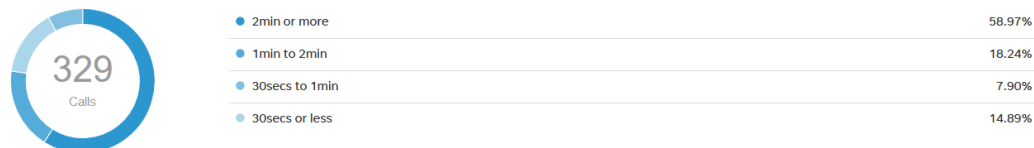
south tx college
south texas college admissions
South Texas College programs
colleges course
South Texas College courses
emt classes
south texas college online courses
welding classes
colleges degrees
apply south texas college
culinary arts courses
continuing education college
radiologic technology classes
lvn to m
college classes
lvn programs online
automotive technology course
colleges courses
bachelor degree
organizational leadership bachelor
lvn programs
teaching course
nursing associate of science
continuing education class
culinary arts college class

Mobile Vs. Desktop Traffic



Average Call Length

Average Call Length



Text Ad Group Performance (Google Only)

Ad Group Name	Text Ad	Impressions	Visits	CTR	Avg Position	Wp Name
Community College	The Valley's Affordable ChoiceSave Thousands By Starting Your College Career With South Texas College.	6,123	1,217	19.88	2.1	Google
Community College	South Texas CollegeBegin Your College Career With The Valley's Most Affordable College.	3,287	647	19.68	2.2	Google
Community College	South Texas CollegeStart Here, Go Anywhere. Flexible Schedules and Online Classes Available.	962	185	19.23	1.9	Google
Nursing and Allied Health	Get Your Degree With STCIt's Never Too Late to Start Your Nursing Career. Visit Online for More Info.	1,143	71	6.21	3.5	Google
Business and Technology	South Texas CollegeSTC's Business & Technology Courses Has the Right Program For You. Apply Today.	679	53	7.81	3.4	Google
Bachelor Programs	Degree Programs Now EnrollingVisit South Texas College Online to Learn About Our Bachelor Programs.	84	19	22.62	2.9	Google
Nursing and Allied Health	STC Nursing DegreesThe Most Affordable Nursing Degree In The Valley. Begin Your Application Now.	162	19	11.73	3.0	Google
Business and Technology	South Texas CollegeTrain for a Higher Paid Job at The Valley's Most Affordable College. Apply Now.	281	13	4.63	3.3	Google
Nursing and Allied Health	South Texas CollegeStart Your Nursing Career at The Valley's Most Affordable College. Apply Today.	149	9	6.04	3.1	Google
Business and Technology	South Texas CollegePrepare For A High-Paying Career. Start W/ Flexible Class Schedules. Apply Now.	29	5	17.24	3.1	Google

Pay Per Click Competitor/SEM Data

\$1,200 April 2019

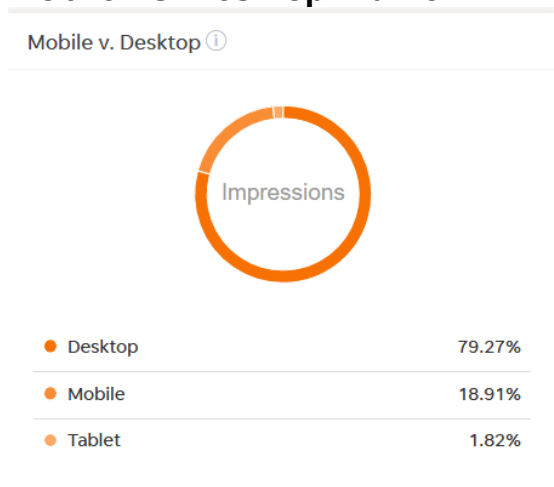
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South Tx Competitor PPC												
	\$1,200.00	Oct-18	3275	434	13.25	\$2.76	66	6	72	162	1.2	\$16.67
	\$1,200.00	Nov	5,513	806	14.62	\$1.49	94	15	109	322	1.2	\$11.01
	\$1,200.00	Dec	9,691	1,050	10.83	\$1.14	76	8	84	206	1.7	\$14.29
	\$1,200.00	Jan	8,725	1,136	13.02	\$1.06	54	10	64	283	1.9	\$18.75
	\$1,200.00	Feb	8,893	1,164	13.09	\$1.03	56	13	69	287	2.1	\$17.39
	\$1,200.00	March	5,099	699	13.71	\$1.72	54	17	71	135	1.4	\$16.90
	\$1,200.00	April	7,906	922	11.66	\$1.30	98	20	118	160	2.1	\$10.17
TOTALS:	\$8,400.00	43,374	49,102	6,211	12.65	\$1.35	498	89	587	1,555	1.7	\$14.31
(Above Average)											(First Page)	

Page URL Visited	Clicks/Visits
*Get Started Online Programs	1
*Current Student Admissions	1
*Hybrid Courses	1
*Financial Aid	1
*Apply Now Spring Submitted	1
*Enrollment Management Submitted	1
*Student Services Hours	1
*Contact Us Now Submitted	1
*About/Locations Submitted	1
*Hybrid Courses Submitted	1
*Academics Submitted	2
*Catalog	2
*Tuition & Fees	2
*Contact Us Now	2
*Certificates	3
*Associate Degrees	3
*Request More Info Form	3
*Course Schedule Submitted	3
*Future Students	3
*Degrees	4
*Bach Degrees	6
*About/Locations	6
*Course Schedule	7
*Register Now	10
*Request info Submitted	10
*Enrollment Management	11
*Programs & Majors	16
*Apply Now Spring	17
*Enroll now/Apply now	21
*Academics	22

Top Performing Keywords

TSC college Brownsville
UTRGV college
texas state technical college
TSTC college Waco
RGV College
The University of Texas Pan American Edinburg
South Texas Vocational Technical Institute
Southern Careers Institute
Brightwood College Arlington
texas state technical college Waco
The University of Texas Pan American
Brightwood College El Paso
South Texas Vocational Technical Institute McAllen
Brightwood College Brownsville
Brightwood College Beaumont
South Texas Vocational Technical Institute Corpus Christi
Brightwood College Corpus Christi
Brightwood College Laredo
CHCP college Austin

Mobile Vs. Desktop Traffic



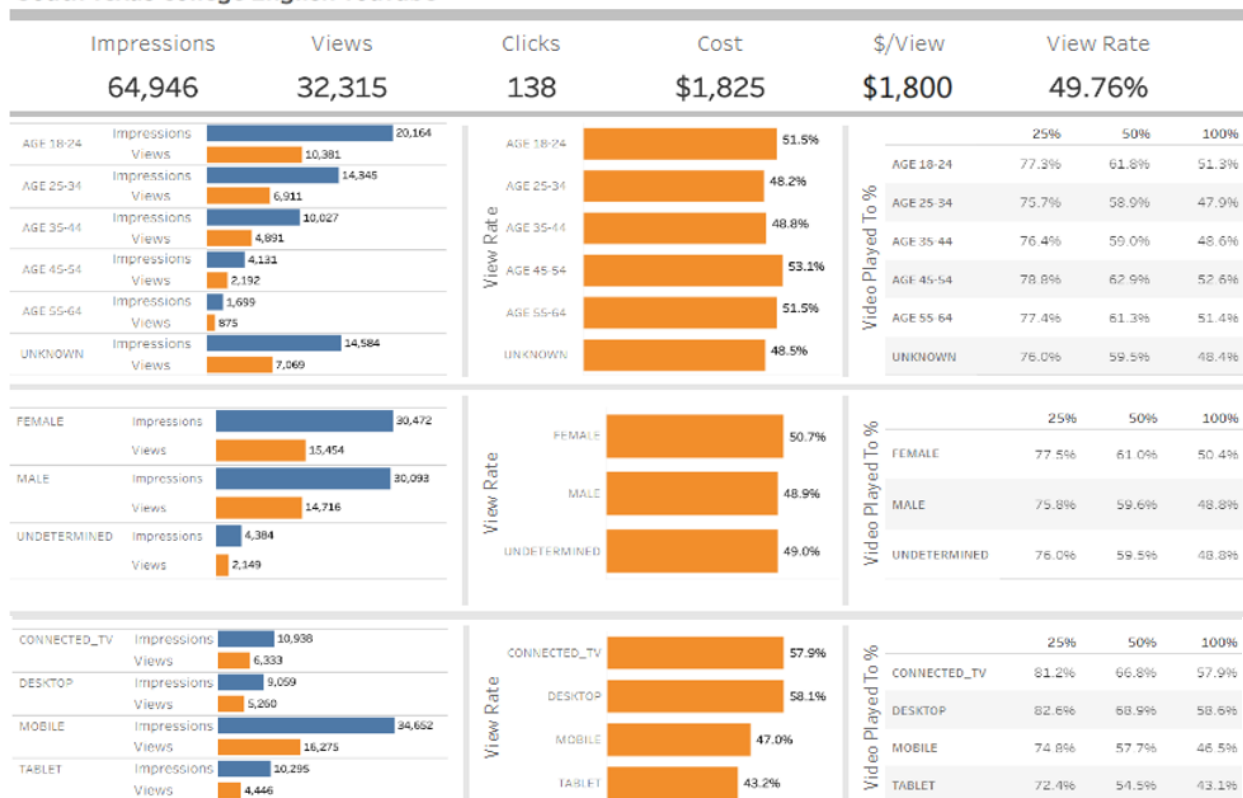
Text Ad Group Performance (Google Only)

Ad Group Name	Text Ad	Impressions	Visits	CTR	Avg Position	Wp Name
Primary Ad Group	South Texas CollegeGet A Bigger Paycheck For A Brighter Future. Take A Tour & Apply Online Today.	491	41	8.35	2.0	Google
Primary Ad Group	South Texas CollegeChoose The Best Schedule With Day, Night, Weekend, Or Online Classes. Apply Now.	402	32	7.96	2.4	Google
Primary Ad Group	South Texas CollegePrepare For A High-Paying Career. Get The Skills You Need For A Brighter Future.	64	8	12.50	1.8	Google
Primary Ad Group	Start Your Future Today.Get Started At STC, The Valley's Most Affordable College. Flexible Schedules.	48	6	12.50	1.6	Google
Primary Ad Group	South Texas CollegePrepare For A High-Paying Career. Get A 4-Year Degree For 1/4 Of The Cost.	72	5	6.94	2.0	Google
Primary Ad Group	South Texas CollegeThe Valley's Most Affordable College. Visit Our Website For Degrees & Programs.	111	2	1.80	2.6	Google

YouTube Data — English

\$1,800 April 2019

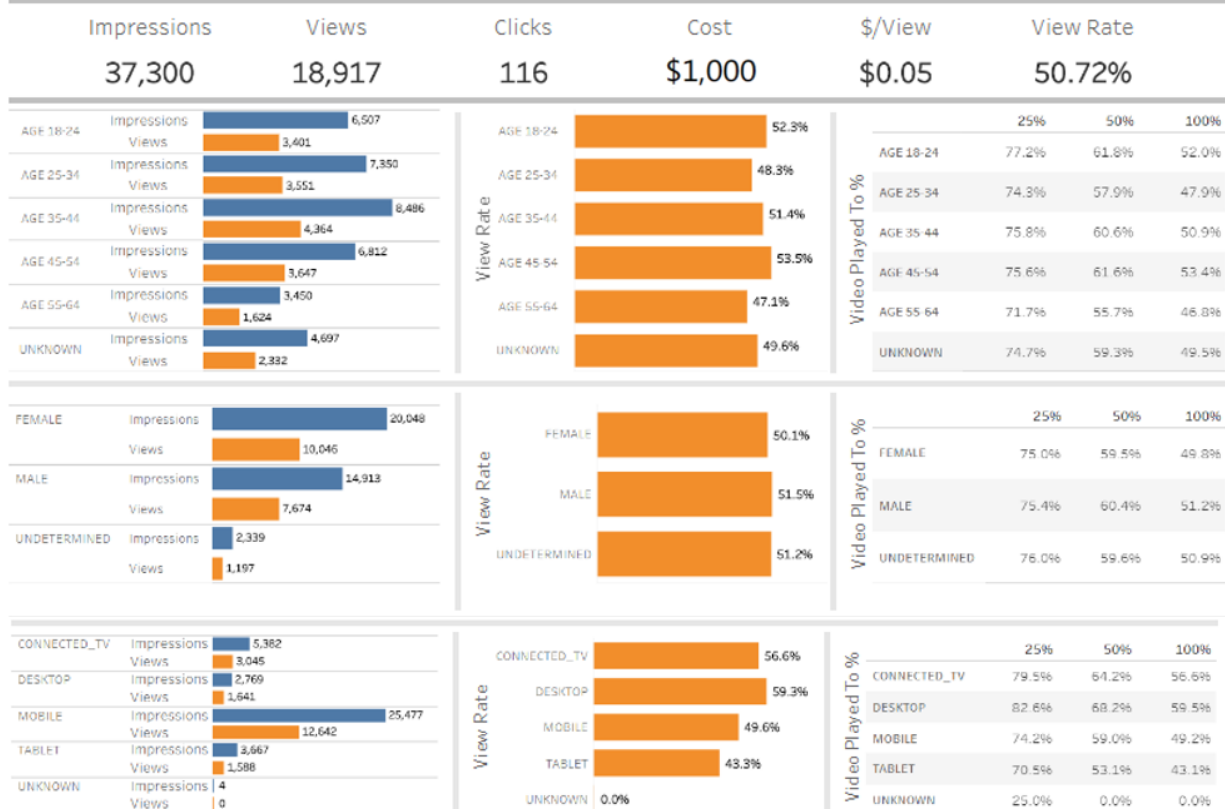
South Texas College English YouTube



YouTube Data — Spanish

\$1,000 April 2019

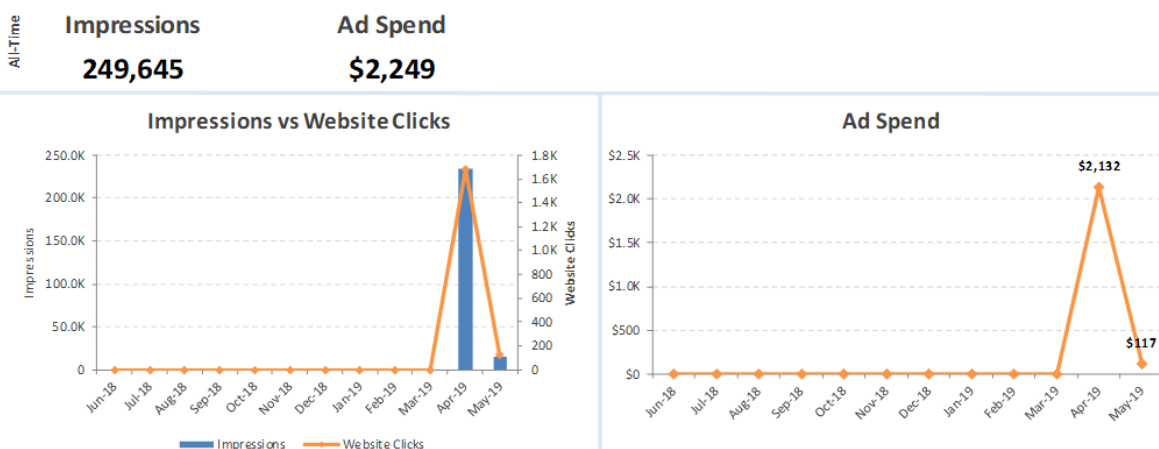
South Texas College Spanish YouTube



Custom Social Media Facebook/Instagram Campaign

\$2,000 April 2019

Performance



Engagement

All-Time

Clicks
3,445

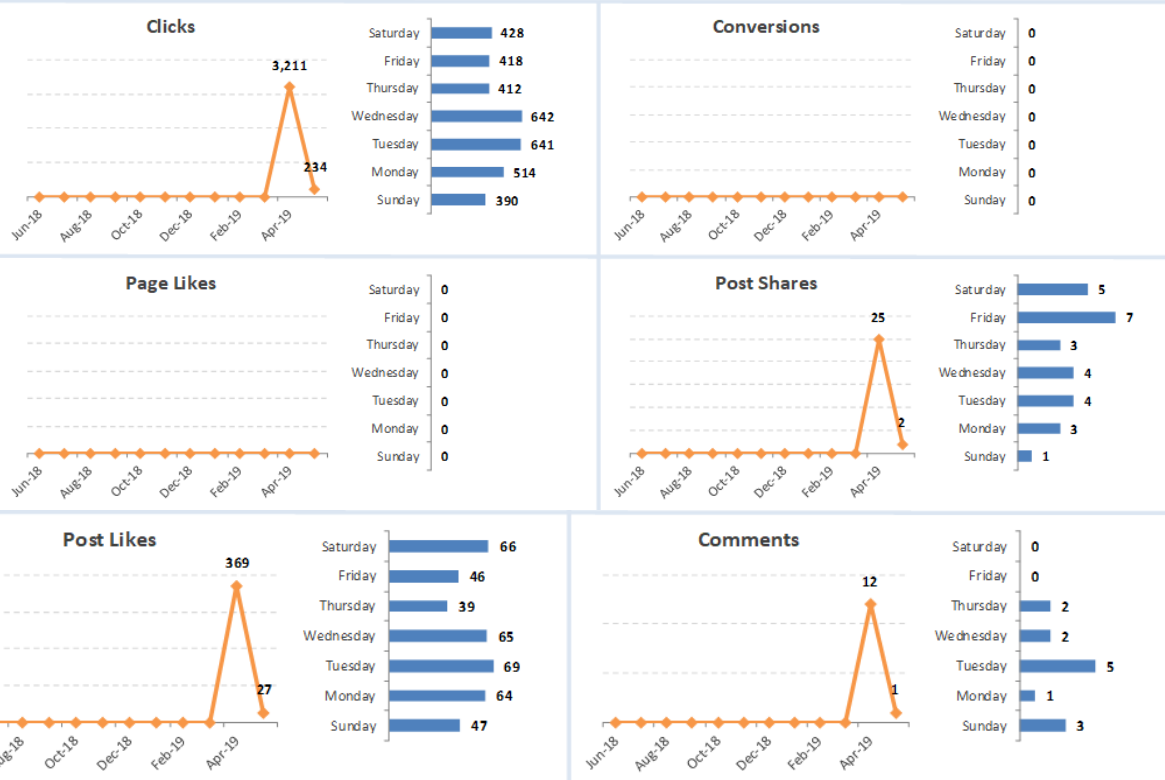
Page Likes
0

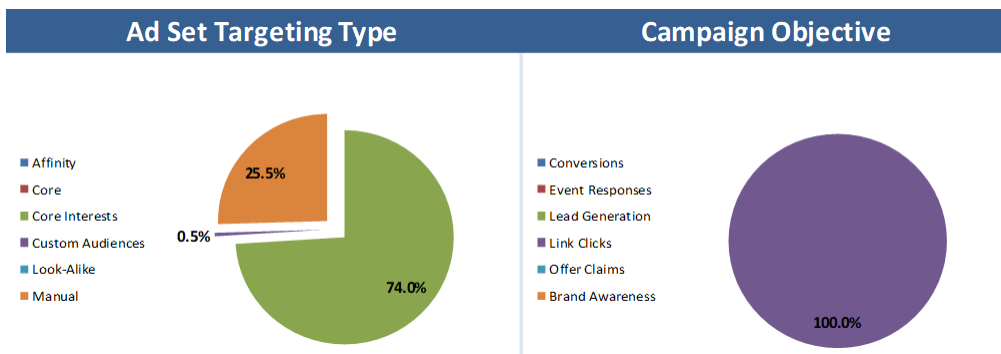
Post Likes
396

Conversions
0

Post Shares
27

Comments
13





Creative Report — The social media creative breakdown reports are attached.

Geo-Fence Display Mobile Ads

\$2,125 April 2019 budget

[clickthrough conversion](#) - someone who clicked the ad, and then later walked into a conversion zones.

[view through Conversion](#) - someone who was saw an ad, did not click, and then walked into a conversion zone.

[weighted actions](#) - is the sum of the two above

Campaign Name	From	To	Budget	Spent	Impressions	CPM	Visits	
South Texas College GeoFence	Apr 01, 2019	Apr 24, 2019	\$2,125.00	\$2,125.00	399,044	\$5.33	588	

Conversion Location Performance

College Conversions - Walk On Campus	Conversions
Mid-Valley Campus400 N. BorderWeslacoTX78596	392
Nursing & Allied Health Campus1101 E. VermontMcAllenTX78503	610
Pecan Campus3201 W. PecanMcallenTX78501	528
Starr County Campus142 FM 3167 Rio Grande CityTX78582	120
Technology Campus3700 W. Military HwyMcAllenTX78503	575

Top Performing locations based on impressions/clicks

Geography Location Performance	Performance Impressions	Performance Clicks
Mission High School1802 Cleo DawsonMissionTX78572	275796	369
Weslaco High School1005 W Pike BlvdWeslacoTX78596	272842	417
South Texas Business, Education & Technology Academy510 S. Sugar RdEdinburgTX78539	265314	334
UTRGV Continuing Education1800 S. Main St.McallenTX78503	261126	363
Achieve Early College High School1601 N. 27th St. McAllenTX78501	193917	230
Memorial High School101 E. Hackberry Ave.McAllenTX78501	188279	280
McAllen High School2021 La Vista AveMcAllenTX78501	184459	256
PSJA T-STEM Early College High School714 US-83 BUSPharrTX78577	162046	228
Ticket Master Call Center807 S Jackson RdPharrTX78577	147205	204
Workforce Solutions3101 US-83 BusMcallenTX78501	129401	171
Weslaco East High School810 S Pleasantview DrWeslacoTX78596	122625	192
PSJA Memorial Early College High School800 S Alamo RdAlamoTX78516	118672	182
PSJA Early College High School805 W Ridge RdSan JuanTX78589	109082	136
Edinburg North High School3101 N Closner BlvdEdinburgTX78541	105249	138
Spectrum Call Center3701 N. 23rd St.McallenTX78501	103441	138
PSJA North Early College High School500 E Nolana LoopPharrTX78577	103174	135
Donna High SchoolEast, 2301 Wood AveDonnaTX78537	99753	141
Robert Vela High School801 E Canton RdEdinburgTX78539	90945	115
Workforce Solutions2719 W. University DrEdinburgTX78539	83783	111
Palmview High School3901 N. La Homa Rd.PalmviewTX78574	68067	79
Hidalgo Early College High School901 E. Pirate Dr. HidalgoTX78557	67404	94

Presented by

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