Team #3

Joel Bravo

Stephanie Gardner

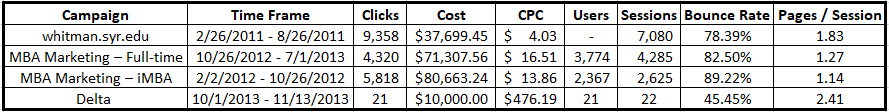
Kendra Danforth Osburn

Penematafele Seloti

Kenneth Smith

Homework #2

1. What were the time frames for each marketing campaign? How much was spent on each campaign? What was the effectiveness of previous campaigns?



1. whitman.syr.edu

The Whitman.syr.edu campaign was a six month campaign in 2011 from late February to late August. The cost was approximately $37,700. Compared to the other online campaigns, this was shortest time frame but had significantly higher clicks. Combined with the lower cost, we also saw a significantly lower cost per click of $4.03. The bounce rate is high but it was the lowest compared to the other online campaigns. The pages per session was high as well at 1.83 pages per session. Overall this was a very successful and effective campaign seeing high clicks and low costs.

1. MBA Marketing – Full-time

The MBA Marketing Full-time campaign was an eight month campaign from late October 2012 thru June 2013. The cost was approximately $71,300. Cost per clicks was the highest of the online campaigns at $16.51. The bounce rate was high at 82.5% and the pages per session was low at 1.27 pages per session. Considering the time frame and cost of this campaign this was not as effective as the Whitman.syr.edu campaign having 54% less clicks and almost double the budget.

1. MBA Marketing – iMBA

The MBA Marketing iMBA campaign was a nine month campaign in 2012 from February thru October. The cost was approximately $80,700 with a high cost per click at $13.86. This campaign does not appear to have high engagement as it has the highest bounce rate at 89.22% and the lowest pages per session at 1.14 pages per session.

1. Delta

The Delta campaign was a one month, quarter page ad that was printed in the Delta magazine with an associated cost of $10,000. The ad ran in October of 2013 but the time frame for the campaign extended into November as users continued to interact with the ad. There were only 21 users/clicks to the specific URL that was listed in the ad. The cost per click is extremely high at $476.19. The bounce rate was extremely low in comparison to the other campaigns at 45.5%. The user was very engaged and had a high pages per session of 2.41 pages per session. This campaign saw high engagement but overall the campaign was not effective due to the low number of users and high cost per user.

2. Identify the key aspects of a United States campaign for next year

a. In which geographic region would you advertise? Which states? Why?

A future campaign in the US should focus on the East Coast – in particular New York -, California, and Texas. These three regions represent the highest concentration of users and sessions, with New York, California, Florida, and Texas representing the lions share of the metrics. Given the large populations of these four states and the East Coast this is not surprising.

b. What key words would you use? Why?

MBA, Online MBA, MBA no GMAT, and AASCB MBA would be the keywords that I would use in a future campaign. Both MBA and Online MBA represent the largest source of clicks and sessions for all campaigns, followed closely by MBA no GMAT and AASCB MBA. These four keywords also synergize well, as prospective graduate students would be attracted to, for example, an MBA program that offers online classes, is accredited by an institution such as the AASCB, and does not require the GMAT exam. Emphasizing these keywords can increase the attractiveness of the marketing campaigns and lead to additional traffic.

c. Which days of the week and what time of day would you advertise? Why?

I would advertise primarily between the hours of 5-11PM and the days of Saturday to Thursday. Based on the identified metrics of past campaigns, the after-work evening hours and the Saturday to Thursday block of days tend to have seen the highest spike in users and sessions. Early morning and afternoon should be avoided, as most people would be working and not in a position to research MBA programs. Similarly, most people on Fridays would be going out with the work week done and not interested in thinking about graduate school. This would line up with the sudden drop in new users and sessions on Fridays for all campaigns.

3. Identify the costs for your advertising campaigns

a. By region



b. By degree program



**Note:** The tables below shows the breakdown by region and by degree program (aka campaign)



4. How would you measure performance of your decisions after implementation?

The metrics should be divided into portions as determined by the host’s goals:

1. Drive Organic Traffic:   How many individuals searched for key words which directly correlated to traffic obtained through the websites used for advertising (Google, Facebook, Instagram,etc.)  Then, based on the number of visits, what was the overall bounce rate, and where did the bounces occur?
2. Educating a Community on a Product or Service:  How many visitors were first time visitors?  This would require the knowledge of which IPs were first and repeat users, and based on this we can determine the success of our SEO campaigns and targeted advertising.  By drawing the keyword search phrases from Analytics we can then use 301 redirects to drive individuals using specific phrases to key pages in order to minimize our bounce rates.
3. Conversions:  How many of the visitors successfully signed up?  This is an easy metric to calculate as 2U can determine the number of attendees.  Divide the total number of visitors by the number of attendees to calculate your overall conversion rate.  Higher conversions indicate (from a business standpoint) an entity could charge more for their service as it is in high demand, or may need to reconsider its value proposition if conversions are low.
4. Cost:  Cost per click will give us this metric very easily; however, if we have a high CPC and a low conversion, this would be an indicator there is either a problem with the medium (website) or the product offered (the program).  Maybe there is a demand for Data Analytics which visitors are seeking, but is not included in the program and this would cause us to revert to our keyword searches and help us develop an understanding of the consumer demand.

5. What other factors or considerations are important? What other data would help in developing an Internet advertising strategy, if you could collect it?

*Other factors and considerations include:*

* **Age demographic of users.**  This would help determine alternate platforms for advertising, how to specifically target advertising campaigns and to which sites and special interest pages to launch backlinks.
* **Sites users previously attended** and what distracted them from these pages. This would be good information to know as it would allow the host to develop metrics on what consumers are looking at, and for, specifically.

*Other information to help develop an advertising strategy include:*

* **SEO targets.**  While individuals can perform reverse searches from third-party sites to determine which words and phrases are being generated, having this information consolidated into Analytics would be helpful.  While it can show which SEO populates the most frequently, it does not breakdown the campaign from alternate sources. Being able to access this information would provide some insight as to the target demographic from competitors and their methodology.  This could be the same for any competition, but it applies here as well.