

1. What were the time frames for each marketing campaign? How much was spent on each campaign? What was the effectiveness of previous campaigns? (40%)

- a. whitman.syr.edu
- b. MBA Marketing – iMBA
- c. MBA Marketing – Full-time
- d. Delta (cost of one-month quarter page ad was \$10,000)

	Start Date	End Date	Dollar Spent	CPC	Sessions	Bounce rate	Pages/Session
Whitman.syr.edu	2/26/2011	8/26/2011	\$ 37,699.45	\$ 4.03	7,080	78.39%	1.83
MBS Marketing-iMBA	2/2/2012	10/26/2012	\$ 98,289.97	\$ 10.63	2,625	89.22%	1.14
MBA Marketing - Full Time	10/26/2012	7/1/2013	\$ 78,144.23	\$ 16.45	4,292	82.53%	1.27
Delta	10/2/2013	11/13/2013	\$ 10,000.00		22	45.45%	2.41

**Delta campaign achieved the highest pages/session at 2.41 and had the lowest bounce rate at 45.45%, however, at a total campaign cost of \$10,000 and only capturing 22 sessions (21 users), it is roughly \$454 dollars spent per student which is the highest cost/per student spent across all the campaigns, rendering it less effective.**

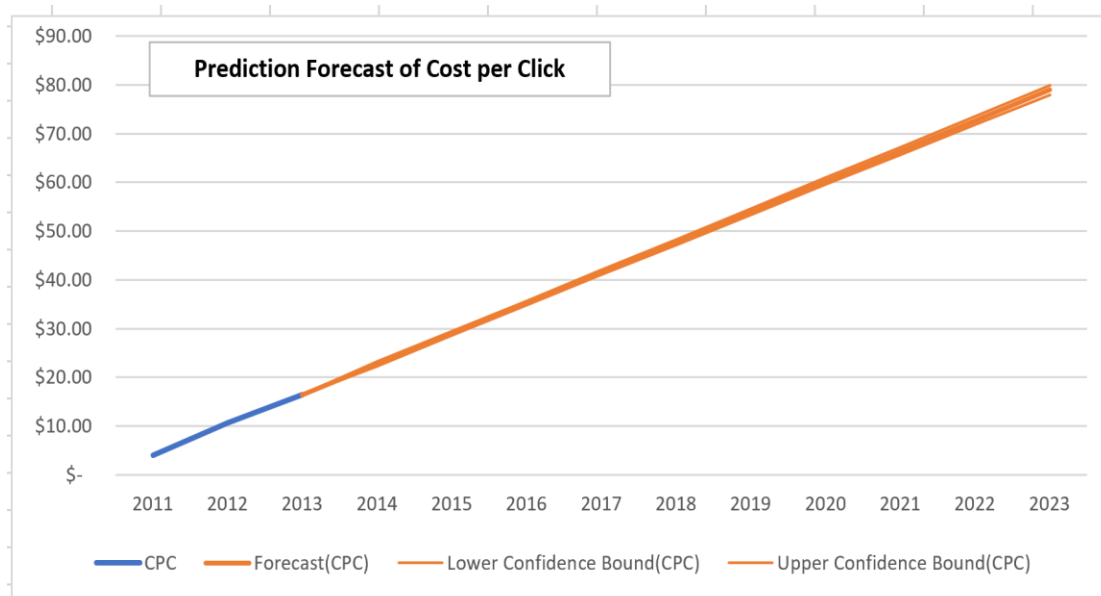
**The most effective campaign of the four campaigns is Whitman.syr.edu, which had a pages/session of 1.83 and a bounce rate of 78.39%. It had the lowest cost per click at \$4.03 and achieve the highest sessions at 7,080. It also had the least overall dollars spent outside of Delta.**

2. Create a prediction of cost per click and a prediction of advertising cost per student for Google Ads for next year. Use either the prediction technique or Excel's forecast option. Do not include Delta. If using the forecast option, assume the years below. Number of students recruited from the advertisements is listed below. (10%)

- whitman.syr.edu (2011 – 50 students enrolled)
- MBA Marketing – iMBA (2012 – 24 students enrolled)
- MBA Marketing – Full-time (2013 – 15 students enrolled)

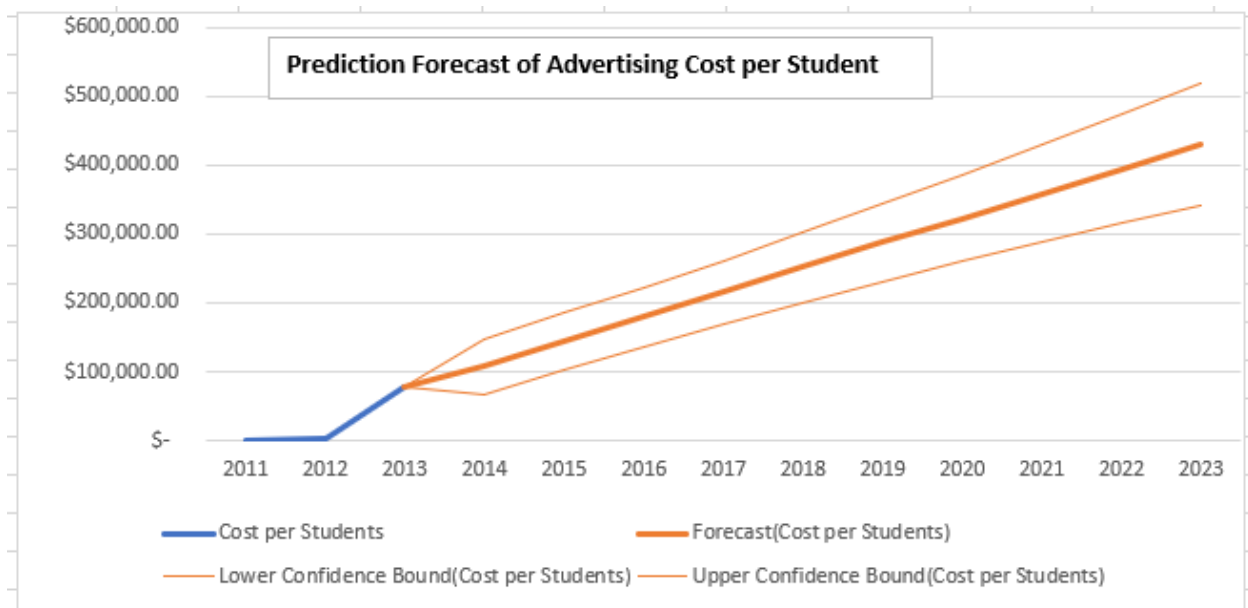
### Prediction Forecast table of Cost per Click:

Year	CPC	Forecast(CPC)	Lower Confidence Bound	Upper Confidence Bound
2011	\$ 4.03			
2012	\$ 10.63			
2013	\$ 16.45	\$ 16.45	\$ 16.45	\$ 16.45
2014		\$ 22.76	\$ 22.31	\$ 23.21
2015		\$ 29.00	\$ 28.54	\$ 29.46
2016		\$ 35.24	\$ 34.76	\$ 35.72
2017		\$ 41.48	\$ 40.97	\$ 41.99
2018		\$ 47.72	\$ 47.17	\$ 48.28
2019		\$ 53.97	\$ 53.35	\$ 54.58
2020		\$ 60.21	\$ 59.51	\$ 60.90
2021		\$ 66.45	\$ 65.67	\$ 67.23
2022		\$ 72.69	\$ 71.81	\$ 73.56
2023		\$ 78.93	\$ 77.95	\$ 79.91



### Prediction Forecast table of advertising cost per student:

Year	Cost per Student	Forecast(Cost per Student)	Lower Confidence Bound	Upper Confidence Bound
2011	\$ 753.99			
2012	\$ 4,095.42			
2013	\$ 78,144.23	\$ 78,144.23	\$ 78,144.23	\$ 78,144.23
2014		\$ 107,703.99	\$ 66,913.81	\$ 148,494.17
2015		\$ 143,595.60	\$ 102,005.60	\$ 185,185.60
2016		\$ 179,487.21	\$ 136,157.27	\$ 222,817.15
2017		\$ 215,378.82	\$ 169,121.71	\$ 261,635.92
2018		\$ 251,270.42	\$ 200,782.30	\$ 301,758.55
2019		\$ 287,162.03	\$ 231,143.36	\$ 343,180.70
2020		\$ 323,053.64	\$ 260,288.55	\$ 385,818.72
2021		\$ 358,945.25	\$ 288,335.34	\$ 429,555.15
2022		\$ 394,836.85	\$ 315,403.77	\$ 474,269.94
2023		\$ 430,728.46	\$ 341,601.36	\$ 519,855.56



3. Identify the key aspects of a United States campaign for next year (20%)
  - a. In which geographic region, states, or cities would you advertise? Why?

**Our strategy is to invest most of our advertising budget in a low-risk location and spread out the rest into several higher risk locations.**

**The primary market that we will be targeting in our campaign is the state of New York with 75% of our budget allocated. There are a couple of supporting reasons for this. First of all, New York has a “home state advantage” for students wanting to find a good university closer to home. We expect that this will increase the chances of recruiting students who prefer to stay closer to home. More importantly, the geographic data that we**

collected on prior campaigns shows evidence of high effectiveness in New York versus other states. We highlight some of the data in the following paragraph.

For the whitman.syr.edu (exclude SU) campaign, California had the most sessions with 948 sessions. New York had the second highest number of sessions at 811. This was nearly twice as many sessions as the third largest which was Texas at 434 sessions. The bounce rate for New York was 78.18%, slightly below the average bounce rate of 78.35%. More interestingly, the pages per session in New York was second highest at 2.07. This was higher than both California (1.76) and Texas (1.61). Lastly, the average time per session was 56 seconds in New York, which was also higher than both California (36 seconds) and Texas (35 seconds). Based on this data, we are confident that New York is a good location to concentrate most of our advertising efforts.

The remaining 25% of the budget will be spent on advertising in a few other states. More specifically, it will be evenly distributed between California, New Jersey, and Virginia. Here are the reasons why we selected these three states. We picked California because it had the most sessions by a substantial margin. Statistically speaking, the probability of a session in California is the most likely out of all the states, making for a promising location for us to advertise. We picked New Jersey because the pages per session was the highest (2.22 versus an average of 1.81). Clicking on more pages is an indication that the viewer is interested. Lastly, we picked Virginia because the avg. session duration was the highest (59 seconds versus an average of 41 seconds). Being in a session longer is also an indication that the viewer is interested.

#### Top 10 States for the whitman.syr.edu (exclude SU) Campaign

\*note averages referenced above are based only on these top 10 states

Region	Campaign	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg Session Duration
California	Whitman FT MBA	948	95.15%	902	77.74%	1.76	36
New York	Whitman FT MBA	811	90.88%	737	78.18%	2.07	56
Texas	Whitman FT MBA	434	93.55%	406	77.65%	1.61	35
Massachusetts	Whitman FT MBA	380	95.26%	362	80.26%	1.82	32
Illinois	Whitman FT MBA	296	94.93%	281	78.04%	1.74	32
New Jersey	Whitman FT MBA	293	93.86%	275	74.74%	2.22	41
Florida	Whitman FT MBA	279	96.06%	268	78.14%	1.7	47
Pennsylvania	Whitman FT MBA	265	96.98%	257	77.36%	1.88	46
Georgia	Whitman FT MBA	218	96.79%	211	82.11%	1.67	26
Virginia	Whitman FT MBA	212	94.34%	200	79.25%	1.65	59

b. What key words would you use? Why?

We elected to use the key word MBA for our advertising campaign. We made this selection after noting that in the most effective campaign, whitman.syr.edu, the clicks on this particular keyword far exceeded those of the others at 290 compare to the single digits of the other keywords. MBA produced the highest pages/session, and had a relatively low bounce rate of 67.33%. Additionally, we chose MBA over Online MBA which was proven successful in the MBA Marketing -Full Time campaign because MBA exceed in bounce rate and pages/session at a lower CPC. Online MBA had a CPC of \$17.56 but proved to be less effective than MBA at \$5.24.

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

Similarly, to the other campaigns, we are targeting working professionals, which per the data showed elevated number of sessions between the hours of 5PM and 10PM, which directly correlates to after business work hours. We will be advertising during this time.

Our selection of day of the week is based on the Whitman.syr.edu keyword data where we saw when MBA was used most frequently within the day of the week. We noticed that Tuesday and Saturdays had very high spikes of sessions between the months of June through August. Based on this information, we would pick Tuesday, and Saturday as our targeted days of the week to ensure success.

Below is a summary of our projected campaign spend:

Start Date	End Date	Key Word	Forecast Cost per Click	Targeted time/Monthly Budget			Number of Tuesday and Saturdays per month	Daily Spend Budgeted	Forecast Clicks per Day	Total Cost Spent
				June	July	August				
6/1/2021	8/30/2021	MBA	\$66.45	\$33,333	\$33,333	\$33,333	9	\$3,703.67	55.73614246	\$99,999

4. How would you measure performance of your decisions after implementation? (20%)

The measure of success would be measured by the GMAT scores of the students admitted during the length of the campaign. If the GMAT score meets or exceeds the GMAT Score standard set by the university, we would consider the student admitted to be the best in the United States.

The second measure of success would be staying within the \$100,000 budget. If the dollar spent does not exceed \$100,000 during the duration of the campaign, we would consider it a success.

5. What other factors or considerations are important? What other data would help in developing an Internet advertising strategy if you could collect it? (10%)

Other factors for consideration:

- Number of higher education degrees the interested candidate might have
- Income range – Syracuse could offer more financial aid if student cannot afford the university but have the higher GMAT score.

**Data Needed for a better advertising strategy:**

- **Average GMAT score per region/state/cities.**
- **The industries the professionals that are interested in pursuing a degree with Syracuse**
- **Age range of the professional – with this data, we could potentially see that people pursue MBA straight out of college (younger) vs. tenure professional (older) which might change the day of week or time of day we advertise.**