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TEam 73  
Homework #2

Recruiting Advertising Strategy

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# Introduction

In this exercise, we will be using Google Analytics to examine the Whitman Graduate Programs Internet marketing campaigns. We will be analyzing data to identify patterns and opportunities. Our goals are to recruit the best United States students, measured by GMAT scores. However, for these campaigns, we are limited to a budget of only $100,000. This must cover all of our advertising costs, but not the Whitman administration costs.

To do this analysis, we will be executing the following:

* Campaign Effectiveness (Question #1)
* United States Campaign (Question #2)
* Campaign Costs (Question #3)
* Performance Measurements (Question #4)
* Factors and Considerations (Question #5)

# #1 – Campaign Effectiveness

Questions:

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
2. MBA Marketing – Full-time
3. MBA Marketing – iMBA
4. Delta

Courtney to add answer here.

Figure 1: Table of Google Ad Campaigns Showing Effectiveness

Explain effectiveness in detail here.

# #2 – United States Campaign

Questions:

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

1. In which geographic region would you advertise? Which states? Why?
2. What key words would you use? Why?
3. Which days of the week and what time of day would you advertise? Why?

Mashundra and Kathi to add answer geography here.

Keywords/days and hours – Cliff to respond and compare with Joyce’s hours/days

Figure 2: Figure Caption

Figure 3: Figure Caption

# #3 – Campaign Costs

Questions:

Identify the costs for your advertising campaigns

1. By region
2. By degree program

Courtney to provide answer here.

Figure 4: Figure Caption

# #4 – Performance Measurements

Question:

How would you measure performance of your decisions after implementation?

Joyce to answer here. \*\* Do we want to perform BETTER than this campaign? \*\*

As we reviewed the previous campaigns and determined that the we would use the *whitman.syr.edu* campaign “Whitman FT MBA” campaign as a baseline for our performance measurement. We selected this campaign because we felt it was the best performing campaign (see section #1 – Campaign Effectiveness beginning on page 3). Using this as a baseline, we determined the following performance metrics:

* Maintain an average cost per click (CPC) of less than or equal to $4.03
* Maintain a bounce rate of less than or equal to 78.41%
* Increase the average pages per session to more than 1.84
* Increase the average time per session to more than 45 seconds. This is one area where the previous campaign did not perform as well as we would have liked.
* Maintaining sessions over 7,300

Please see the section entitled #6 – Factors and Considerations beginning on page 4 for additional factors and considerations that would help us review our campaign performance. If we could set a desired conversion rate, we could use this information in our performance metric as well.

# #6 – Factors and Considerations

Question:

What other factors or considerations are important?

Joyce – not sure what to put here … \*\* Courtney – can you write something about the conversion rate here? \*\*

What other data would help in developing an Internet advertising strategy, if you could collect it

Joyce to answer here.

We determined that there were many factors and considerations that would be pertinent to a successful campaign. The first of these was the GMAT score. We have been asked to create a successful campaign for United States students with the highest GMAT scores. However, we have not information about GMAT scores in the previous campaigns run in the past. If we want to truly see the details of how our campaign helped us to recruit those with the highest scores, it would be important to gather the GMAT scores from those that go to our site via the Google Ad campaign.

Another item we felt might help the campaign is to open up or run an additional campaign for those without the highest GMAT scores. There are many successful college students that are over 30 years of age that are going back to college to increase their skill sets to be more competitive. By running a campaign without the concern of GMAT scores for those that may have taken the GMAT quite some ago or not at all could increase university enrollment in the MBA program significantly. This is apparent by the information gathered around keywords and other campaigns specific to online or distance learning.

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