

# Campaign Report

July 2019



interact

## South Texas College

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Campaign Report  
July 2019

August 15, 2019

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## Progress Report

### July 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 12<sup>th</sup> focus group added
- Phone Survey completed
- Media Prefs
- 5 Emotional Resonance Focus Groups completed, Nov. 5
  - Additional 6<sup>th</sup> 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
  - Robotics camps
  - MEDA Scholarship
  - Cloud computing/ computer program
  - Cyber Security Grant
- 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 finalized and approved
  - Video template
  - Billboard template
  - Social templates
  - Digital templates
  - Car Shade template
  - T-shirt template
  - Shuttle wrap
  - Flyers
  - PowerPoint
  - Rack Card
  - Retractable Banner
  - Brochure
- HEB sponsorship ads
- Brand Style Guide finalized

#### ☐ **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, April to August
  - Radio, April to August
    - Air check (May 2019):  
<https://drive.google.com/file/d/1NtTkOHEUlo6SrWqCmZ2XGeyBXCIVOFW/view?usp=sharing>
    - Air check (June 2019)  
<https://drive.google.com/file/d/0B8NiwnyyiuyWLTl3SzdnciVLc3d3elhWY0tzc3pGXzFDTjc4/view?usp=sharing>
    - Live 104/iHeart Media remote broadcast on Pecan Campus, August 2019
  - Pandora, May to August
  - Outdoor, May to August
  - TV, May to August
  - Telemundo Interview, Accesso Total (May 2019)
    - [https://drive.google.com/file/d/1bVLyUhJ\\_4nh-iW8ebARX9ywfGTfGlCk1/view?usp=sharing](https://drive.google.com/file/d/1bVLyUhJ_4nh-iW8ebARX9ywfGTfGlCk1/view?usp=sharing)
  - Telemundo Interview, Accesso Total (June 3, 2019)
    - <https://drive.google.com/file/d/1RDtKc85tVDI2MHZ2BbQVqkqADhY-Ud9-h/view?usp=sharing>
  - Telemundo Interview, Accesso Total (July 8, 2019)
  - Snapchat for Commencement, May 2019
  - Print: Texas Border Business and Mega Doctor (continuing)
    - Digital ads included for both TBB and Mega Doctor
  - Print: Monitor Newspaper Spadea

## IN PROGRESS

### ☐ Creative

- Program Videos
  - Production underway
- Monthly articles in progress
- Landing Pages under development

### ☐ 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
- Fill the Bus Sponsorship in August



## South Texas College Budget July 2019

1. Brand Development & Research		Budget	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	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						\$5,000		Complete
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										\$55,000			On Target
Program Videos		\$35,000													On Target
Creation of templates for programs and services		\$5,000										\$2,500	\$2,500		Complete
Writing services		\$15,000										\$7,500			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								Complete
Billboards Fall Enrollment		\$72,000								\$18,000	\$18,000	\$18,000	\$16,656		Complete
Print - News															
Texas Border Business		\$9,702			\$882	\$882	\$882	\$882	\$882	\$882	\$882	\$882	\$882	\$882	On Target
Mega Doctor		\$9,702			\$882	\$882	\$882	\$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	\$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	\$1,200	\$1,200	\$1,200	On Target
YouTube		\$36,600			\$3,525	\$3,525	\$3,525	\$3,525	\$3,525	\$3,525	\$3,525	\$3,525	\$3,525	\$3,525	On Target
Display: Custom Targeting/Retargeting		\$29,600			\$2,600	\$2,700	\$2,700	\$2,700	\$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	\$3,700	\$3,700	\$3,700	\$3,700	\$3,700	\$3,700	On Target
Social Media: Facebook/Instagram Dual Conversion		\$10,000									\$2,000	\$2,000	\$2,000	\$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	\$2,125	\$2,125	\$2,125	On Target
Television															
Primetime/Daytime		\$84,019					\$10,907	\$13,084		\$8,534	\$12,471	\$15,458	\$15,458	\$15,242	On Target
Radio															
Broadcast		\$67,900				\$6,512	\$10,641	\$3,247		\$5,084	\$10,694	\$11,399	\$11,789	\$11,399	On Target
Pandora		\$62,100				\$3,500	\$7,500	\$3,600		\$7,500	\$10,000	\$15,000	\$15,000	\$15,000	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	\$2,500	\$2,500	\$2,500	On Target
Travel Expenses		\$20,000					\$6,386	\$2,857		\$10,549	\$10,549				Complete
Media Buying Commission		\$55,000		\$213	\$1,979	\$4,751	\$6,798	\$4,109	\$1,709	\$1,709	\$1,709	\$8,309	\$7,637	\$8,115	On Target
Scope of Work total:			\$1,010,000	\$17,500	\$54,838	\$54,393	\$74,277	\$135,864	\$48,911	\$21,298	\$89,465	\$85,012	\$157,180	\$98,054	On Target

## South Texas College Value Added July 2019

Media Buys	Company	Value Added	Estimated Value	Status
	Charter Spectrum	Gala TV Ads	\$2,500	Complete
	Telemundo	Acceso Total 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
		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
	Telemundo, KWCT/CW, and KNVO Univision	Acceso Total Interview (May 2019)	\$1,500	Complete
	Telemundo, KWCT/CW, and KNVO Univision	Acceso Total Interview (June 2019)	\$1,500	Complete
	Telemundo, KWCT/CW, and KNVO Univision	Acceso Total Interview (July 2019)	\$1,500	Complete
		Two-hour live remote on campus with radio personalities and ads leading up to event. (August 2019)	\$1,500	Complete
Research	Company	Value Added	Estimated Value	Status
	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	Status
	Interact Communications	Digital Ad revisions for summer	\$200	Complete
	Interact Communications	Radio Wild Reads (12)	\$1,200	Complete
	Interact Communications	15 second radio ads	\$1,000	Complete

## South Texas College Cumulative Data July 2019

Platform	October	November	December	January	February	March	April	May	June	July	Totals/Averages
<b>Social &amp; Digital Media (Facebook, Instagram &amp; Retargeting)</b>											
Impressions	382,000	394,000	365,000	457,000	249,000	217,000	249,000	473,661	446,789	471,897	3,705,347
Clicks to Website	4,516	4,227	4,999	5,900	3,100	2,605	3,198	6,766	5,539	5,579	46,429
Engagement	3,000	450	500	600	300	265	400	660	600	527	7,302
Video Views	5,000	5,100	5,800	7,600	2,979	2,543	3,198	186,954	190,000	182,381	591,555
<b>Snapshot (filters)</b>											
Swipes		2,993						4,574			7,567
Uses		978						1,703			2,681
Views		68,000						\$151,230.00			219,230
<b>YouTube Marketing- English</b>											
Impressions	79,258	63,465	62,258	97,239	55,147	58,131	64,946	94,796	96,201	105,706	777,147
Completed Views	39,324	31,917	29,790	46,587	23,227	25,613	32,315	37,900	35,599	38,518	340,790
Clicks	127	86	144	250	118	124	138	250	243	210	1,690
Video Views	50%	50%	47%	47%	42%	44%	50%	40%	37%	36%	48%
<b>YouTube Marketing - Spanish</b>											
Impressions	30,669	25,110	24,994	35,792	32,746	33,071	37,300	31,118	31,333	32,358	314,491
Completed Views	15,222	12,384	12,023	15,916	13,522	15,000	18,917	14,732	14,174	14,045	145,935
Clicks	70	55	79	134	125	109	116	118	124	138	1,068
Video Views	49%	49%	49%	44%	41%	44%	51%	47%	45%	43%	46%
<b>Pay PerClick</b>											
Impressions	13,463	24,082	29,496	29,005	27,269	20,944	24,058	28,071	25,329	19,945	241,662
Visits to website	2,070	3,282	1,050	4,027	3,600	2,809	2,689	2,998	2,254	2,210	26,989
Calls	126	206	293	611	363	336	329	317	184	158	2923
Forms Submit	58	138	264	246	193	182	178	126	89	96	1570
CTR	15%	13%	10%	13%	13%	13%	13%	11%	9%	11%	14%
<b>Pay PerClick (Competitor)</b>											
Impressions	3,275	5,513	9,691	8,725	8,893	5,099	7,906	5,217	5,825	5,904	66,048
Visits to website	434	806	1,050	1,136	1,164	699	922	686	689	728	8,314
Calls	66	94	76	54	56	54	98	56	63	61	678
Forms Submit	6	15	8	10	13	17	20	8	0	14	111
CTR	13%	14%	11%	13%	13%	13%	12%	13%	11%	12%	13%
<b>Custom Display Campaign</b>											
Impressions	591,052	591,429	568,626	544,869	583,900	561,022	552,992	605,888	595,586	584,033	5,779,397
Visits to website	1,432	1,584	1,563	1,947	1,508	1,460	1,693	2,368	1,979	1,969	17,503
Completed views	18,000	15,000	14,000	16,000	10,109	12,139	20,930	52,000	49,387	45,496	253,061
<b>Geo-Fencing</b>											
Impressions	343,810	253,311	1,693,296	395,000	394,381	389,862	399,044	388,120	393,176	365,130	5,015,130
Visits to website	544	373	2,015	579	579	569	588	739	674	725	7,385
Walk-ins	500	1,000	200	221	135	267	2225	132	684	132	5,496

Media	October	November	December	January	February	March	April	May	June	July	Totals/Averages
<b>Traditional Radio Marketing</b>											
KLTV MIX 107 (Estimated)			301x								301x
La Ley			115x								115x
KBFM			139x								139x
KTEX			29x								29x
KFRQ			161x								161x
KHKZ			27x								27x
Radio Totals (Estimated)									1,545x		x1,545
<b>Pandora</b>											
Impressions			1,331,108					260,512	960,258	TK	2,551,878
<b>Broadcast TV / Cable TV</b>											
TV Commercials			341x								341x
HH GRPS			388x								388x
TV Totals (Estimated)									695x		695x
<b>Outdoor Advertising</b>											
Impressions			21,233,808						7,220,883		28,454,691

## Digital Campaign Highlights

### July 2019

#### Overview of All Digital Campaign Highlights

- Drove a total of 12,133 visits to the website.
- Drove 1.7 million impressions of video ads, static ads and text ads. Of those who saw any of these ads, we remarketed your website traffic with over 24,000 remarketing impressions to keep in front of potential students that already visited the South Texas College website.
- Drove more than 276,000 completed video views through YouTube, Facebook and Display

#### Total Conversions All Digital Campaign Highlights

- Drove a total of 252 calls from the PPC campaign, Social Media and Display.
- Average call length is 4:33 minutes, which means great quality calls.
- Drove a total of 126 form submissions from the PPC, Social Media and Display campaigns.
- Tracked 132 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.

# Social Media: Facebook & Instagram Campaign

## Campaign Overview

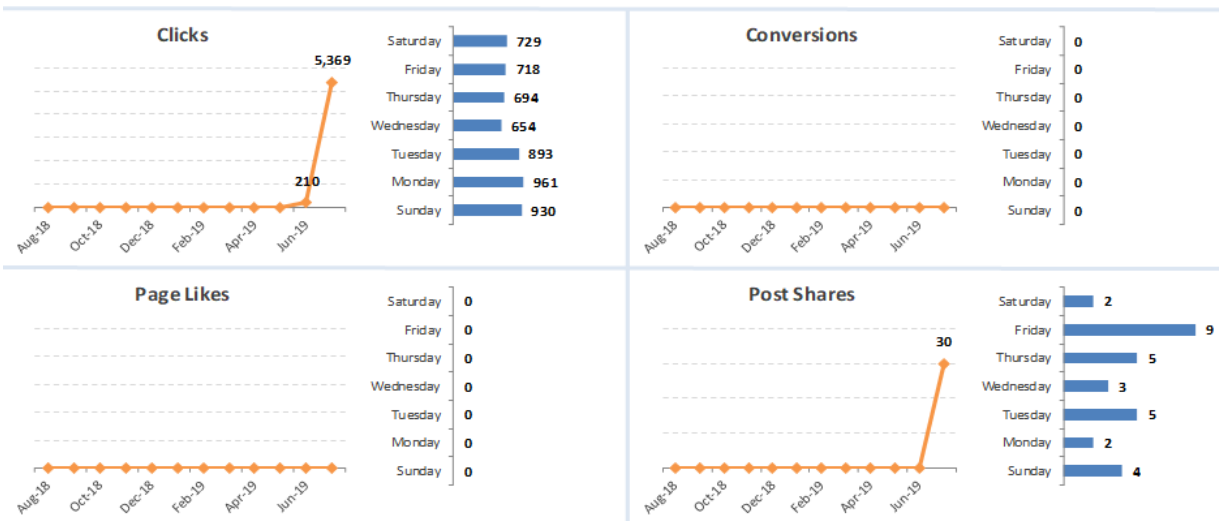
- Drove 5,579 visits to the website
- Delivered 471,897 impressions
- Drove 527 engagements (likes, comments & shares)
- 182,381 completed video views

## Performance

All-Time	Impressions	Ad Spend
	<b>471,897</b>	<b>\$3,815</b>

## Engagement

All-Time	Clicks	Page Likes	Post Likes	Conversions	Post Shares	Comments
	<b>5,579</b>	<b>0</b>	<b>481</b>	<b>0</b>	<b>30</b>	<b>16</b>



Group	Ad Set Name	Impressions	Link Clicks	Clicks	Post Reactions	Comments	Shares	Video Plays
South Texas College Custom Facebook/IG	CRM Targeting	4613	2	5				
South Texas College Custom Facebook/IG	High School Students//Traditional Transfer	74072	283	536	31	1	1	21625
South Texas College Custom Facebook/IG	Parents (English and Spanish)	7396	23	48	6			
South Texas College Custom Facebook/IG	Retargeting	175224	822	1932	152	8	10	82096
South Texas College Custom Facebook/IG	Workforce/Non Traditional	36995	254	567	55	1	2	17759
South Texas College Custom Facebook/IG	Workforce/Non Traditional - Spanish	173597	1219	2491	237	6	17	60901

# Social Media: Facebook & Instagram Conversion Campaign

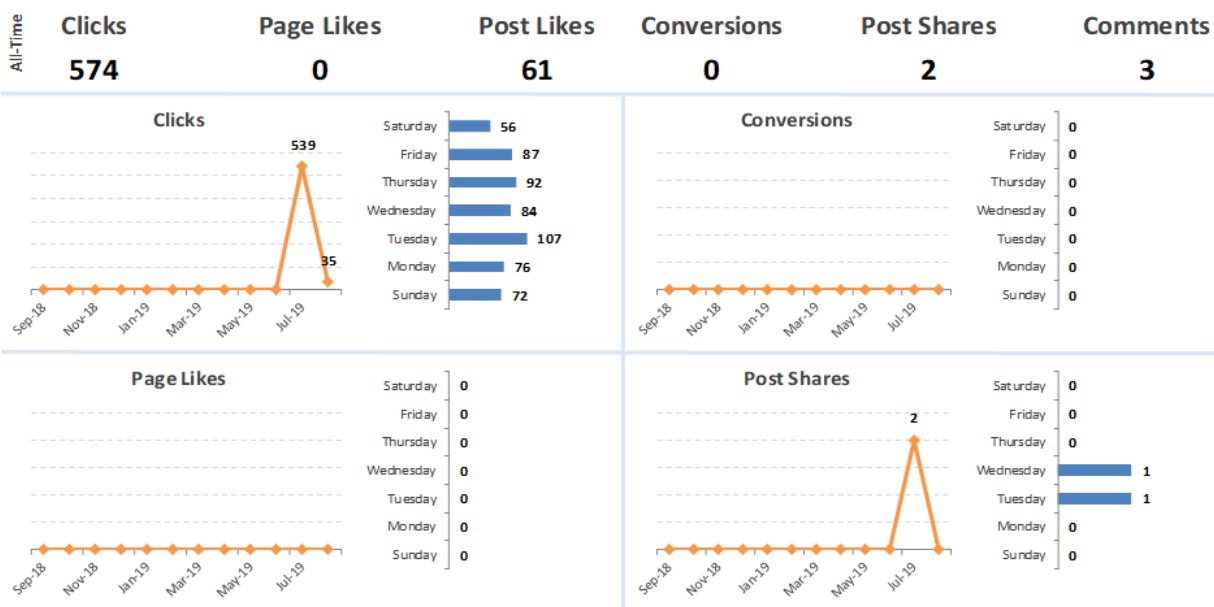
## Campaign Overview

- Drove 574 visits to the website
- Delivered 97,379 impressions
- Drove 66 engagements (likes, comments & shares)

## Performance

All-Time	Impressions	Ad Spend
	<b>97,379</b>	<b>\$2,132</b>

## Engagement



# YouTube English Campaign

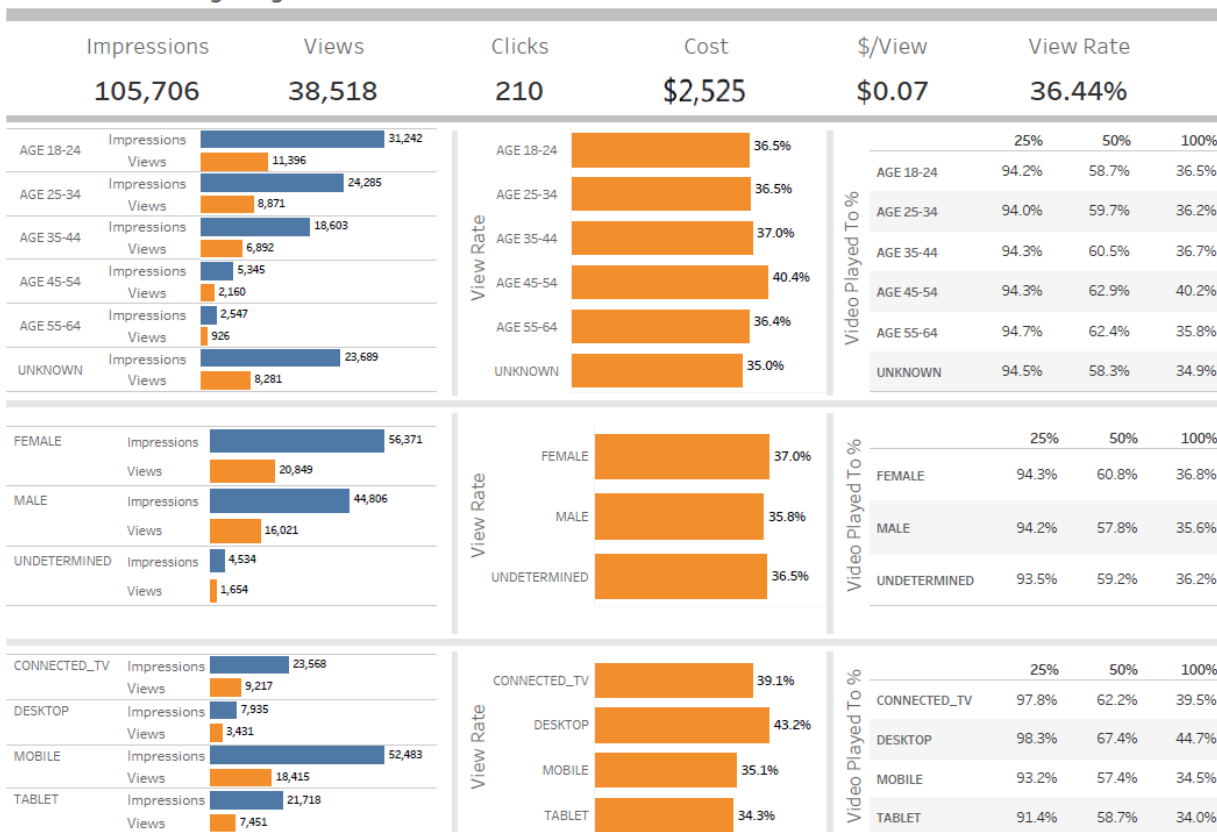
## Campaign Overview

- Served 105,706 video impressions
- 38,518 completed video views
- Over 36% completed video view rate
- Average cost per completed video view is \$0.07
- 37% Women / 35% Men
- 210 clicks to the website

## YouTube Industry Benchmarks

- Average completed video view rate is 15%
- Average cost per completed view is 10-15 cents

## South Texas College English YouTube



Title - English Video Ads	\$/View	Clicks	Impressions	Views	100%	25%	50%	75%	Duration
Experience Prosperity	\$0.07	60	34,975	12,718	36.30%	95.50%	59.60%	42.10%	0:30
Exceptional Possibilities	\$0.07	38	26,728	9,078	33.70%	95.40%	59.40%	39.90%	0:15
Experience Success	\$0.06	48	24,404	9,504	38.80%	96.00%	61.40%	44.50%	0:15
Exceptional Faculty	\$0.06	45	13,716	5,103	36.90%	96.40%	60.60%	42.70%	0:15
Exceptional Foundations	\$0.08	10	2,016	745	36.70%	71.40%	49.10%	41.40%	0:30
Experience Bigger Paychecks	\$0.07	3	1,829	627	34.30%	66.80%	45.60%	38.20%	0:30
Experience What's Next	\$0.08	6	1,752	644	36.30%	69.10%	48.60%	40.90%	0:30
General Ad YouTube Jay	\$0.08	0	286	99	36.00%	69.90%	49.30%	42.00%	0:30

# YouTube Spanish Campaign

## Campaign Overview

- Served 32,358 video impressions
- 14,045 completed video views
- Over 43% completed video view rate
- Average cost per completed video view is \$0.07
- 42% Women / 44% Men
- 138 clicks to the website

## YouTube Industry Benchmarks

- Average completed video view rate is 15%
- Average cost per completed view is 10-15 cents

## South Texas College Spanish YouTube

Impressions		Views		Clicks	Cost	\$/View	View Rate						
32,358		14,045		138	\$1,000	\$0.07	43.41%						
AGE 18-24	Impressions	<div><div></div></div> 5,333		AGE 18-24	<div><div></div></div> 43.0%			25%	50%	100%			
	Views	<div><div></div></div> 2,294					AGE 18-24	73.3%	55.0%	43.2%			
AGE 25-34	Impressions	<div><div></div></div> 7,140		AGE 25-34	<div><div></div></div> 41.5%		AGE 25-34	73.1%	53.1%	41.7%			
	Views	<div><div></div></div> 2,965					AGE 35-44	74.6%	55.5%	44.4%			
AGE 35-44	Impressions	<div><div></div></div> 8,072		AGE 35-44	<div><div></div></div> 44.1%		AGE 35-44	74.6%	55.5%	44.4%			
	Views	<div><div></div></div> 3,558					AGE 45-54	75.2%	57.1%	47.3%			
AGE 45-54	Impressions	<div><div></div></div> 4,969		AGE 45-54	<div><div></div></div> 46.9%		AGE 45-54	75.2%	57.1%	47.3%			
	Views	<div><div></div></div> 2,331					AGE 55-64	72.3%	54.3%	43.5%			
AGE 55-64	Impressions	<div><div></div></div> 3,284		AGE 55-64	<div><div></div></div> 43.1%		AGE 55-64	72.3%	54.3%	43.5%			
	Views	<div><div></div></div> 1,417					UNKNOWN	73.1%	52.8%	41.7%			
UNKNOWN	Impressions	<div><div></div></div> 3,564		UNKNOWN	<div><div></div></div> 41.6%		UNKNOWN	73.1%	52.8%	41.7%			
	Views	<div><div></div></div> 1,484											
FEMALE	Impressions	<div><div></div></div> 17,712		FEMALE	<div><div></div></div> 42.4%			25%	50%	100%			
	Views	<div><div></div></div> 7,508					FEMALE	73.7%	54.0%	42.6%			
MALE	Impressions	<div><div></div></div> 13,104		MALE	<div><div></div></div> 44.6%		MALE	73.8%	55.4%	44.8%			
	Views	<div><div></div></div> 5,842					UNDETERMINED	73.9%	56.5%	45.6%			
UNDETERMINED	Impressions	<div><div></div></div> 1,546		UNDETERMINED	<div><div></div></div> 45.1%		UNDETERMINED	73.9%	56.5%	45.6%			
	Views	<div><div></div></div> 698											
CONNECTED_TV	Impressions	<div><div></div></div> 4,868		CONNECTED_TV	<div><div></div></div> 38.5%			25%	50%	100%			
	Views	<div><div></div></div> 1,875					CONNECTED_TV	70.6%	48.4%	39.0%			
DESKTOP	Impressions	<div><div></div></div> 1,520		DESKTOP	<div><div></div></div> 47.2%		DESKTOP	79.7%	59.9%	48.8%			
	Views	<div><div></div></div> 717					MOBILE	74.5%	56.3%	45.1%			
MOBILE	Impressions	<div><div></div></div> 22,607		MOBILE	<div><div></div></div> 44.9%		MOBILE	74.5%	56.3%	45.1%			
	Views	<div><div></div></div> 10,161					TABLET	70.7%	50.6%	38.5%			
TABLET	Impressions	<div><div></div></div> 3,363		TABLET	<div><div></div></div> 38.4%		TABLET	70.7%	50.6%	38.5%			
	Views	<div><div></div></div> 1,291											
Title - Spanish Video Ad					\$/View	Clicks	Impressions	Views	100%				
Workforce Spanish YouTube Austreberto					\$0.07	138	32,358	14,045	43.60%	25%	50%	75%	Duration
										73.80%	54.70%	48.00%	0:30

# Pay Per Click Campaign

## Campaign Overview

- Delivered 19,945 impressions
- Drove 2,210 clicks to website, 11.08% CTR
- Generated 158 calls & 96 form submits
- Average cost per visit \$2.04
- Average cost per contact is \$17

## Google Industry Benchmarks

- Average cost per visit is \$3.40
- Average cost per contact is \$72
- Average CTR is 3.5%

Online Marketing Initiatives 2019-2020 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, end form submissions)
South Tx PPC	\$4,500.00	Jul-19	19,945	2,210	11.08	\$2.04	158	96	254	514	1.6	\$17.72

## Top Pages Visited

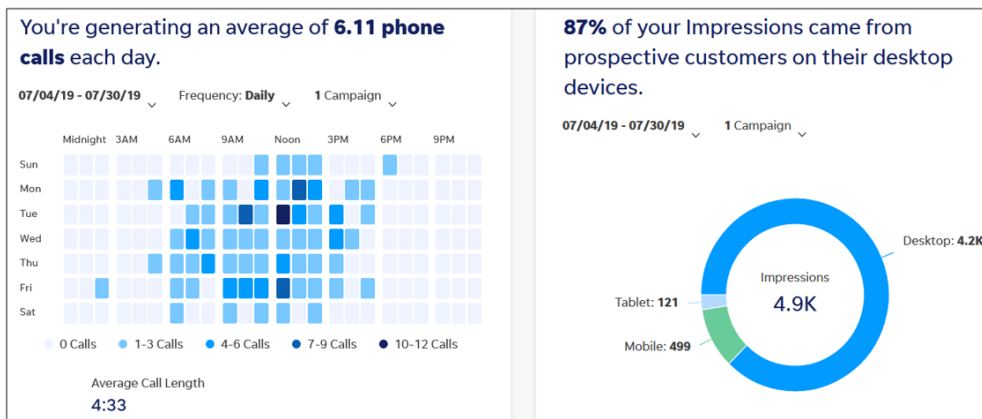
Page URL Visited	Clicks/Visits
*Degrees Submitted	1
*Apply Now Spring Submitted	1
*Current Student Admissions Submitted	1
*Academics Submitted	1
*Certificates Submitted	1
*Register Now Submitted	1
*Associate Degrees Submitted	1
*How To Apply Financial Aid Submitted	1
*Chat Now	2
*Tuition & Fees	2
*Current Student Admissions	2
*Contact Us	3
*Enrollment Management Submitted	3
*Contact Us Now	3
*Admissions	3
*New Student Admissions	4
*About Locations	5
*Catalog	5
*Request More Info Form	5
*Course Schedule Submitted	5
*Student Services Hours	8
*Associate Degrees	10
*Register in JagNet - Clicked	11
*How To Apply Financial Aid	11
*Future Students	13
*Bach Degrees	15
*Degrees	17
*Financial Aid	17
*Certificates	20
*Course Schedule	21
*Programs & Majors	27
*Start Now - Apply Texas Button Clicked	28
*Register Now	30
*Enroll now/Apply now	38
*Request info Submitted	41
*Academics	46
*Enrollment Management	50
*Apply Now Spring	71

## Keyword

- south tx college
- south texas college admissions
- South Texas College programs
- south texas college online courses
- South Texas College courses
- welding classes
- emt classes
- apply south texas college
- colleges course
- lvn to rn
- radiologic technology classes
- colleges degrees
- continuing education college
- organizational leadership bachelor
- culinary arts courses
- Welding Certificate
- emt certificate
- vocational education courses
- automotive technology course
- culinary arts college class
- college classes
- lvn programs online
- child development certificate
- teaching course
- vocational nursing college course



Ad Group	Publisher	Text Ad	Impressions	Clicks	CTR	Avg Pos
Community College	Google	South Texas CollegeBegin Your College Career With The Valley's Most Affordable College.	3,020	614	20.33	2.2
Community College	Google	The Valley's Affordable ChoiceSave Thousands By Starting Your College Career With South Texas College.	3,078	536	17.41	1.7
Community College	Google	South Texas CollegeStart Here, Go Anywhere. Flexible Schedules and Online Classes Available.	684	108	15.79	1.8
Nursing and Allied Health	Google	Get Your Degree With STCIt's Never Too Late to Start Your Nursing Career. Visit Online for More Info.	1,609	99	6.15	3.4
Business and Technology	Google	South Texas CollegeSTC's Business & Technology Courses Has the Right Program For You. Apply Today.	1,187	96	8.09	3.1
Bachelor Programs	Google	Degree Programs Now EnrollingVisit South Texas College Online to Learn About Our Bachelor Programs.	110	17	15.45	3.3
Business and Technology	Google	South Texas CollegeTrain for a Higher Paid Job at The Valley's Most Affordable College. Apply Now.	291	12	4.12	2.9
Liberal Arts and Social Sciences	Google	South Texas CollegeFlexible Class Schedules. Get A Bigger Paycheck For A Brighter Future. Apply.	213	12	5.63	3.6
Nursing and Allied Health	Google	South Texas CollegeStart Your Nursing Career at The Valley's Most Affordable College. Apply Today.	149	10	6.71	2.5
Nursing and Allied Health	Google	STC Nursing DegreesThe Most Affordable Nursing Degree In The Valley. Begin Your Application Now.	118	9	7.63	2.9



# Pay Per Click Competitor Campaign

## Campaign Overview

- Delivered 5,904 impressions
- Drove 728 clicks to website, 12.33% CTR
- Generated 61 calls & 14 form submits
- Average cost per visit \$1.65
- Average cost per contact is \$16

## Google Industry Benchmarks

- Average cost per visit is \$3.40
- Average cost per contact is \$72
- Average CTR is 3.5%

Online Marketing Initiatives 2019-2020 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, end form submissions)
South Tx Competitor PPC	\$1,200.00	Jul-19	5,904	728	12.33	\$1.65	61	14	75	150	1.5	\$16.00

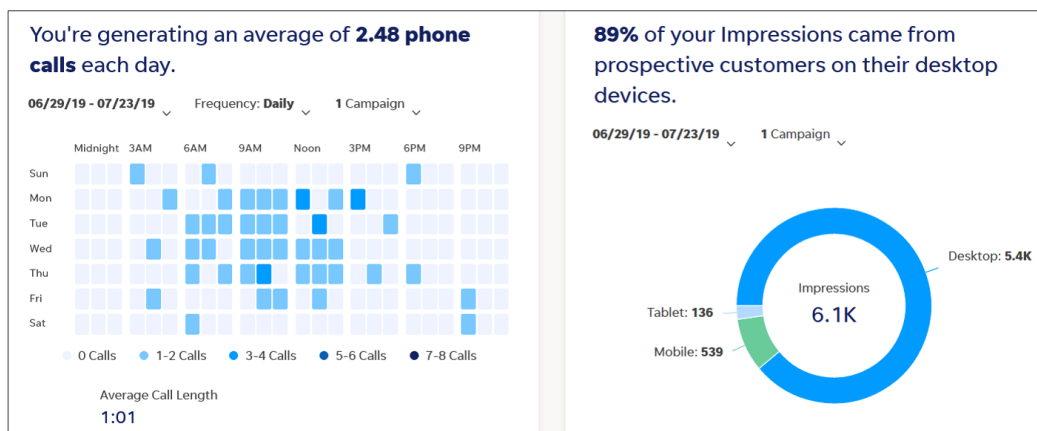
## Top Pages Visited

Page URL Visited	Clicks/Visits
*Catalog	1
*Get Started Online Programs	1
*How To Apply Financial Aid	1
*Request More Info Form Submitted	1
*Student Services Hours	1
*Programs & Majors Submitted	1
*Enrollment Management Submitted	1
*Financial Aid	2
*Course Schedule Submitted	2
*Apply Now Spring Submitted	2
*Degrees	4
*Bach Degrees	4
*Programs & Majors	5
*Certificates	5
*Associate Degrees	6
*Future Students	6
*About/Locations	7
*Request info Submitted	7
*Register Now	10
*Course Schedule	11
*Enroll now/Apply now	14
*Enrollment Management	17
*Academics	17
*Apply Now Spring	24

## Keyword

1. TSC college Brownsville
2. RGV College
3. TSTC college Waco
4. UTRGV college
5. texas state technical college
6. The University of Texas Pan American Edinburg
7. South Texas Vocational Technical Institute McAllen
8. Brightwood College Brownsville
9. Brightwood College Houston
10. South Texas Vocational Technical Institute San Antonio
11. texas state technical college Waco

Ad Group	Publisher	Text Ad	Impressio	Clicks	CTR	Avg Pos
Primary Ad Group	Google	South Texas CollegeChoose The Best Schedule With Day, Night, Weekend, Or Online Classes. Apply Now.	246	28	11.38	1.9
Primary Ad Group	Google	South Texas CollegeGet A Bigger Paycheck For A Brighter Future. Take A Tour & Apply Online Today.	113	9	7.96	1.8
Primary Ad Group	Google	South Texas CollegePrepare For A High-Paying Career. Get The Skills You Need For A Brighter Future.	75	7	9.33	2.1
Primary Ad Group	Google	South Texas CollegeThe Valley's Most Affordable College. Visit Our Website For Degrees & Programs.	126	5	3.97	2.4
Primary Ad Group	Google	South Texas CollegePrepare For A High-Paying Career. Get A 4-Year Degree For 1/4 Of The Cost.	66	3	4.55	1.9



# Display Campaign

## Campaign Overview

- Delivered 584,033 impressions
- Drove 1969 clicks to website
- 45,496 completed video views
- Average CPM is \$4.62

Campaign Name	From	To	Budget	Spent	Impressions	CPM	Visits	
South Texas College Custom Display	Jul 01, 2019	Aug 01, 2019	\$2,700.00	\$2,700.00	584,033	\$4.62	1,969	

Targeting Tactic	Performance Impressions	Performance Clicks
Content targeting	163,396	566
Keyword targeting Spanish	163,154	506
Keyword targeting English	162,158	646
Keyword targeting English Video	89,899	278
Website Remarketing	24,797	43

Campaign Targeting Tactic	Geography Region	Geography City	Performance Impressions	Performance Clicks
Content Targeting	Texas	Mission	32,338	114
Keyword Spanish Retargeting	Texas	Mission	29,942	119
Keyword English Retargeting	Texas	Mission	29,868	123
Content Targeting	Texas	Pharr	28,112	115
Keyword Spanish Retargeting	Texas	Edinburg	27,599	84
Keyword English Retargeting	Texas	Edinburg	26,575	103
Keyword English Retargeting	Texas	Pharr	25,669	104
Keyword Spanish Retargeting	Texas	Pharr	25,010	67
Keyword English Retargeting	Texas	McAllen	24,632	82
Keyword Spanish Retargeting	Texas	McAllen	24,175	68
Content Targeting	Texas	Edinburg	23,052	65
Content Targeting	Texas	McAllen	22,910	92
Content Targeting	Texas	Weslaco	21,802	64
Keyword English Retargeting	Texas	Weslaco	20,563	76
Keyword Spanish Retargeting	Texas	Weslaco	20,028	61
Keyword English Retargeting Video	Texas	Mission	17,565	44
Keyword English Retargeting Video	Texas	Pharr	14,484	53
Keyword English Retargeting Video	Texas	McAllen	14,384	57
Keyword English Retargeting Video	Texas	Edinburg	14,064	28
Keyword English Retargeting	Texas	McAllen	11,536	47
Content Targeting	Texas	Rio Grande City	11,354	40
Keyword Spanish Retargeting	Texas	McAllen	11,354	36
Keyword English Retargeting Video	Texas	Weslaco	11,152	36

Campaign Tactic	Ad Running:	Ad Size	Performance Impressions	Performance Clicks
Keyword Retargeting Spanish	STC-summer-digital12-320x50.jpg	320x50	17,132	55
Keyword Retargeting Spanish	STC-summer-digital13-320x50.jpg	320x50	16,844	45
Keyword Retargeting Spanish	STC-summer-digital14-320x50.jpg	320x50	15,466	52
Content Targeting	STC-summer-digital9-320x50.jpg	320x50	5,271	10
Content Targeting	STC-summer-digital7-320x50.jpg	320x50	5,171	9
Content Targeting	STC-summer-digital11-320x50.jpg	320x50	5,168	15
Content Targeting	STC-summer-digital1-320x50.jpg	320x50	5,164	12
Content Targeting	STC-summer-digital3-320x50.jpg	320x50	5,153	24
Content Targeting	STC-summer-digital5-320x50.jpg	320x50	5,136	14
Content Targeting	STC-summer-digital2-320x50.jpg	320x50	5,064	19
Content Targeting	STC-summer-digital8-320x50.jpg	320x50	5,005	15
Content Targeting	STC-summer-digital4-320x50.jpg	320x50	4,938	10
Keyword Retargeting Spanish	STC-summer-digital14-300x250.jpg	300x250	4,545	14
Keyword Retargeting Spanish	STC-summer-digital12-300x250.jpg	300x250	4,516	13
Content Targeting	STC-summer-digital10-320x50.jpg	320x50	4,508	14
Keyword Retargeting Spanish	STC-summer-digital13-300x250.jpg	300x250	4,470	10
Keyword Retargeting English	STC-summer-digital8-320x50.jpg	320x50	4,432	16
Keyword Retargeting English	STC-summer-digital5-320x50.jpg	320x50	4,419	19
Keyword Retargeting English	STC-summer-digital6-320x50.jpg	320x50	4,376	18
Keyword Retargeting English	STC-summer-digital10-320x50.jpg	320x50	4,371	17

Top Keyword Performance	Performance Impressions	Performance Clicks
education_training_optimized_audience	161,662	500
education_training_optimized_audience	158,855	643
education_training_optimized_audience	86,458	273
colegios	1,291	5
college+class	743	1
college+class	633	0
college+degrees	618	0
college+admissions	506	1
online+college+courses	456	0
college+degree	449	0
stc	426	0
online+college+courses	316	2
college+degree	295	1
stc	227	1
junior+college	190	0
college+course	173	0
career+college	156	0
community+college	128	0
community+college	127	1

# Geo-Fencing Campaign

## Campaign Overview

- Delivered 365,130 impressions
- Drove 725 clicks to website
- Generated 132 campus visits

Campaign Name	From	To	Budget	Spent	Impressions	CPM	Visits	
South Texas College GeoFence	Jun 27, 2019	Jul 28, 2019	\$2,125.00	\$2,125.00	365,130	\$5.82	725	

Geography	Geo Fence Location	Conversions
Pecan Campus	3201 W. Pecan McAllen TX 78501	42
Mid-Valley Campus	400 N. Border Weslaco TX 78596	16
Nursing & Allied Health Campus	1101 E. Vermont McAllen TX 78503	36
Starr County Campus	142 FM 3167 Rio Grande City TX 78582	3
Technology Campus	3700 W. Military Hwy McAllen TX 78503	35

Geography	Geo Fence Name	Impressions	Clicks	Conversions
Mission High School	1802 Cleo Dawson Mission TX 78572	109222	195	14
UTRGV Continuing Education	1800 S. Main St. McAllen TX 78503	48197	74	10
Memorial High School	101 E. Hackberry Ave. McAllen TX 78501	43363	73	4
Ticket Master Call Center	807 S Jackson Rd Pharr TX 78577	36910	64	11
Spectrum Call Center	3701 N. 23rd St. McAllen TX 78501	32866	56	12
Weslaco High School	1005 W Pike Blvd Weslaco TX 78596	31793	48	8
South Texas Business, Education & Technology Academy	510 S. Sugar Rd Edinburg TX 78539	27665	46	4
Workforce Solutions	901 Travis St Mission TX 78572	26136	45	1
Weslaco East High School	810 S Pleasantview Dr Weslaco TX 78596	19958	34	1
McAllen High School	2021 La Vista Ave McAllen TX 78501	18838	30	7
Achieve Early College High School	1601 N. 27th St. McAllen TX 78501	16669	34	10
PSJA T-STEM Early College High School	714 US-83 BUS Pharr TX 78577	15259	23	1
South Texas Academy for Medical Professionals	10650 North Expressway 77/83 Olmito TX 78575	13552	24	0
PSJA Early College High School	805 W Ridge Rd San Juan TX 78589	11561	16	2
PSJA Memorial Early College High School	800 S Alamo Rd Alamo TX 78516	9545	16	0
Donna High School	East, 2301 Wood Ave Donna TX 78537	9003	19	3
PSJA North Early College High School	500 E Nolana Loop Pharr TX 78577	8949	16	2
Workforce Solutions	3101 US-83 Bus McAllen TX 78501	8484	16	14
Workforce Solutions	2719 W. University Dr Edinburg TX 78539	8354	21	4
Robert Vela High School	801 E Canton Rd Edinburg TX 78539	7423	11	0

## Print Advertising

### Texas Border and Mega Doctor Magazines

2 print ads per month

2 digital ads per month (value added)

### The Monitor

Newspaper Spadea

## Radio

Est. total of 1,545x radio spots

### KKPS 99.5, KFRQ 94.5

#1: "STC01901\_General Audience" at 33.3%

#2: "STC01902\_Traditional Student" at 33.3%

#3: "STC01903\_Workforce Audience" at 33.3%

Est. total of 408 spots\*

### KBFM 104.1, KTEX 100.3, KHKZ 106.3

#1: "STC01901\_General Audience" at 33.3%

#2: "STC01902\_Traditional Student" at 33.3%

#3: "STC01903\_Workforce Audience" at 33.3%

Est. total of 491 spots\*


### XHAVO 101.5, XHRR 102.5

"STC01904\_Spanish" at 100%

Est. total of 646 spots\*

\*these are estimated numbers from the Brand Roll-out Radio Proposal, will get accurate ones at the end of campaign

## Pandora

Advertiser: South Texas College													
Campaign Name: South Texas College   2019													
Report Dates: 06/10/2019 - 06/30/2019													
Campaign Overview													
Product Name	Ad Comments	Start Date	End Date	Impression Goal	Impressions Delivered	% Impressions Delivered	Clicks	CTR	Reach	Frequency			
Mobile Audio :30 with Standard Companion Banner - Audio	Traditional, 06/10/2019-06/30/2019, HARLINGEN-WSLCO-BRNSVL-MCA DMA, 18-24 - Audio	06/10/2019	06/30/2019	181,000	182,487	100.82%	102	0.06%	27,369	6.67			
Mobile Audio :30 with Standard Companion Banner - Banner	Traditional, 06/10/2019-06/30/2019, HARLINGEN-WSLCO-BRNSVL-MCA DMA, 18-24 - Banner	06/10/2019	06/30/2019	181,000	182,487	100.82%	-	-	-	-			
Mobile Audio :30 with Standard Companion Banner - Audio	Traditional, 06/10/2019-06/30/2019, HARLINGEN-WSLCO-BRNSVL-MCA DMA, 16-18 - Audio	06/10/2019	06/30/2019	23,000	23,196	100.85%	11	0.05%	3,583	6.47			
Mobile Audio :30 with Standard Companion Banner - Banner	Traditional, 06/10/2019-06/30/2019, HARLINGEN-WSLCO-BRNSVL-MCA DMA, 16-18 - Banner	06/10/2019	06/30/2019	23,000	23,196	100.85%	-	-	-	-			
Mobile Audio :30 with Standard Companion Banner - Audio	Workforce, 06/10/2019-06/30/2019, 25-44, HARLINGEN-WSLCO-BRNSVL-MCA DMA - Audio	06/10/2019	06/30/2019	158,000	159,310	100.83%	82	0.05%	45,094	3.53			
Mobile Audio :30 with Standard Companion Banner - Banner	Workforce, 06/10/2019-06/30/2019, 25-44, HARLINGEN-WSLCO-BRNSVL-MCA DMA - Banner	06/10/2019	06/30/2019	158,000	159,310	100.83%	-	-	-	-			
Mobile Audio :30 with Standard Companion Banner - Audio	Parents, 06/10/2019-06/30/2019, 40-54, HARLINGEN-WSLCO-BRNSVL-MCA DMA - Audio	06/10/2019	06/30/2019	54,190	54,625	100.80%	33	0.06%	16,823	3.25			
Mobile Audio :30 with Standard Companion Banner - Banner	Parents, 06/10/2019-06/30/2019, 40-54, HARLINGEN-WSLCO-BRNSVL-MCA DMA - Banner	06/10/2019	06/30/2019	54,190	54,625	100.80%	-	-	-	-			
Mobile Audio :30 with Standard Companion Banner - Audio	Hispanic, 06/10/2019-06/30/2019, 18-34, HARLINGEN-WSLCO-BRNSVL-MCA DMA, Pandora Hispanic - Bilingual - Audio	06/10/2019	06/30/2019	60,000	60,511	100.85%	25	0.04%	23,267	2.60			
Mobile Audio :30 with Standard Companion Banner - Banner	Hispanic, 06/10/2019-06/30/2019, 18-34, HARLINGEN-WSLCO-BRNSVL-MCA DMA, Pandora Hispanic - Bilingual - Banner	06/10/2019	06/30/2019	60,000	60,511	100.85%	-	-	-	-			
Total				952,380	960,258	100.83%	253	0.05%	91,022	5.27			

## TV

Est. total of 695x TV spots

**KTLM Telemundo (:15's and :30's)***6/1 – 6/30: Jay 15; Angela 30*

Est. total of 102x spots\*

**KCWT/CW Net (:15's and :30's)***6/1 – 6/30: Josh 15; Josh 30*

Est. total of 138x spots\*

**KRGV/ABC (:15's and :30's)***6/1 – 6/30: Angela 15; Obed 30*

Est. total of 61x spots\*

**KFXV TV FOX Network (:15's and :30's)***6/1 – 6/30: Josh 15; Obed 30*

Est. total of 249x spots\*

**KGBT CBS/Valley Channel 4 (:30's)***6/1 – 6/30: Josh 30*

Est. total of 100x spots\*

**KVEO/NBC (:15's)***6/1 – 6/30: Angela 15*

Est. total of 45x spots\*

*\*these are estimated numbers, will get accurate ones at the end of campaign***Out-of-Home****Billboards**

9 locations

Est. total of 2,406,961 impressions per month

Location: Exp. 83, At Hutto Rd. Donna, TX

Estimated weekly Impressions: 315,942





Location: US Exp. 83, At 1<sup>st</sup> St., 0.3 mi. E/O Hutto Rd. Donna, TX  
Estimated weekly Impressions: 323,851



Location: NS EXP 83 1300' E/O TOWER RD, ALAMO  
Estimated weekly Impressions: 394,859



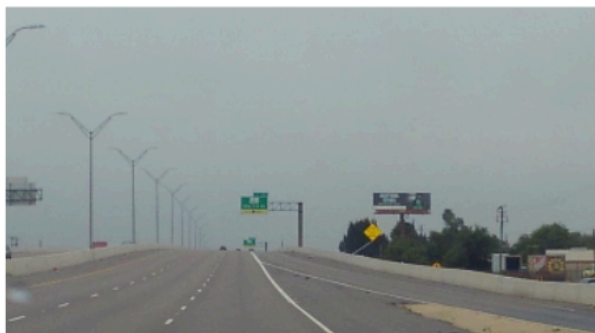
Location: NS EXP 83 790' W/O LOS EBANOS RD MISSION  
Estimated weekly Impressions: 202,574



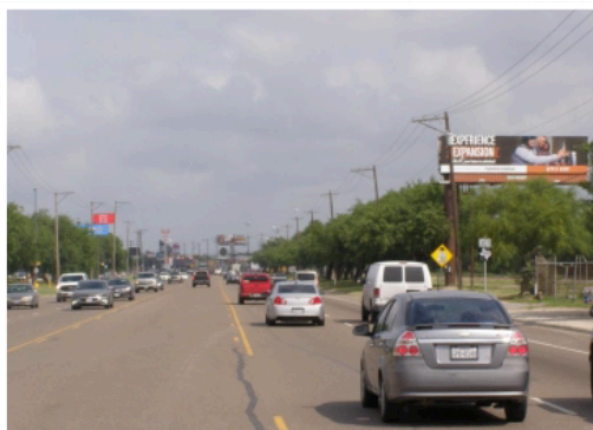
Location: SS EXP 83 550' W/O CONWAY, MISSION  
Estimated weekly Impressions: 198,100



Location: SS EXP 83 W/O MI 1 EAST RD, MERCEDES  
Estimated weekly Impressions: 225,720



Location: NS EXP 83 .3MI E/O REDWOOD RGC  
Estimated weekly Impressions: 78,259



Location: NS EXP 83 700' W/O MCCOLL LHR MCA  
Estimated weekly Impressions: 358,548



Location: NS EXP 83 1500' E/O AMERICAN AUTOWAY, AL  
Estimated weekly Impressions: 309,108



Alejandra Navarro  
Director of Communications  
[Alejandra.Navarro@interactcom.com](mailto:Alejandra.Navarro@interactcom.com)  
760.777.2839