SCM 651

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?

A. **whitman.syr.edu**
   a. *Time frame*: 26 Feb 2011 – 26 Aug 2011
   b. *Money spent*: $37,699.45
   c. *Effectiveness*: Overall, this is the most effective campaign. With regards to number of pages viewed and bounce rate, this campaign was the second most effective. The CPC was also the lowest, therefore, this campaign was the most effective. The average number of pages viewed per session was 1.83, meaning not many people clicked on other pages besides the first page they viewed. The bounce rate was 78.37%, meaning 78.37% of people left after the first session and did not view any other pages. However, the CPC was $4.03, which is the lowest compared to the other campaigns' CPC.

B. **MBA Marketing – iMBA**
   a. *Time frame*: 2 Feb 2012 – 26 Oct 2012
   b. *Money spent*: $100,487.01
   c. *Effectiveness*: Average effectiveness. The average number of pages viewed per session was 1.14, meaning not many people clicked on other pages besides the first page they viewed. The bounce rate was 89.22%, meaning 89.22% of people left after the first session and did not view any other pages. The CPC was $13.86, which is average compared to the other campaigns' CPC.

C. **MBA Marketing – Full-time**
   a. *Time frame*: 26 Oct 2012 – 1 Jul 2013
   b. *Money spent*: $78,144.23
   c. *Effectiveness*: Average effectiveness. The average number of pages viewed per session was 1.27, meaning not many people clicked on other pages besides the first page they viewed. The bounce rate was 82.53%, meaning 82.53% of people left after the first session and did not view any other pages. The CPC was $16.45, which is average compared to the other campaigns' CPC.

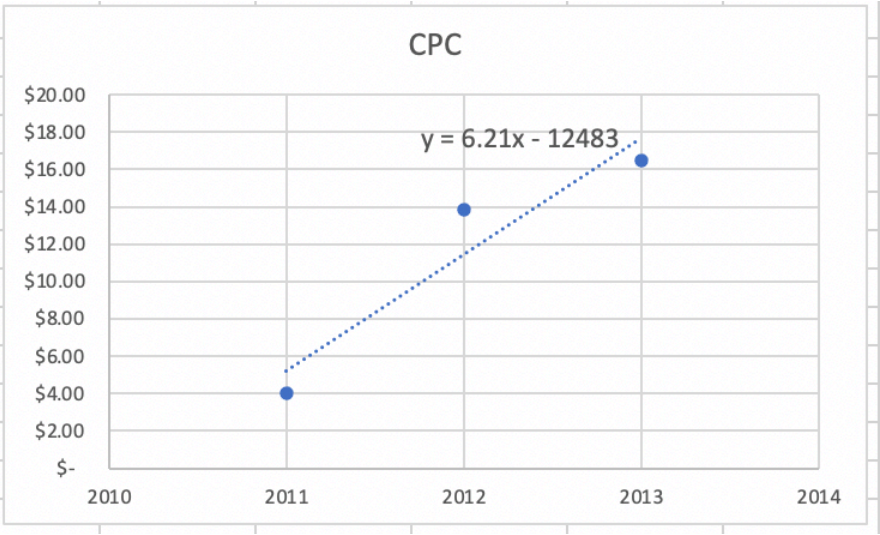
D. **Delta (cost of one-month quarter page ad was $10,000)**
   a. *Time frame*: 12 Oct 2013 – 13 Nov 2013
   b. *Money spent*: $10,000
   c. *Effectiveness*: Overall, this is the least effective campaign. With regards to number of pages viewed and bounce rate, this campaign was the most effective compared to the others; however, the CPC is too high and therefore is the least effective cost wise. The average number of pages viewed per session was 2.65, meaning people clicked on other pages besides the first page they viewed. The bounce rate was 40%, meaning 40% of people left after the first session and did not view any other pages. The CPC was $500, which is the highest compared to the other campaigns' CPC.

#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.

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

The predicted CPC for 2022 is $73.62.

Year	CPC
2011	$ 4.03
2012	$ 13.86
2013	$ 16.45
2014	$ 23.94
2015	$ 30.15
2016	$ 36.36
2017	$ 42.57
2018	$ 48.78
2019	$ 54.99
2020	$ 61.20
2021	$ 67.41
2022	$ 73.62



The predicted advertising cost per student for Google Ads for 2022 is $25,661.65.

C13 =FORECAST.LINEAR(A13,B2:B4,A2:A4)

	A	B	C	D	E	F
1	Year	Advert per Student	Forecast		Students Enrolled	Advert Cost
2	2011	$ 753.99			50	$ 37,699.45
3	2012	$ 4,186.96			24	$100,487.01
4	2013	$ 5,209.62			15	$ 78,144.23
5	2014		$ 7,839.15			
6	2015		$ 10,066.96			
7	2016		$ 12,294.77			
8	2017		$ 14,522.59			
9	2018		$ 16,750.40			
10	2019		$ 18,978.21			
11	2020		$ 21,206.03			
12	2021		$ 23,433.84			
13	2022		$ 25,661.65			

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

A. **In which geographic region, states, or cities would you advertise? Why?**
    a. Advertisements should focus on Syracuse and New York City (NYC), New York (NY). Among states, NY has the highest sessions by far and within NY state, Syracuse and NYC account for 63.5% of sessions. This figure is based on overall audience sessions for the Whitman main page (whitman.syr.edu). If you wanted to expand, the next best state to advertise is California.
B. **What key words would you use? Why?**
    a. The two best keywords to use are "online MBA" and "MBA." These are the top two keywords for all Google Ads between 2011 and 2019, being 4 and 11 times higher than the third highest keyword. They also have more sessions than the top organic search keywords.
C. **Which days of the week and what time of day would you advertise? Why?**
    a. Saturdays and Sundays from 5pm – 11pm local time. This day/time frame has the highest user rate for previous Google Ads because most users are at home during this time period and surfing the internet.

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

Review the CPC, bounce rate, and pages per session. Ideally, you would want a low CPC, a low bounce rate, and a high pages per session. Of the three, the CPC would be the most compelling measure of performance. You could have a fairly low bounce rate and high pages per session, but if your CPC is very high, then you aren't getting the most out of your advertising money.

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

- Demographic information available within the Google Ads campaign data.
- Why users didn't stay on a page longer (if possible).
- A more granular look at our audience's interests. For example, Google Analytics tells us that a certain percentage of our audience is interested in "Sports & Fitness/Health & Fitness Buffs", but it would be nice to know which specific sports and activities our visitors are participating in. This could better direct our advertising efforts.
- Other master's programs users are considering.
- Information on employer paid programs (users that are using employee funding for school).
- Educational background of users coming to the site.
- New and current student demographics.
- User financial details (such as income).