

Recruiting Advertising Strategy (Team 2)

(Homework Assignment 2)

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Recruiting Advertising Strategy

Background and Introduction

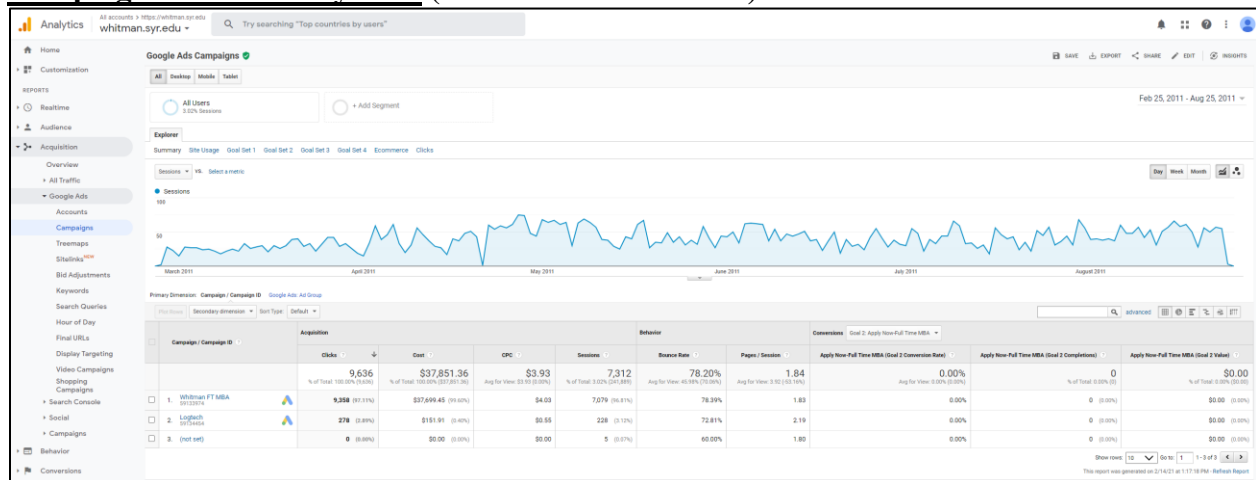
Syracuse University's Whitman School of Management launched advertising campaigns for the school's MBA program for the 2012-2014 school years. Using a combination of Google ads on the internet and a short-duration Delta Airlines flight magazine advertisement, these campaigns contributed to matriculating 89 students. The next campaign will kick off in February 2022 with the goal of recruiting students in the United States with the best GMAT scores using a limited budget of \$100,000. This paper will analyze the results of the four previous campaigns, assess lessons learned, and develop an advertising strategy for the 2022 recruitment campaign.

Initial Analysis of Google Analytics Data

Question 1: Timeframes of Marketing Campaigns

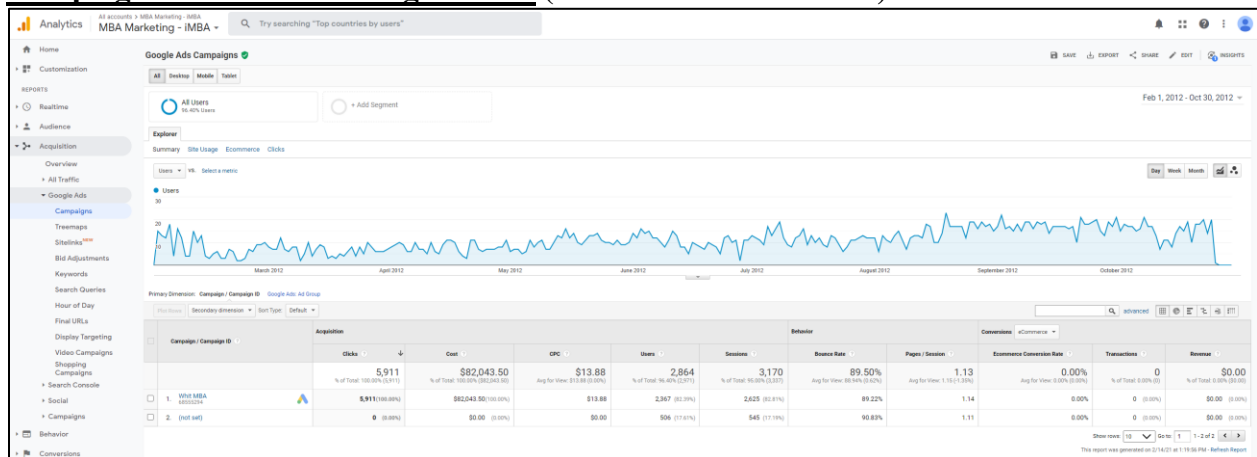
The Whitman School of Business marketed the school's MBA program in three distinct Google Ads campaigns, and a one-month printed advertisement in a Delta Airlines magazine. Google Analytics provided statistical information regarding each of the campaigns. The below screenshots provide an overview of the available data.

Campaign 1: whitman.syr.edu (2/25/2011 – 08/25/2011)



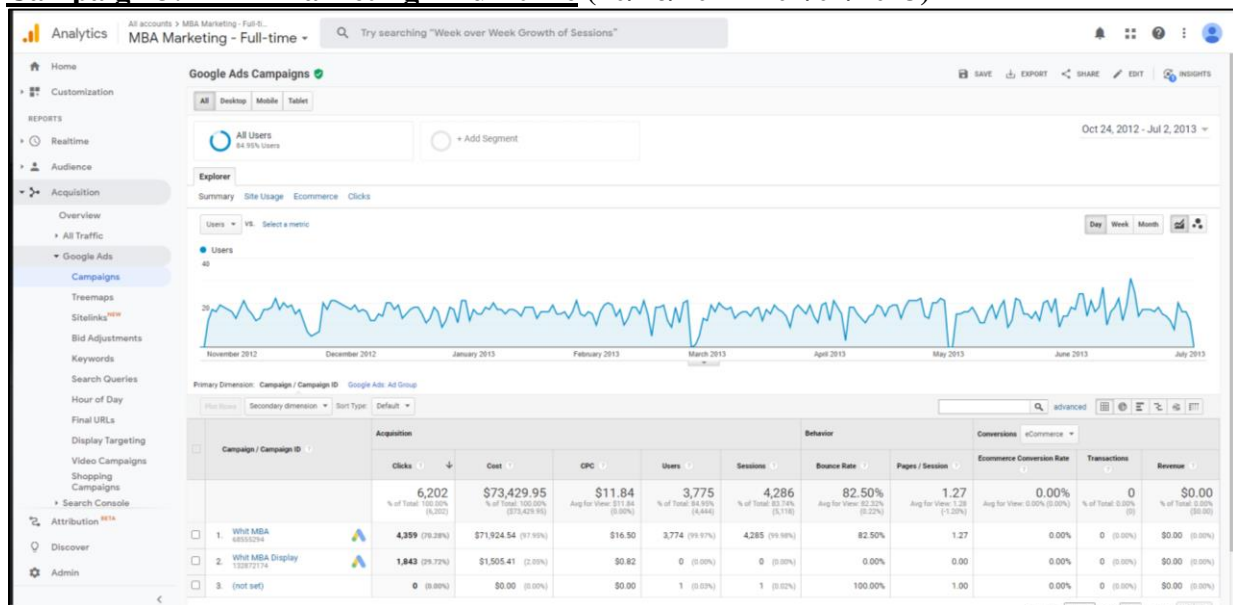
According to the data provided by Google Analytics, the Whitman campaign which ran from February through August 2011, cost \$37,851 and generated more than 9,600 clicks and 7313 sessions. The total cost per click (CPC) was \$3.93 with a 78% bounce rate from the site.

Campaign 2: MBA Marketing – iMBA (02/01/2012 – 10/31/2012)

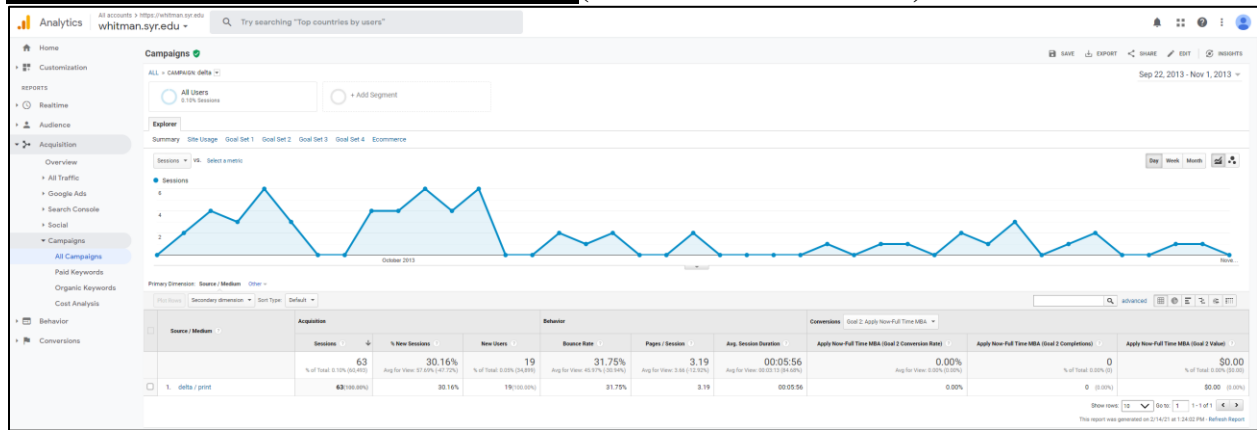


Google Analytics shows that the 2nd campaign, which ran from February through October 2012, cost \$82,043 and generated 5,931 clicks and 3,170 sessions. The total cost per click (CPC) was \$13.88 with a 90% bounce rate from the site.

Campaign 3: MBA Marketing – Full-time (10/16/2012 – 07/02/2013)



The 3rd Google Ads campaign ran from October 2012 through July 2013, cost \$73,430 and generated 6,202 clicks and 4,286 sessions. The total CPC was \$11.84 with an 83% bounce rate from the site.

Campaign 4: Delta Airlines Magazine Ad (09/22/2013 – 10/31/2013)

Unlike the Google Ads campaigns, the Delta campaign was a much more limited in available data. The campaign cost \$10,000 for a one-month ad in Delta's New Horizons magazine, generating a total of 63 sessions. Unlike the others, the bounce rate was low at 30%.

The four campaigns supported three different school years. Using the data provided by Google Analytics, the effectiveness of each individual campaign was compared as shown in Table 1 below.

Table 1: Comparison of Campaign Data

Campaign Analytics	Start Date	End Date	Cost	Total Clicks	CPC	Users	Sessions	Bounce Rate	Pages/ Session
whitman.syr.edu	22-Feb-11	29-Aug-11	\$37,851	9,636	\$3.93	UNK	7,313	78%	1.84
MBA Marketing - iMBA	1-Feb-12	31-Oct-12	\$82,404	5,931	\$13.89	2,864	3,170	90%	1.13
MBA Marketing - Full-Time	24-Oct-12	2-Jul-13	\$73,430	6,202	\$11.84	3,775	4,286	83%	1.27
Delta Print Add	22-Sep-13	1-Nov-13	\$10,000			19	63	30%	3.19

Comparing the available data, the first Google Ad campaign (whitman.syr.edu) cost about half as much as the other two Google Ad campaigns, generated almost twice as much interest (total clicks and total sessions), and users were 5-12% less likely to immediately leave the webpage. Using the CPC as an indication of interest, indicating that the Whitman campaign was 3-3.5 times more cost effective.

From the limited data available in Google Analytics, the Delta magazine ad campaign provided less overall traffic than the other campaigns (19 users and 63 total sessions). Of note though, the analysis indicates that the magazine ad generated interested users. The users were required to input the URL from a hardcopy magazine, which contributed to a very low bounce rate (30%) compared to the other sites. In addition, the users spent more time on the website, averaging more than three webpages per session. The users also tended to return to the website, with an average of 3.3 sessions per user.

Question 2: Next Year's Cost Predictions

Student enrollment for each campaign was as follows:

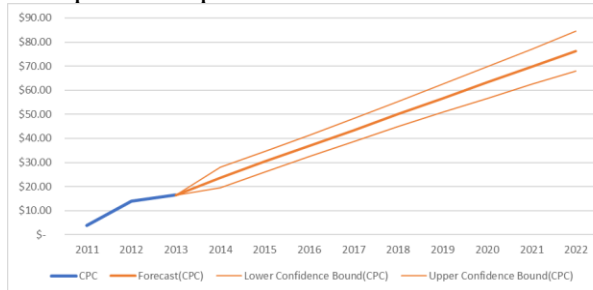
whitman.syr.edu (2011 – 50 students enrolled)

MBA Marketing – iMBA (2012 – 24 students enrolled)

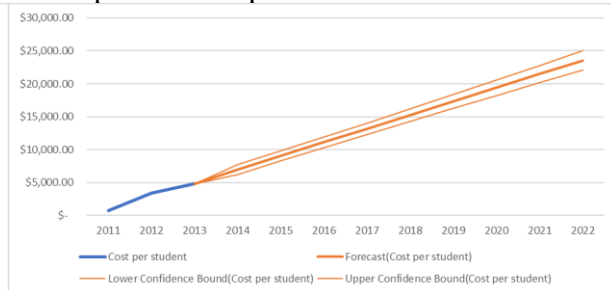
MBA Marketing – Full-time (2013 – 15 students enrolled)

Analyzing the data available and using a predictive model of total costs per click as well as costs per matriculated student was developed. The results are in the chart below.

Cost per Click predictions 2011-2022



Cost per Student predictions 2011-2022



Cost Per Click (2022): Interpolating the costs per click data forecasts the 2022 CPC at \$76.35 (95% confidence interval of \$68.09 to \$84.60)

Advertising Cost Per Student: Interpolating the costs per enrollment data forecasts the 2022 cost at \$23,552.72 (95% confidence interval of \$22,075.44 to \$25,030.01)

The forecasted costs are affected by the lack of data between 2013 and 2021 and very likely much higher than true costs today. The trajectory of rising costs per click and costs per enrollment, like other internet costs had a lower, non-constant rate of change causing a less steep trajectory and lower CPCs since 2013.

Question 3: Identify Key Aspects for 2022 Google Ads Campaign

Geographic Regions:

When looking at geographical regions, most sessions originated from New York, specifically the Syracuse region. This supports the proximity theory, that prospective graduate students attend programs near where they live, or for online programs, ones that are well-known and have a well-deserved reputation of academic excellence. The greatest demographic that researched SU's MBA programs were recent undergraduates and a well-established student base from other areas in New York state. Understanding that the upcoming campaign is designed to educate the uninformed and encourage MBA enrollment the local area was omitted from the campaign. Based on this, the three campaigns highlight several cities that can be targeted, as shown in the graphs below.

Campaign 1: Cities with greatest number of sessions:

1. New York	104,468	52.23%
2. California	9,459	4.73%
3. Texas	8,207	4.10%
4. New Jersey	7,033	3.52%
5. Massachusetts	6,116	3.06%
6. Virginia	5,505	2.75%
7. Pennsylvania	5,477	2.74%
8. Florida	4,835	2.42%
9. Illinois	4,636	2.32%
10. Maryland	4,489	2.24%

Show rows: 10 Go to: 1 1 - 10 of 52 Refresh Report

This report was generated on 7/16/21 at 4:15:55 PM - Refresh Report

ANALYSIS AND DECISION PARAGRAPH

Drilling down into the cities of opportunity within these regions, Houston, Atlanta, Chicago, Charlotte, Pennsylvania, Austin, Orlando, Dallas, and Ft. Worth all stand out as strong candidates due to their population within the identified regions.

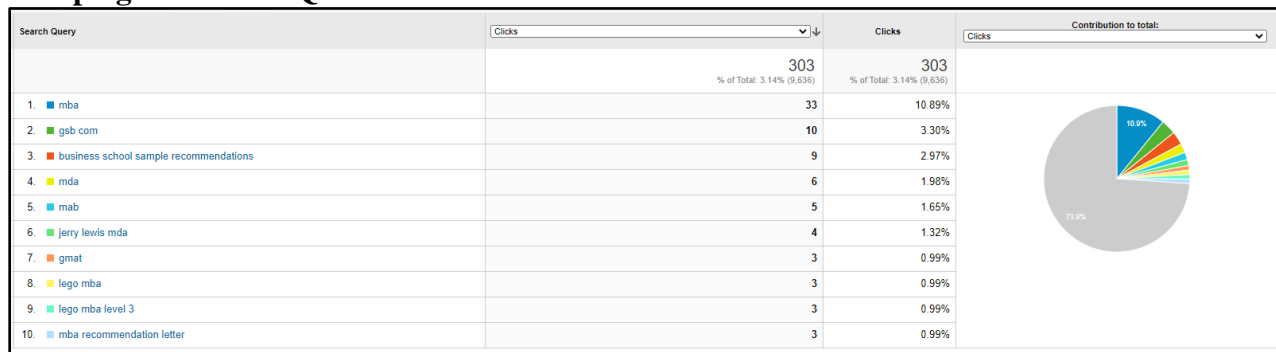
We have picked several cities that we want to focus on to increase the number of users and hopefully they join the program. Our focus shifted from the cities that already have higher session, to investigate cities that has higher population and less session. We believe it is good to invest on them to increase diversity and the number of people to join the program. There for we picked Houston, Atlanta, Chicago, Charlotte, Pennsylvania, Austin, Orlando, Dallas.

Key Words:**Campaign 1: Key Words**

Keyword	Clicks	Clicks	Contribution to total:
	300 % of Total: 3.11% (9,636)	300 % of Total: 3.11% (9,636)	
<input type="checkbox"/> 1. MBA	290	96.67%	
<input type="checkbox"/> 2. Logtech	4	1.33%	
<input type="checkbox"/> 3. Top MBA	3	1.00%	
<input type="checkbox"/> 4. Defense Programs	2	0.67%	
<input type="checkbox"/> 5. Defense Program	1	0.33%	
<input type="checkbox"/> 6. (not set)	0	0.00%	

MBA by far is most used keyword and all the other works are far off by looking at the graph. Using the keyword MBA to trigger the school page is a must. The page should show up if the word was used in the search terms.

Campaign 1: Search Queries

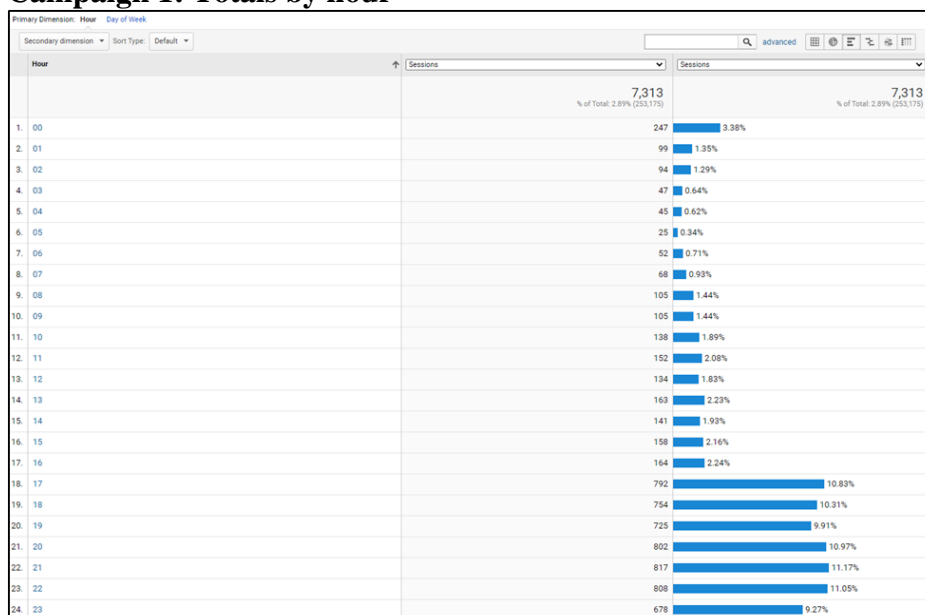


When looking at the cost-per-click of the keywords for the MBA Marketing - iMBA, the term “online MBA” makes up nearly half of the keywords at 43.7%. This is followed by the term “MBA” at 30.2%. Those keywords are more cost effective than using the term “accredited online business degree” when it comes to the cost.

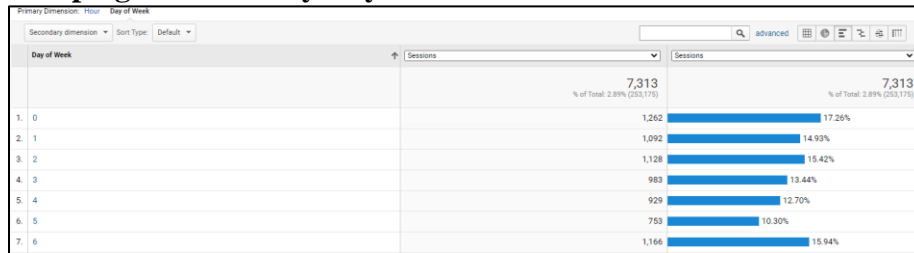
Upon further analysis of search queries, we see that “aacsb,” “mba,” “online mba,” “online mba programs,” “online mba no gmat,” and “online mba rankings” make up 12.06% of user queries. These terms are general enough to trigger a result on Google, as opposed to something more specific like “Syracuse” or “Whitman.” In other words, if someone is using the search term Syracuse then spend money to get them to our page? Using more general keywords, including those based on search queries, could help sway those who may be considering other schools and get their eyeballs on our page.

Days of Week and Time of Day:

Campaign 1: Totals by hour

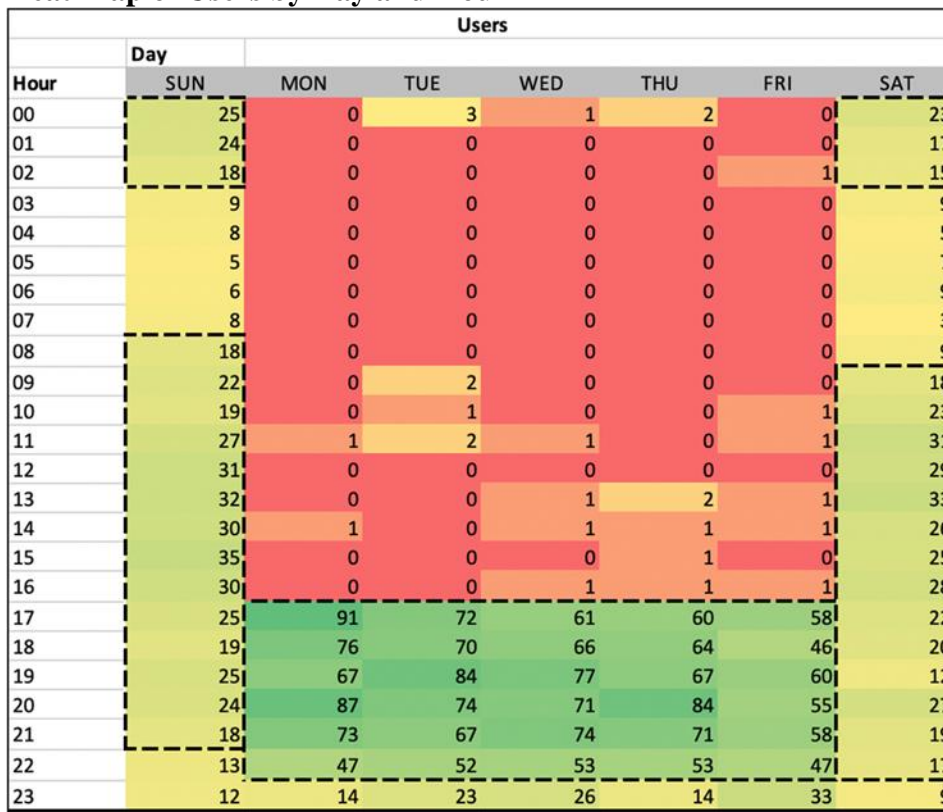


Campaign 1: Totals by Day of Week



After analyzing the data and looking at the graphs. The best days to advertise Sunday and Saturday between 5pm and 11pm. This time and days of the week is where most people spend it at home or they off work, therefore they have time to search and look for things interest them..

Heat Map of Users by Day and Hour



Given the traffic, targeted advertising Monday - Friday from 5:00pm to 10:00pm as well as Saturday and Sunday from 9:00am - 10:00pm appear to be the best timeframes. For the weekdays, this would make sense because users are typically off work between 4-5pm and we can take advantage of their relaxation time by utilizing ads on platforms such as YouTube.

Weekends are an opportunity to spend time with friends or family. Because of this, weekends are broken down by day and hours of opportunity. For Saturday, it appears that midnight, 10am-

6pm, and 10pm are the times with the most volume. As for Sunday, midnight to 1am, 9am, 11am-5pm, and 9pm-10pm appear to have the most volume. Together with the 5pm-10pm block during weekdays, these specific weekend times could prove the most efficient use of advertising dollars.

The 2022 campaign is allotted \$100,000. Purchasing Google Ads with the Pay per Click method, we will target users in the areas of (CITIES). We will utilize the following (KEY WORDS). We will be targeting ads to appear in the days and times outlined above.

Question 4: Measurements of Performance

Using Google Analytics, the collected data will be analyzed every 30 days and adjusted accordingly based on bounce rate, CPC, and location/key word/and time. Coordinating with Syracuse Admissions, data will be collected to determine student applications and enrollment each 30 days during the campaign. Admissions will survey new students to find out demographic data including location and how they found out about the program. We will use this data to modify advertising dynamics.

After completion of the campaign, the effectiveness of the 2023 advertising campaign will be measured using cost per student and any other metrics requested by SU.

Analysis will utilize Google Analytics Behavior Flow to determine which if traffic is headed to the correct page and what pages are of most interest before they bounce. Average time on page will be used to determine session duration for the average user.

Question 5: Other Factors or Considerations

A key part of the overall strategy is to enroll the best students as indicated by GMAT scores. To target these prospective students, data on GMAT scores by geographic location will be needed. This will influence the decision on locations to advertise, beyond the locations indicated by analyzing Google Analytics.

We could not measure the effectiveness of any of the paper campaigns and Google Ads because we do not know if users are looking at an ad and then going to the site, as opposed to clicking on the link provided by the ad.

Request access to Syracuse Admissions database to slice up the data more granularly in order to compare it to the performance as outlined above.

Data is missing data from 2013 – 2021, limiting the accuracy of the forecasted costs provided. Additional cost data during the period 2013-2021 would increase the accuracy of the forecasts. Additionally, any changes in demographics of the current student population could be taken into consideration.

The team has never used Google Ads and has a limited understanding of how the costs work, how long the campaign lasted based on Google data, and other factors to consider regarding the inner workings of Google Ads.

All the campaigns in our current data do not meet industry standards regarding CPC and bounce rate. Every metric did not meet industry standards and serves as a poor benchmark for future campaigns.