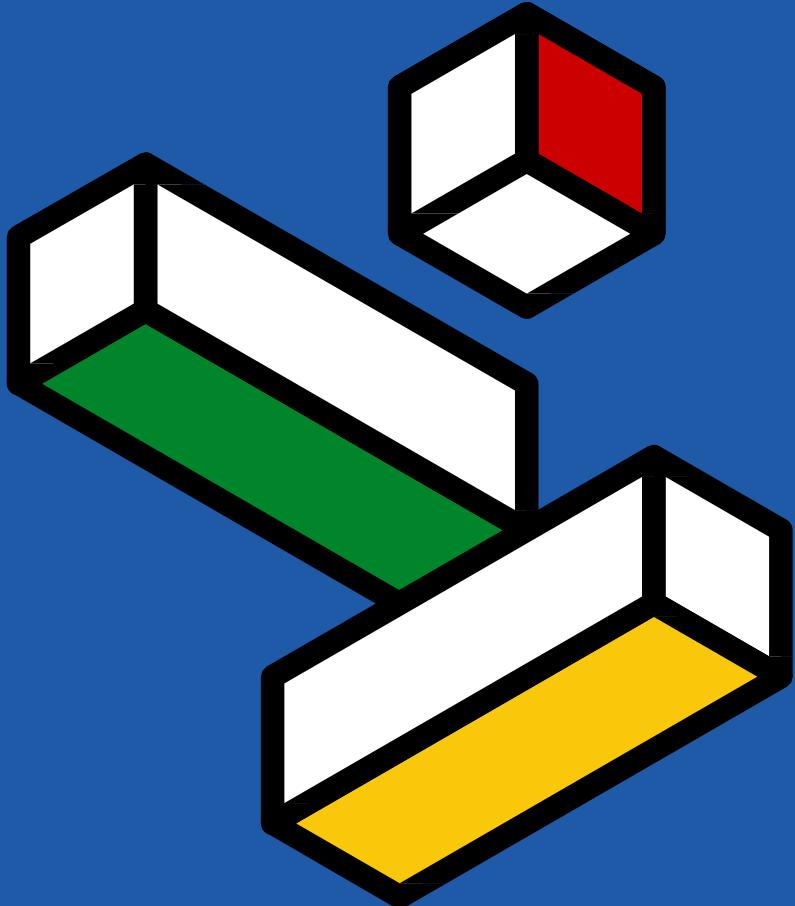


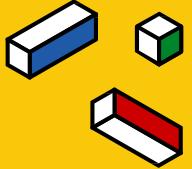
# NUS EE Stanford Programme Campaign Proposal

MARCH 2025



# Agenda

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1

**Your Brief**

2

**Past Learnings & Proposed Tactics**

3

**Campaign Approach**

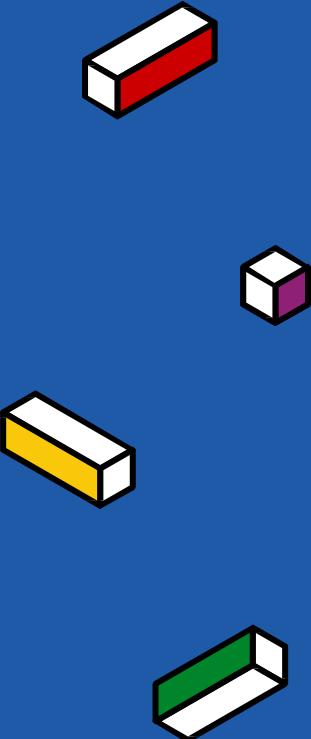
4

**Investments**

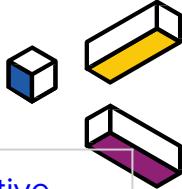




# Past Learnings and Proposed Tactics



# Your Brief



<b>Objective</b>	To drive awareness, website traffic, and applications for <a href="#">Stanford NUS Executive Programme</a>
<b>Market</b>	Agency to propose
<b>Audience</b>	Senior executives with at least 8 years of significant managerial experience, who have interest in management theory and practices in an international context
<b>Campaign Budget</b>	\$20K (total budget)
<b>Campaign Duration</b>	3+ months
<b>Media Channel</b>	Agency to propose
<b>Creatives</b>	Ad Copies/Banners



# Key Takeaways from Previous Stanford Campaigns



## Observations of Past Campaign

### Channel:

- **Facebook Lead Gen** drove the highest brochure downloads at a low cost but attracted mostly non-committal leads.
- **Display Ads** had the lowest CPA for brochure downloads but resulted in few applications.
- **LinkedIn & Search** delivered the best high-value conversions. Search contributed 70%+ of total web applications while leads from LinkedIn, especially LinkedIn Conversation Ads, shows strong application intent

### Country:

- **India & Pakistan** led in applications & brochure downloads at an ultra-low CPA.
- **Japan** had a higher CPA but showed application potential.
- **Singapore** maintained a steady performance with moderate high-value conversions.
- **Indonesia, Thailand, and Phillipines** saw the highest brochure downloads, indicating strong demand.



## Recommendations for Upcoming Campaigns

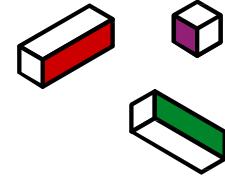
### Channel:

- Remove **Facebook Lead Gen** from the channel mix to reduce high numbers of low-intent leads for the programme
- Keep **Display** ads thanks to its cost-effective impact, however, reduce budget share in low-cost country like India to avoid invalid traffic
- Prioritize investment in LinkedIn and Search to keep up the good application volume. Include **LinkedIn Conversation Ad** again thanks to good outcome from previous test

### Country:

- Keep the investment in low-advertising-cost countries like **India** but with constant optimization. Remove **Pakistan, Bangladesh** due to large volume of unqualified traffics
- Allocate sufficient budget to potential country like **Japan** to explore new qualified leads
- Sustain the same investment levels for **Singapore, Indonesia, Thailand, Philippines**, and other well-performing countries

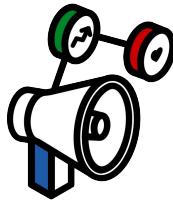
# Our Tactics to Secure Outcome for Stanford



1

## Hyper-targeting of our audiences

- We consolidate a detailed persona with relevant key message to address their needs and capture their intents



2

## Well-complementary new channel

- We recommend new channel (Google Performance Max) to complement with our current always-on Google Search Ads



3

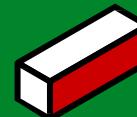
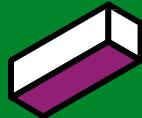
## Replicate past campaign success

- We look at past performance data to decide what countries we should keep and or remove for this upcoming campaign





# Audience Targeting & Messages



# Audience Persona & Sample Message



**“Master global Strategy, lead with influence, and drive business forward”**



Stanford & NUS Global Leadership  
Programme Persona

## The Established Future Business Leaders

C-Suite & Senior Leadership,  
Managing Director, General Manager,  
Department Head

- **Age:** 35-60 (Mid-to-Senior Leadership, Pre-C-Suite)
- **Industries:** Financial Services & Banking, Consulting & Professional Services, Technology & Digital Transformation, Energy & Sustainability, Government & Public Policy
- **Job Functions:** Strategy & Business Development, Tech & Innovation Leadership, Finance & Risk Management, Sustainability & Corporate Governance, Marketing & Sales

### About

The Global Business Leader is a senior executive with 8+ years of experience, leading international strategy, innovation, and growth. They navigate global markets, diverse teams, and business uncertainties, seeking to enhance their leadership, decision-making, and cross-cultural expertise

### Goals

- Strengthen leadership and strategic decision-making globally.
- Master strategy, innovation, digital transformation, and cultural intelligence.
- Gain insights into AI-driven leadership, sustainability, and governance.
- Build a high-impact network with Stanford, NUS, and global executives.

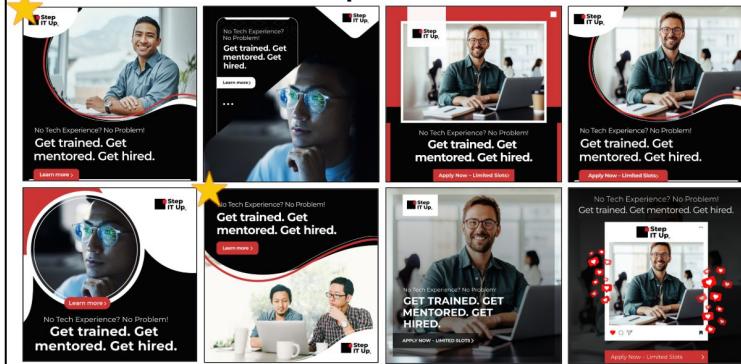
### Expectations from Programme

- Learn to navigate geopolitical risks and regulatory challenges.
- Develop strategic execution and innovation frameworks for sustainable growth.
- Enhance cross-cultural leadership skills to manage global teams effectively.
- Improve decision-making under uncertainty in dynamic business environments.

# Our AI-Powered Creative Solution Samples



## Asset 1 - All Creative Options



No tech background? No problem! Step IT Up provides fully sponsored training, mentorship, and a guaranteed job in tech. Whether you're switching careers or starting fresh, we equip you with in-demand skills to succeed.

Join a structured 4-month programme and secure a full-time tech role at Temus.

Applications are now open—take the first step towards a future-proof career!

Apply here:

<https://www.stepitup.temus.com/application-submit>

**Headline:** Step Into Tech—Fully Sponsored Training + Guaranteed Job at Temus!

## Asset 2 - All Creative Options



Your future in tech is waiting—secure your spot in our fully sponsored Step IT Up programme today. With limited slots available and applications closing soon, now is the time to take action.

Don't miss your chance to gain expert training, mentorship, and a guaranteed job at Temus.

Apply now to transform your career:

<https://www.stepitup.temus.com/application-submit>

# Stanford Platform Targeting



## Demographic:

**Age:** 35-60, **Location:** Primarily Asian countries



## Detailed Targeting:

**Member Interests/Groups:** global leadership, business strategy, corporate governance, AI, strategic negotiations, digital transformation, and sustainability

**Member Skills:** managing cross-cultural teams, risk management, intellectual property strategy, and innovation



## AND must also match:

**Job Title:** C-Suite Executives, Managing Directors, General Managers, Heads of Strategy, Regional Directors, Business Unit Leaders

**Job Functions:** International Business Development, Corporate Strategy, Operations Management, Digital Transformation, Finance & Risk, Organisational Leadership

**Year of Experience:** 8 years+



**Retargeting:** Stanford Programme Web Visitors, Leadership/Strategy/Sustainability/Data Analytics Programme Web Visitors (ELT, GMP, SMDT, LDP, LTC, CCS, AILDAB, DS), LinkedIn Page Engagers, Past Lead Form Viewers (but not submitted)



## Demographic:

**Age:** 35-60, **Location:** Primarily Asian countries



## Detailed Targeting:

**Employment:** Senior executives, multinational business leaders, regional directors

**Affinity Audience:** Business professionals, technology leaders, sustainability advocates, organizational transformation

**In-Market Audience:** Executive education, professional development, leadership training, corporate training programmes, AI management

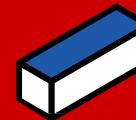
**Search Themes:** "Global executive leadership programmes", "Stanford NUS business strategy course", "leadership in international markets", "AI in executive decision-making", "cross-cultural business management", "high-impact leadership training", "strategic negotiation for business leaders"



**Retargeting:** Cambridge Programme Web Visitors, Leadership/Strategy/Sustainability/Data Analytics Programme Web Visitors (ELT, GMP, SMDT, LDP, LTC, CCS, AILDAB, DS)



# Channel Selection



# Channel Rationale

Currently running



We recommend a **multi-channel strategy** for optimal outcome of Stanford.

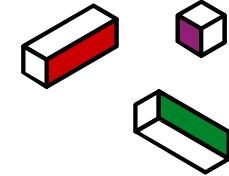
As the programme currently has BAU channels of Google Search & Display Ads running, we would like to recommend well-complementary additional channels, including **LinkedIn** and **Performance Max**

## Why a multi-channel strategy?

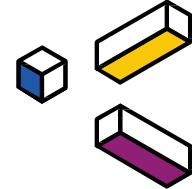
- Reduce the risk of inferior performance
- Reduce budget per channel (and so decrease CPC)
- Not all the audiences can be found on the same platforms
- Acquire broad data to make better decisions going forwards

## What channels should we consider?

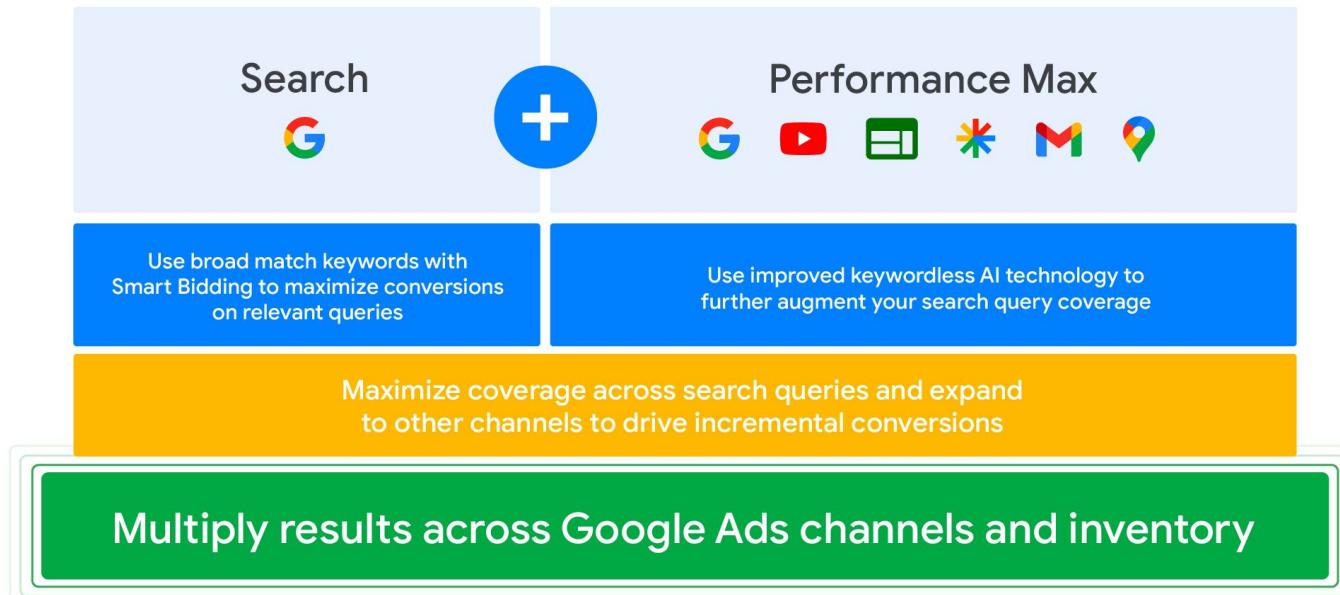
- **LinkedIn:** Engage senior executives and business leaders seeking to enhance global strategy, leadership, and decision-making.
- **Google Performance Max:** Optimize for high-value applications from experienced executives looking to gain insights from Stanford and NUS faculty



# Search + Performance Max = A Powerhouse Pair

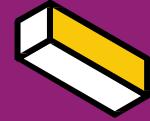


**Search and Performance Max** form a powerful combination by balancing precision and scale. Search targets users actively looking for specific services, while Performance Max leverages Google's AI to find new audiences across all channels.

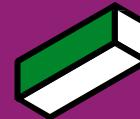


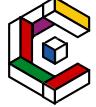
Source: [Google](#)





# Strategic Country Investment





# Our Approach to Decide Stanford Investment

STANFORD PAST CAMPAIGN PERFORMANCE DATA															
KEY METRICS		Period FY2018 - All Time													
DETAILED SUMMARY		Performance Metrics													
Channel	Spent	Actual Impressions	CTR	Actual Clicks	CPC	Actual Conversions	Contact Us	Downloaded Brochure	Application Click	Unleads Submissions	Facebook Interactions	Application	CR	CVR	
LinkedIn	\$50,322	1,000,000	2.5%	25,000	\$0.52	425	1	1	452	0	0	2.7%	50.01%	50.01%	
Social	\$50,000	1,000,000	2.5%	25,000	\$0.52	425	1	1	452	0	0	2.7%	50.01%	50.01%	
Display	\$50,4,000	142,179	3.4%	5,000	\$8.07	4,945	140	12	2,954	2	2	8.4%	140.01%	140.01%	
Total	\$150,722	2,152,179	2.5%	80,000	\$0.52	8,890	16	14	900	14	2	4.5%	50.01%	50.01%	
<b>Total</b>	<b>\$600,000</b>	<b>5,000,000</b>	<b>2.5%</b>	<b>500,000</b>	<b>\$0.52</b>	<b>500,000</b>	<b>500</b>	<b>500</b>	<b>500</b>	<b>500</b>	<b>2</b>	<b>4.5%</b>	<b>50.01%</b>	<b>50.01%</b>	
Country	Name	Actual Impressions	CTR	Actual Clicks	CPC	Actual Conversions	Contact Us	Downloaded Brochure	Application Click	Unleads Submissions	Facebook Interactions	Application	CR	CVR	
Singapore	SINGAPORE	25,000	1.25%	3,125	\$0.52	23	1	1	32	0	5	1	12.5%	50.01%	
Japan	Japan	65,542	0.45%	30,9	\$0.50	150	4	1	0	0	0	0	0	0	
South Korea	South Korea	50,000	2.5%	12,500	\$0.52	1,000	40	27	5	40	4	1	12.5%	50.01%	
Malaysia	Malaysia	\$50,000	95,558	4.1%	2,205	\$0.53	31	1	7	1	22	14	13.5%	50.01%	
Bangladesh	Bangladesh	\$50,268	8,533	7.4%	687	\$0.59	49	0	43	0	0	0	10.02%	50.01%	
United Arab Emirates	UAE	50,000	10,000	4.0%	4,000	\$0.52	2,000	7	1	2,000	0	0	0.5%	50.01%	
India	India	\$60,16,426	21,64,424	0.48%	10,440	\$0.52	4,992	1,683	32	2,782	244	40	3	4.4%	50.01%
Indonesia	Indonesia	50,000	2,000	2,000	\$0.52	200	2	1	200	0	0	0	0	0	
Indonesia	Indonesia	200,150,200	2.22%	35,007	\$0.52	2,020	0	0	0	0	0	0	0	0	
Thailand	Thailand	50,000	2,000	2,000	\$0.52	2,000	0	0	2,000	0	0	0	0	0	
Thailand	Thailand	43,779	3.1%	1,369	\$0.50	3,038	13	9	0	0	0	0	0.05%	50.01%	
Hong Kong	Hong Kong	\$50,100	3,446	14.52%	500	\$0.52	83	0	0	0	0	0	16.65%	50.01%	
Hong Kong	Hong Kong	50,000	1,000	1,000	\$0.52	100	0	0	0	0	0	0	0	0	
Australia	Australia	201,1	18,92	0.4%	7	\$0.50	1,007	0	3	0	0	0	0	0	
United Kingdom	United Kingdom	\$50,2,000	4,000	4,000	\$0.52	4,000	0	0	0	0	0	0	0.00%	50.01%	
Canada	Canada	\$50,36	9,917	3.94%	381	\$0.50	9	1	0	0	0	0	2.29%	50.01%	
South Africa	South Africa	50,000	2,000	2,000	\$0.52	2,000	0	0	2,000	0	0	0	0	0	
<b>Total</b>	<b>\$600,000</b>	<b>5,000,000</b>	<b>2.5%</b>	<b>500,000</b>	<b>\$0.52</b>	<b>500,000</b>	<b>500</b>	<b>500</b>	<b>500</b>	<b>500</b>	<b>2</b>	<b>4.5%</b>	<b>50.01%</b>	<b>50.01%</b>	

Analyze past performance data to understand the application intent of each country, based on high-value conversions  
[\(Download Brochure, Application\)](#)

Country	Average Monthly Search Volume
Singapore	4,000
Japan	2,225
Saudi Arabia	2,600
Malaysia	4,000
Bangladesh	2,100
UAE	3,850
India	7,400
Vietnam	2,300
Indonesia	3,900
Philippines	4,250
Thailand	3,475
Pakistan	3,525
Hong Kong	3,250
Australia	8,500
New Zealand	1,700
Cambodia	1,325
South Korea	2,575
Taiwan	2,800

Gather search volume data of each country based on keywords like “[NUS EE executive education](#)”, “[business leadership programme](#)”, “[strategic leadership course](#)”, “[international business management course](#)” etc. to understand the awareness and demand towards our programme

## Country Investment K-R-E Framework

### KEEP

Always-on, focused countries with optimal outcome from previous run

- Singapore
- Japan
- South Korea
- Saudi Arabia
- United Arab Emirates
- Thailand
- Hong Kong
- Philippines
- Indonesia
- Malaysia

### REMOVE

Low-performing countries with either high advertising cost or minimal application intent

### EXPAND

New market to be tested together with Cambridge

- Taiwan

Our framework to drive [strategic](#) and [cost-effective](#) country investment

# Country Investment K-R-E Framework



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Always-on, focused countries with optimal outcome from previous run

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## REMOVE

Low-performing countries with either high advertising cost or minimal application intent

- Australia
- New Zealand
- Pakistan
- Bangladesh
- Cambodia
- Vietnam

## EXPAND

New market to be tested together with Cambridge

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# Investment across Countries

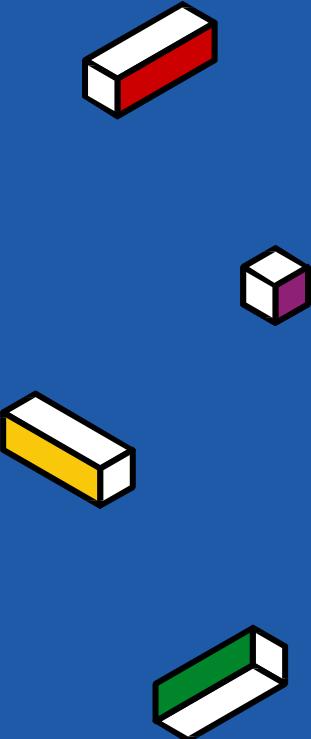


For Stanford campaign, we recommend grouping countries based on CPC (3x tiers), following the best practices we have applied for BAU Google Search and Display campaigns

Tier	Country	Budget Allocation	Est. Detailed Allocation
Tier 1	Singapore	32%	32%
Tier 2	Hong Kong	37%	7%
	Japan		10%
	South Korea		7%
	Taiwan		7%
	United Arab Emirates		6%
Tier 3	Malaysia	31%	8%
	Indonesia		8%
	Thailand		8%
	India		3%
	Saudi Arabia		4%



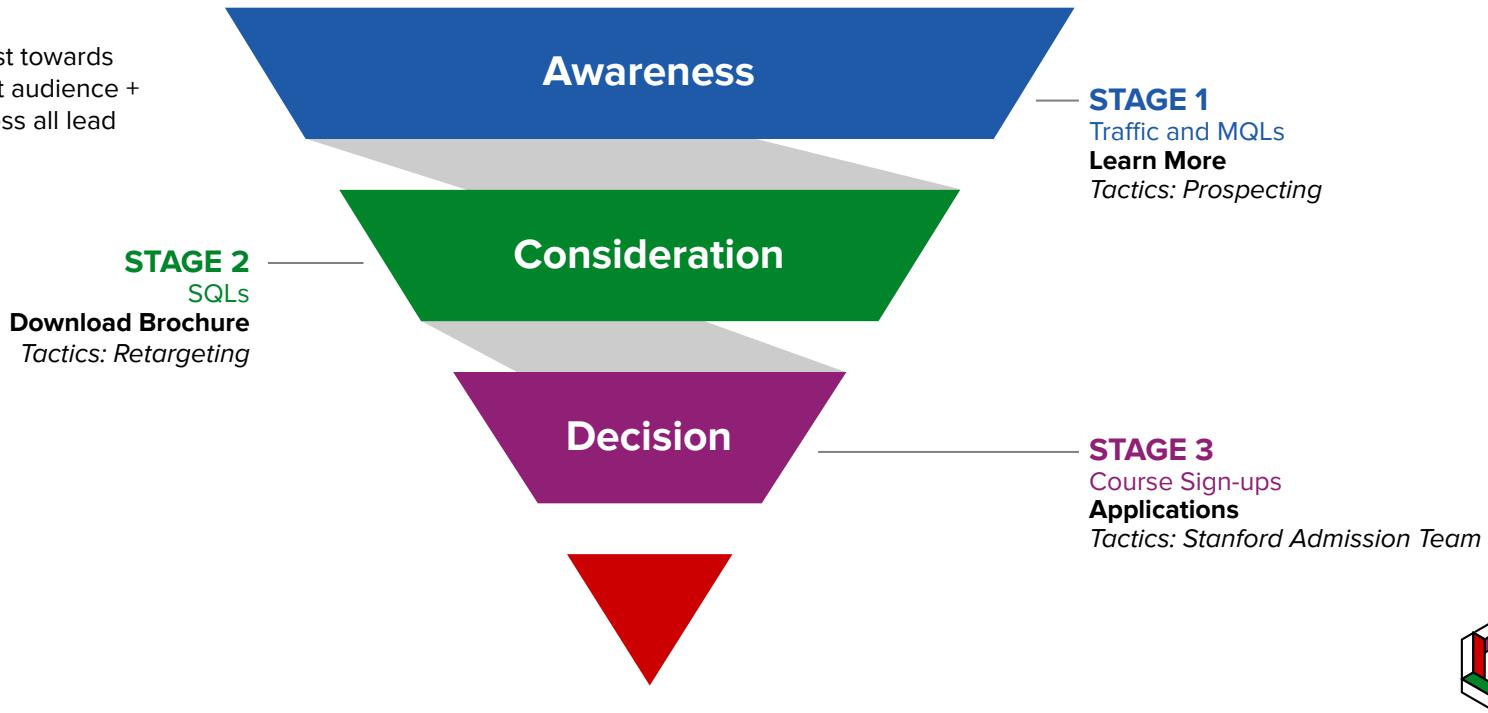
# Media Tactics & Plan

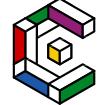


# Conversion Funnel

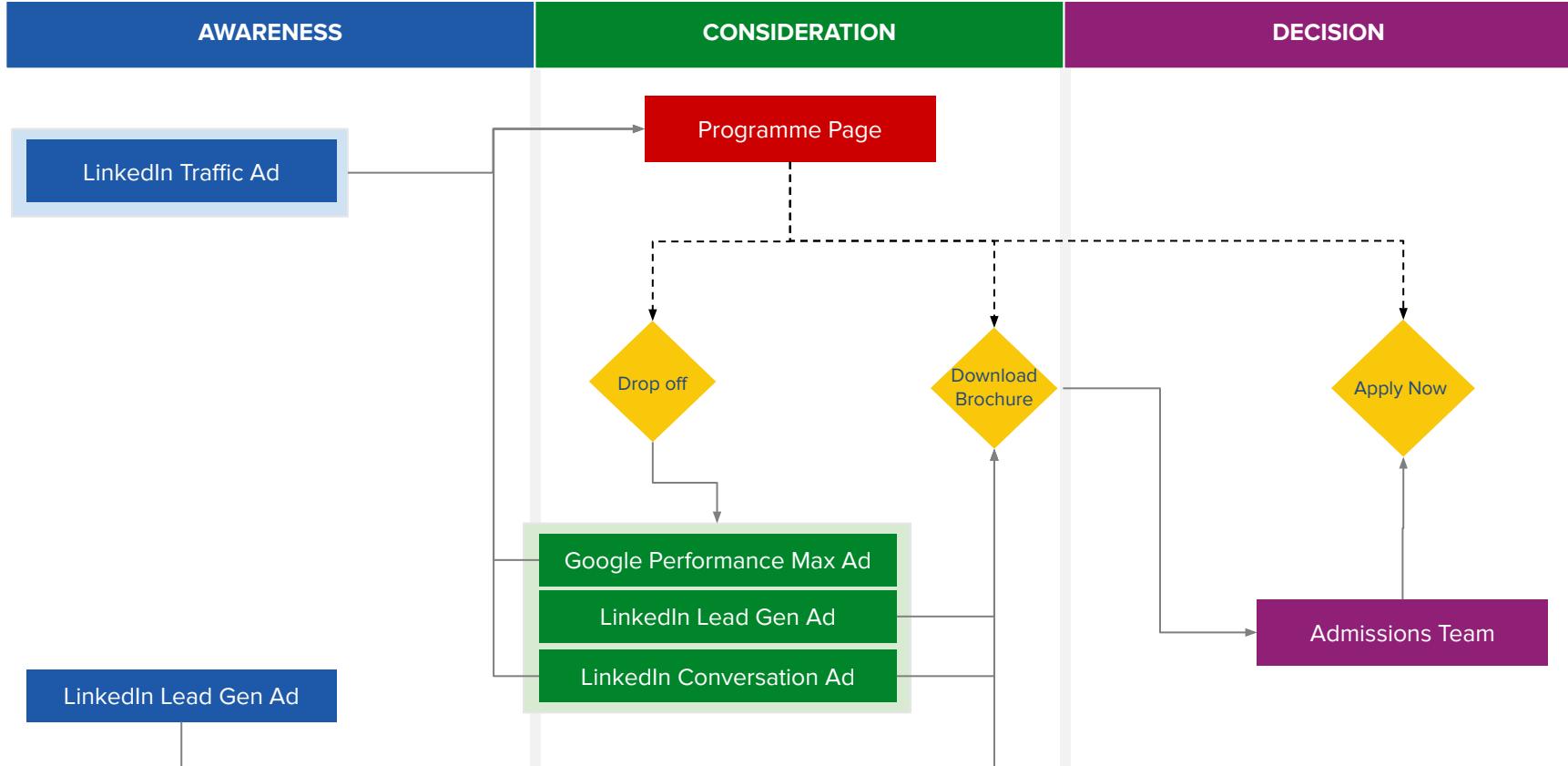
## Recommended Full Funnel Approach

Efficient reach via cross-platform blast towards addressable target audience + leads capture across all lead gen formats

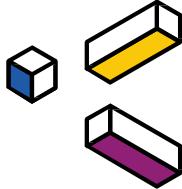




# Campaign Flow



# 3-Month Media Plan



**148**

Download Brochure

**24**

Applications

Funnel	Tactic	Total Budget	Budget %	Impressions	CTR	Clicks	CPC	Download Brochure	Application	CPA Application
Prospecting	LinkedIn Traffic Ad	\$5,040	36%	176,224	1.3%	2,291	\$2.2	57	9	\$550
	LinkedIn Lead Gen Ad	\$5,040	36%	108,387	1.5%	1,626	\$3.1	41	8	\$653
Retargeting	Google Performance Max	\$1,120	8%	175,000	0.8%	1,400	\$0.8	28	2	\$500
	LinkedIn Lead Gen Ad	\$1,400	10%	20,908	1.8%	376	\$3.7	11	2	\$568
	LinkedIn Conversation Ad	\$1,400	10%	9,333	3.0%	280	\$5.0	11	3	\$543
<b>TOTAL</b>		<b>\$14,000</b>	<b>100%</b>	<b>489,852</b>	<b>1.22%</b>	<b>5,973</b>	<b>\$2.34</b>	<b>148</b>	<b>24</b>	<b>\$579</b>

Expected results are based on industry benchmarks and past campaigns. Also, based on the assumption that we will have a high-performance Landing Page and Programme Brochure. Actual results may vary due to multiple dependencies and market variations. Construct Digital may suggest budget reallocations and other recommendations to optimise the campaigns performance.



# Estimated Outcome across Countries



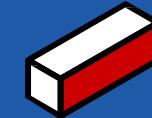
Tier	Country	Budget Allocation	Est. Detailed Allocation	Est. Download Brochures*
Tier 1	Singapore	32%	32%	47
Tier 2	Hong Kong	37%	7%	10
	Japan		10%	15
	South Korea		7%	10
	Taiwan		7%	10
	United Arab Emirates		6%	9
Tier 3	Malaysia	31%	8%	12
	Indonesia		8%	12
	Thailand		8%	12
	India		3%	4
	Saudi Arabia		4%	6

\*These are just estimates. Actual country's contribution varies depending on different factors.

\*\* Applications from each country cannot be accurately estimated as this is very high-quality conversion, requiring more actual performance data to forecast



# Investments



# Investments



Group	Items	Costs
Campaign Management	<ul style="list-style-type: none"> <li>- Campaign Setup (one-time)</li> <li>- Monitoring: Daily</li> <li>- Reporting: Minimum updates once a Week though the Weekly Report</li> <li>- Optimisations: Weekly work based on a weekly list of tasks</li> <li>- Campaign End Report</li> </ul>	\$ 4,000
Asset Production	<ul style="list-style-type: none"> <li>- 1x LinkedIn Traffic Ad (Copywriting and Creative)</li> <li>- 1x Performance Max (Copywriting and Creative)</li> <li>- 1x LinkedIn Lead Gen Ad (Copywriting and Creative)</li> <li>- 1x LinkedIn Conversation Ad (Copywriting and Creative adapt)</li> </ul>	<b>\$5,000</b> <b>\$2,000</b> <i>(We are offering an exclusive discount to NUS EE team thanks to our long term partnership and our specific preference to include NUS EE in the case studies of this new service we are building)</i>
Media Cost	Media Investment (3rd-party cost)	\$ 14,000
<b>Total</b>		<b>\$ 20,000</b>

# Thank You.