

# Digital and Mobile Marketing Communication Update

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Marketing Services  
August 17, 2016

# Digital and Mobile Marketing Communication Update

- Changing communication channels.
- 3 recent campaign examples.
- What does the (near) future look like?

# Changing communication channels



## Challenges

- ↑ # of channels
- ↑ # of creative variations
- ↓ audience attention

## Benefits

- ↑ track daily
- ↑ monitoring/adjustment daily
- ↑ target: demo, geo, behavior, content, re-marketing
- ↑ ways to tell our story

# Changing communication channels

“(Mobile has) transformed the way that people consume information...”

Sundar Pichai, Chief Executive, Google

July 27, 2016

# Changing communication channels

Average USA screen time 2010 vs. 2015

**2010**

7.6 hours total

0.4 hours on mobile screens

2.4 hours on desktop/laptop screens

**2015**

9.9 hours total

2.8 hours on mobile screens

2.4 hours on desktop/laptop screens

The implications are clear - if you're not able to reach your audience through mobile search or display, or you're not providing a satisfactory mobile experience you will miss out compared to competitors who are. [Source: SmartInsights](#)

# Changing communication channels

**58%** of all searches come from a mobile device. [HitWise and SearchEngineLand](#), August 2016

**56%** of all emails are opened on a mobile device. [Litmus, July 2016](#)

**90%** of Facebook's daily active users access the platform via a mobile device. [TheNextWeb, January 2016](#)

**60%** of consumers use mobile exclusively to make a purchase decision. xAd and Telmetrics in the third annual [Mobile Path-to-Purchase report](#), 2014

# Changing communication channels

## BLENDDED TACTIC - PACKAGE OVERVIEW



**SITE RETARGETING** - Targeting users who have previously visited your website as they surf the web.



**GEO-FENCING** - Targeting based on your location and your competitor's locations.



**SEARCH RETARGETING** - Targeting terms relevant to buying cars and competitor terms.



**KEYWORD CONTEXTUAL TARGETING** - Targeting content with terms relevant to auto & competition.



**CATEGORY CONTEXTUAL TARGETING** - Targeting on sites with content relevant to the auto industry.



**CRM TARGETING** - Targeting users from an existing database.



**VIDEO TARGETING** - Extend the reach of traditional advertising by mirroring the audience online.

## 3 Campaign Examples

1. Fall Enrollment Targeting Stop Outs
2. Daily Herald Email Targeting Adult Prospective Students
3. Facebook Video Targeting Adult Prospective Students



# 1. Fall Enrollment Targeting Stop Outs

**4,546 Continuing Students** enrolled in spring 16 who had not enrolled in fall 16 as of campaign launch, July 22, 2016.

**Tactics:** CRM Targeting, Geo-Fencing, Site Retargeting, Conversion Zone, Email.

**\$4,200** Campaign Cost

**36 Credit Hours** Break-Even Mark

# 1. Fall Enrollment Targeting Stop Outs: Results 8/9/2016

- 629,207 impressions
- 1,254 clicks
- 1,034 unique students enrolled
- 9,080 total credit hours
- 9 average credit hours
- \$1,082,790 tuition revenue

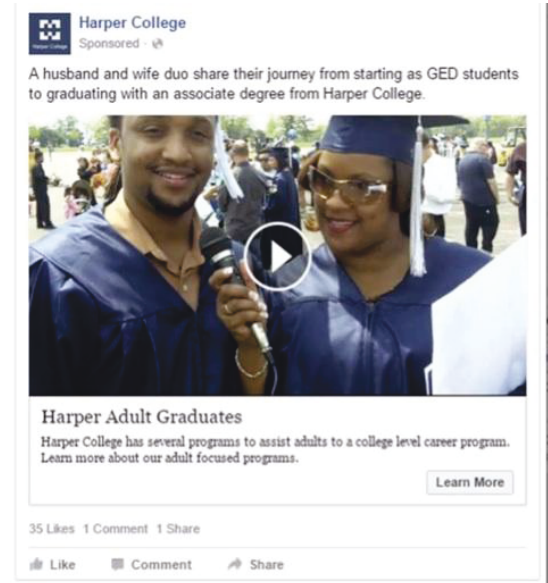
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Highly targeted,  
cost-effective  
NUDGE.

## 2. Facebook video ad

- Target new prospective adult students via Facebook's rolling video stream.
  - Age, location, education interest
  - **Storytelling opportunity with video**
- June-July stats:
  - 3,904 total visits to Adult Landing Page
  - 54% new to site
  - Cost per person visiting landing page: 24 cents each



Harper College  
Sponsored · 🌐

A husband and wife duo share their journey from starting as GED students to graduating with an associate degree from Harper College.

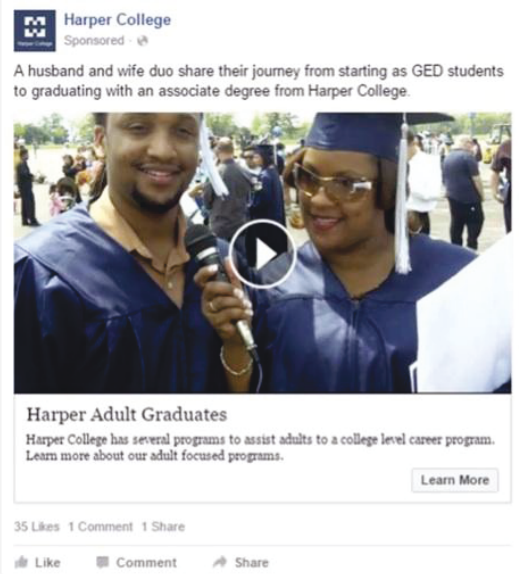
Harper Adult Graduates  
Harper College has several programs to assist adults to a college level career program. Learn more about our adult focused programs. [Learn More](#)

35 Likes 1 Comment 1 Share

👍 Like   🗨️ Comment   ➦ Share

## 2. Facebook video ad

- Goals achieved:
  - 1 adult learner appointment
  - 2 adult learner session RSVPs
  - 2 Fast Track info session RSVPs
  - 2 Career Program info requests
  - Cost per goal \$133
- Campaign runs through early September
  - Communicating later starting fall classes post August 22



Harper College  
Sponsored

A husband and wife duo share their journey from starting as GED students to graduating with an associate degree from Harper College.

Harper Adult Graduates  
Harper College has several programs to assist adults to a college level career program. Learn more about our adult focused programs.

35 Likes 1 Comment 1 Share

Like Comment Share

The image shows a Facebook video advertisement for Harper College. At the top left is the Harper College logo and the word "Sponsored". Below this is a short text description: "A husband and wife duo share their journey from starting as GED students to graduating with an associate degree from Harper College." The main visual is a video thumbnail showing a man and a woman in blue graduation gowns and caps, smiling. A play button icon is overlaid on the video. Below the video is the title "Harper Adult Graduates" and a short paragraph: "Harper College has several programs to assist adults to a college level career program. Learn more about our adult focused programs." At the bottom right of the text area is a "Learn More" button. Below the text area, it shows engagement metrics: "35 Likes 1 Comment 1 Share". At the very bottom are icons for "Like", "Comment", and "Share".

### 3. Fall enrollment Daily Herald email marketing

- Distribution dates: June 1, 8 and 15
- 60,000+ email address in each send
- Target:
  - Age 23-40.
  - Live within Harper's service area.
  - Stated interest in earning college degree/continuing education.
  - Have HS diploma, no or some college, vocational training.

The image shows a vertical email marketing banner for Harper College. At the top, the Harper College logo is displayed. Below it, a green banner features the text "LIFE IS GOOD" in large, stylized letters, followed by "Let's GET STARTED..." and "YOU're Ready We're WAITING. Let's DO it!". Below the green banner, the text "Classes Begin August 22" and "Enroll Today" is shown. The banner is divided into sections: "MEET" with a call to action to speak with a representative and call 847.925.6230; "APPLY" with a call to action to apply today and an "Apply Today" button; "JOIN US" with a call to action for an info session and an "RSVP" button; and "NEW! CAREER CERTIFICATE PROGRAMS in Prospect Heights" with a list of programs and a "Learn More" button. The Harper College logo is also present at the bottom right.

Harper College

LIFE IS GOOD  
Let's GET STARTED...  
YOU're Ready  
We're WAITING.  
Let's DO it!

Classes Begin August 22 Enroll Today >

**MEET**

Speak with a representative about your interests, experience and goals. We can help you get started this fall.

Call 847.925.6230 to schedule your appointment.

**APPLY**

Apply today to enroll this fall.

Apply Today >

**JOIN US**

Info Session for Prospective adult Students

You can be successful in college while balancing a busy life. Learn everything you need to know to get started. 6 pm, June 23 or July 27

RSVP

Fast Track Info Session

Complete your career certificate or degree by attending class just one or two nights a week.

Accelerated Degree:  
• Associate in Applied Science, Business Administration

Accelerated Certificates:  
• Health Information Technology (HIT) Medical Coding  
• Human Resources Management  
• Paralegal Studies  
• Supply Chain Management

6 pm, June 9 or July 14 | Harper Professional Center, Schaumburg

RSVP

**NEW! CAREER CERTIFICATE PROGRAMS**  
in Prospect Heights

Starting this August, the Learning and Career Center will offer quick-to-completion career certificates in the following areas:

• Certified Nursing Assistant (CNA)  
• Early Childhood Education Assistant Teacher  
• Hotel Management  
• Logistics  
• Manufacturing Production (Core Certified)  
• Office Assistant  
• Phlebotomy  
• Private Security

Learn More >

harpercollege.edu Harper College

### 3. Fall enrollment Daily Herald email marketing

- 19,502 emails opened (32% open rate)
- 406 clicks to “Classes Begin Aug. 22 / Enroll Today”
- 38 direct phone calls to “Schedule Individual Appointment”
- 161 clicks to “Apply Today”
- 139 clicks to “Adult Info Session RSVP”
- 101 clicks to “Fast Track Info Session RSVP”
- 45 clicks to “Learn More about LCC”

The image shows a promotional email banner for Harper College. At the top, the Harper College logo is visible. The main graphic features the text "LIFE IS GOOD" in large, stylized letters, with "Let's GET STARTED..." below it. Further down, it says "YOU're Ready" and "We're WAITING." followed by "Let's DO it!". Below the graphic, there are several sections: "Classes Begin August 22 Enroll Today" with a right-pointing arrow; a "MEET" section with contact information (847.925.6230); an "APPLY" section with an "Apply Today" button; a "JOIN US" section for a "Fast Track Info Session" with an "RSVP" button; and a "NEW! CAREER CERTIFICATE PROGRAMS" section with a "Learn More" button. The footer contains the website "harpercollege.edu" and the Harper College logo.

# What does the future look like?

- Automation
- Personalization
- Inbound Marketing
- **Content Marketing/Storytelling**
  - Across channels and platforms.
  - More upfront work
  - Longer-term results

“

Audiences everywhere are tough. They don't have time to be bored or brow beaten by orthodox, old-fashioned advertising.

We need to **stop interrupting** what people are interested in & **be what people are interested in.**”

CRAIG DAVIS  
CHIEF CREATIVE OFFICER, WORLDWIDE  
J. WALTER THOMPSON (WORLD'S 4<sup>TH</sup> LARGEST AD AGENCY)



# Questions?

Thank you.