



# Dallas Baptist University

**CARNEGIE**



## Thank you for the opportunity to submit a proposal for digital marketing support!

Our proposal outlines a comprehensive strategy designed to leverage the power of digital marketing channels to increase visibility, engage your target audience, and ultimately drive inquiries. And we believe that we're uniquely positioned to partner with you. Working with us, you'll:

1. **Have a partner that knows Higher Education.** Since 1985, we've been at the forefront of higher education marketing. Our team has been in your seat, many of us holding leadership positions in the space, so we understand the nuances of the industry including terminology, recruitment cycles, Gen Z and Gen Alpha expectations, and more. We will bring that expertise to every conversation to advise on the best path forward.
2. **Unlock the Power of Data.** Digital marketing for higher education requires constant innovation. With new technologies and updating algorithms, the landscape is always changing. But no one understands the higher education landscape and the future of digital marketing as well as Carnegie. We bring advanced strategies to showcase your brand to the world. Above all, we tailor the plans for you: your audience, your institution, your goals.

3. **Embrace a philosophy and approach that is markedly different and fundamentally better than the prevailing standard.** We have always led with innovation. We introduced digital marketing to higher education when the industry relied on name purchases and mailers, we developed a proprietary psychographic approach to audience targeting to challenge the industry's reliance on demographics, and we have been on the cutting edge of technology integration in a world where our tools and systems are more critical than ever. Our team will bring that same vigor to our partnership.

As you review our proposal, please contact me if you have any questions or would like additional information. Hopefully, this proposal will serve as a springboard for additional conversation and collaboration — we'd love to tailor our approach to your needs.

**Now, let's go!**

**Allegra Schreder**

Client Success Director

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# Comprehensive Services

We can meet you wherever you are in your journey. Consider our team an extension of your own — focused on your needs, dedicated to your success.



## BRAND STRATEGY

Carnegie's original psychometric model and brand reputation strategy allow us to do more than just create a brand for your organization.



## DIGITAL MARKETING

We bring advanced strategies to showcase your brand to the world. Above all, we tailor the plans for you: your audience, your institution, your goals.



## ENROLLMENT STRATEGY

Our approach to enrollment marketing success is to uncover and interpret intelligent, market-driven, student-centric data and then leverage its findings to execute customized strategies for your institution.



## FINANCIAL AID OPTIMIZATION

We deliver individualized financial aid strategy—not only customized for your institution, but customized for each student.



## INTEGRATED RESEARCH

Our cutting-edge, proven methodologies give you the game-changing insights needed to transform your enrollment, marketing and branding, and communications outcomes.



## LEAD GENERATION

CollegeXpress is the go-to resource for college and scholarship searches for millions of students, parents, and counselors, which is why it's a trusted tool for hundreds of institutions.



## MARKETING STRATEGY

Colleges and universities must place more attention on reputation management and marketing strategy as evolving, competitive dynamics further impact higher education.



## PERSONALITY ASSESSMENTS

CarnegieChem, our carefully designed suite of personality assessments and tools, reveals human personality and performance factors in an entirely new way.



## SIGNATURE CREATIVE

By defining what sets you apart and by learning what will speak to your audiences, we create impactful messaging that builds reputation and forges powerful connections.



## SLATE OPTIMIZATION

Our Slate Optimization team saw the industry need and met it. We're transforming the higher education landscape by leveraging the power of Slate—one project at a time.



## STUDENT SEARCH

Your Student Search will be built on the student's terms: when they are ready, where they want to connect, and with messaging that speaks directly to who they are as individuals.



## WEBSITE DESIGN AND DEVELOPMENT

We design websites for colleges and universities that are alive and persuasive—congruent with campus voices and integrated within your marketing ecosystem.

# Digital Expertise and Market Saturation

We are equipped with dedicated teams to leverage cross-channel tactics to meet your goals.

## DISPLAY

Display Outreach  
Retargeting  
IP Targeting  
Mobile Location Targeting  
Mobile Footprints  
Audience Select  
Geofencing

## PAID SEARCH

Pay Per Click (PPC)  
Remarketing Lists for Search Ads (RLSA)  
YouTube  
Demand Gen

## MEASUREMENT

Carnegie Clarity™  
Live Dashboard Reporting  
Advanced Analytics

## SOCIAL MEDIA

Meta  
LinkedIn  
Snapchat  
TikTok  
Reddit  
X (formerly Twitter)  
Quora  
Outbrain

## STREAMING

Pandora  
Spotify  
YouTube  
Hulu  
OTT + Connected TV  
Podcasts

## SEARCH ENGINE OPTIMIZATION

Content Optimization  
Technical Site Audit  
Technical Consulting  
Metadata Optimization  
Google Business Profile  
Writing Workshops  
Website Redesign Consulting  
ADA Compliance Consulting  
YouTube Optimization  
Program Name Analysis  
Blog Consulting  
Organic Social Media Consulting

# Pioneers of Digital Strategy

*Carnegie was one of the first to  
bring digital marketing to  
higher education*

- + **Subject Matter Experts:** Many of our team members came from leadership roles within higher education across all divisions.
- + **In-House:** All execution is done by our team of 100 digital strategists giving us the flexibility to pivot throughout the year.
- + **Unified Marketing & Enrollment Strategy:** Our work is development to support your overall marketing and enrollment strategy. We see these efforts as once piece of the overall puzzle.
- + **Insider Understanding:** Our access to teams within Google, Meta, and many other channels give us access to beta products, advanced targeting, specialized reports and more.
- + **Custom Solutions:** Everything we've designed for you today is custom to your goals, audiences, and trajectory of your institution.

# Google Premier Partner

Each year Google recognizes the achievements of top-performing digital marketing partners across the globe by awarding Premier Partner status.

**Only 3% of Google Partners achieve this honor.** Our Google partnership has direct benefits for you in the form of expertly trained staff, dedicated Google account and technical support, and early access to exciting beta products.



## WHAT THIS MEANS FOR YOU

- + Dedicated Google account and technical support
- + Early access to exciting beta products
- + Competitive spending analysis reports
- + Quarterly education trends reports
- + And more!

# Our Proposed Approach



## DIGITAL MARKETING STRATEGY AND EXECUTION



With this strategy, we kept costs aligned to roughly \$100,000 annually. Our recommended mix includes both awareness driving tactics and lead generation to reach prospects at each stage of their journey with the appropriate messaging and CTA. We would develop creative to allow for specific targeting and alignment of messaging. We will work with you to help identify DMAs based on past enrollment data and strategic expansion goals. Our initial recommendation includes:

- + Leveraging LinkedIn Sponsored Content for lead generation both online and in person PRST to Dallas and retargeting nationwide
- + Utilizing IP Targeting to a list of 18,000 prospective students
- + Incorporating the always-on tactic of Display Retargeting to drive application behavior for those who have visited key web pages on your site.
- + Harnessing Google PPC to stay in front of active searchers based on a comprehensive keyword strategy including program, geography, and brand related keywords.
- + Creation of a landing page for PPC efforts and digital assets for respective social and display campaigns utilizing existing brand guidelines.

40%

### Display

IP Targeting  
Display Retargeting

25%

### Social

LinkedIn Sponsored Content

25%

### PPC

PPC - Google Ads

5%

### Creative

Display Ads  
Social Ads  
Landing Page Creation &  
Hosting

5%

### Analytics & Attribution

Slate & Ping  
Reporting

*Note: Fees are a percentage of spend*

## WHAT TO EXPECT

### Our Process

We'll start our partnership by meeting with key stakeholders, gathering any relevant research conducted, and analyzing previous campaigns and your strategic plans moving forward. A thorough understanding of your big-picture needs and how they align with current enrollment goals is necessary to create the most effective marketing plan. We'll confirm goals, audiences, and priorities for this fiscal year and walk through our processes and systems for information access and sharing. From there, we will construct and set up campaigns, working hand-in-hand with your team to confirm assets, creative, and plans are managed effectively. Your day-to-day point of contact will be an Account Manager—all day-to-day communications funnel through this contact to provide you with a clear and consistent channel to your Carnegie team. We utilize the project management software Asana for high-level phased planning and the minute management of tasks and subtasks.

### Implementation

We'll assemble a team of strategists, campaign managers, creatives, researchers, and a dedicated account manager to support all University projects. Your digital strategy director will work with you to define scope and objectives, playing an advisory role and serving as your strategic expert. Your digital strategy director reports directly to Carnegie's Digital Strategy AVP, who brings a decade of expertise in strategic campaign development for higher education to Carnegie's team. Tactical duties for the campaign will be primarily managed by digital strategists and specialists who will set up, monitor, and continually optimize and restructure campaigns as needed to maintain performance.

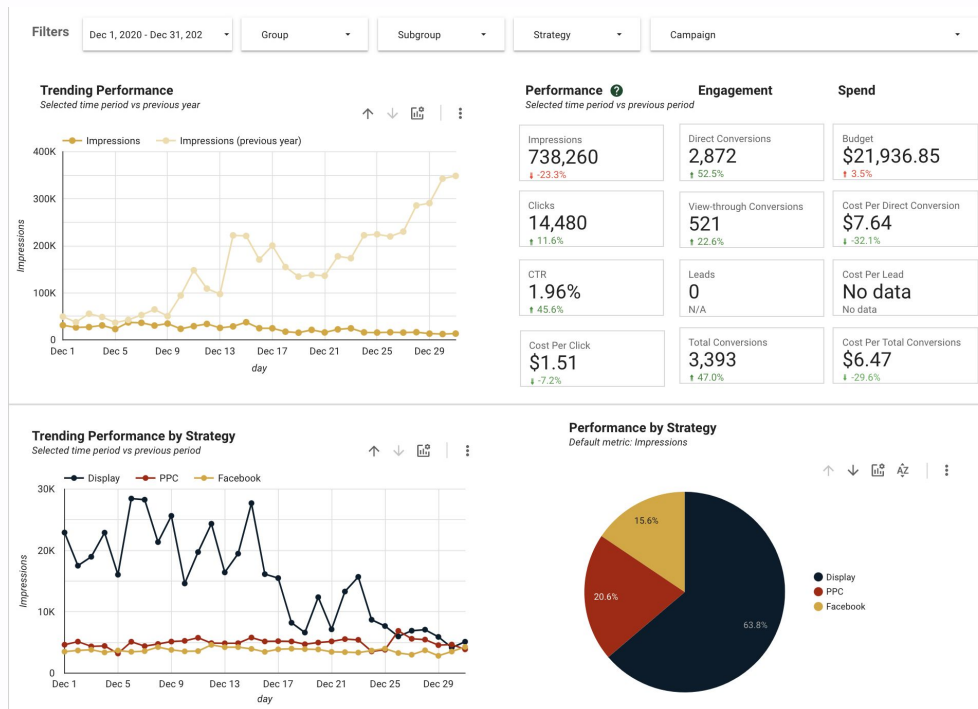
### Measuring Results

Starting from project kickoff and throughout our partnership, our team will work with you to translate campaign objectives into the right metrics and goals. These will become the focal point for campaign performance measurement, reporting, and analysis. KPIs are constantly monitored to prove strategy and tactic effectiveness and make campaign optimizations. Carnegie will work with you to deploy the right tracking technologies to collect data tied to the defined KPIs. This ranges from the placement of ad platform tracking pixels to helping configure web analytics tracking. The data collected is then used in our live reporting dashboards built on leading data visualization platforms. These dashboards are available 24/7 and updated daily, making campaign results and ROI fully accessible at any time. In addition to the live dashboards, our strategists will provide analysis, insights, and next steps based on campaign performance.

## CAMPAIGN RESULTS DASHBOARD

Ensuring you have immediate and ongoing visibility into your campaign performance is a priority for Carnegie. We'll provide a live dashboard so you can monitor, track, and review essential KPIs and performance metrics at any moment throughout your campaign. This allows for continuous evaluation of our strategies and gives us the ability to provide consistent and ongoing optimizations and enhance campaign results.

In addition to your live dashboard, we'll provide regular in-depth analyses into the performance of your campaigns, with our team of experts delivering key insights, trends, recommendations, and pacing for your specific goals. We're committed to your success, and we prioritize your performance above all else.



## CREATIVE

### Landing pages

Driving traffic from your ads to campaign-specific landing pages maximizes both your digital ad spend and your ability to convert and generate leads. From strategy and design to hosting and A/B testing, our in-house Creative team will leverage industry best practices and work with your institution to produce landing pages that serve all your campaign needs and generate inquiries. We can also integrate with your CRM for the ultimate efficiency in real-time lead delivery.

### Display and Social Ad production

The very first touch point of any digital campaign is the ad a prospective student or parent sees. Our Design team can produce compelling ads to ensure your message is delivered clearly and resonates with your audience. Leveraging your branding guidelines and industry best practices for optimal results, we can quickly and cost-effectively develop the creative you need to improve the engagement of your Display ads or social media campaigns.

### Animated Ad production

Utilizing animation in your digital campaigns is a great way to quickly grab the attention of your target audience and convey your brand message in a way that's both effective and visually appealing. Our Design team can produce highly engaging HTML5 Display banner ads or short form animated ads for platforms such as Snapchat, allowing you to deliver more information to your prospective student or parent audience in a dynamic, compelling way.

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# One Extraordinary Executive MBA. Two options

Are you ready to expand your world exponentially?

### Our Executive MBA-New York provides two empowering options

The business landscape has changed. And tomorrow it will change again. Choose from two options that fit your schedule to put you and your organization at the forefront of change.

**EMBA-New York: Friday/Saturday**

- Five terms over 20 months
- One class held every other Friday and Saturday
- Requires company time sponsorship

**EMBA-New York: Saturday**

- Six terms over 24 months
- Classes meet on Saturdays
- Does not require company time sponsorship

Provide your current contact information and program interest to receive relevant updates from Columbia Business School.

First Name

Last Name

Email Address

Date of Birth

When are you interested in attending classes?

Entry Term

Country

EMBA School

City

State

Select State

Submit

20- or 24-month program  
(depending on the option)

Friday and Saturday or  
Saturday only

In-person program in NYC

50,000+ global alumni

The largest elective offering  
of any EMBA program

### Snapshot: Curriculum

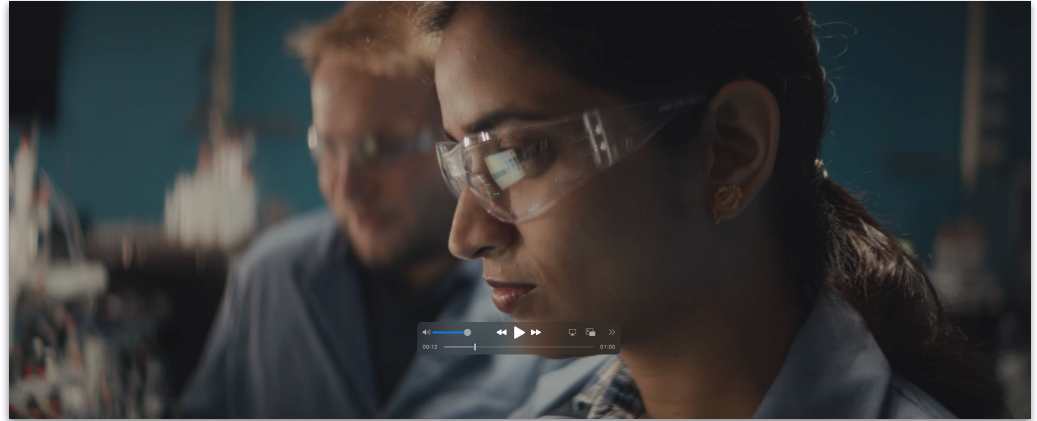
Digital Future: Digital electives have increased five times over the past seven years. Course examples include Analytics in Action, Python for MBAs, and People Analytics.

Entrepreneurship and Innovation: Led by the Eugene Lang Entrepreneurship Center, notable courses, incubators, and early-stage financial support help students turn ideas into action.

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## Digital Video Campaign

Elevate your digital marketing with compelling video assets that represent your brand across platforms. Guided by our Video Planning Guide and collaborative process, from initial concept brainstorming to the final execution, we work closely with your team to ensure that every aspect of the video campaign reflects your brand, delivers on your goals, and speaks powerfully to your audience. Our team will run discoveries, conceptualize the video, write scripts, and present a vision for the campaign. Once approved, we will guide your team through on-the-ground video shoot preparations, including subject selection, location scouting, scheduling principles, subject dress and appearance, props, and talent recruitment. On-site, the Carnegie production team will execute the video shoot in partnership with the university producer. Our team will then complete all post-production editing, including music selection and voice-over. The end result will be custom, right-sized content ready to move the needle.



### **The Grainger College of Engineering**

The brand anthem video we produced for Grainger won a 2023 Platinum Viddy and two 2023 Gold Telly Awards. Watch it now at <https://vimeo.com/742779934/c2609aa2eb>.

# Recommended Annual Investment

Service	Scope of Work Summary	Annual Cost
<b>DIGITAL MARKETING STRATEGY + EXECUTION</b>	Strategy, execution, and management of all paid digital media. Set up across all digital platforms including keyword research, creation of target audiences, development of all copy and ad text, including testing variations, bidding strategies, etc. Access to a live dashboard to monitor digital campaigns as well as ongoing analysis from Digital team, including performance insights, trends, and recommendations when applicable.	<b>\$100,000</b>
<b>DIGITAL VIDEO CAMPAIGN</b>	One 30-second campaign video Two 10-15-second social media versions of the campaign video, including 3 refreshes per video Two 10-15-second campaign story social media videos, including 3 refreshes per video Hard drive delivery of unedited footage at the completion of the engagement Three rounds of revision are included for all deliverables. On-the-ground production includes up to six Carnegie crew members for 3 days. Travel expenses are not included and will be billed separately. The included voiceover is licensed regionally for one year of broadcasting rights, and web and social media use rights in perpetuity. National licensing and other licensing arrangements are available upon request for a fee. Yearly license renewal and management are available upon request for a fee. The included music is licensed for \$25,000 or less ad spend and is licensed for web use only (social media and websites). Expanded licensing arrangements are available upon request for a fee.	<b>\$115,000</b>
<b>Total:</b>		<b>\$215,000</b>



# Success Stories

# The University of Idaho

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“Partnering with Carnegie has been the best way to maximize our internal resources and equip us for growth. I attribute much of our success to Carnegie’s model—we have real time feedback, direct access to the team’s expertise, spot-on recommendations, and ongoing adjustments. The team is always one step ahead of us, which is crucial in a marketing environment that demands agility and flexibility.”

**John Barnhart**

Chief Marketing Officer



## + The Situation

The University of Idaho needed an integrated digital marketing partner to achieve its enrollment growth goals. To support and enhance in-house capabilities, the University invested in additional marketing resources and chose Carnegie through a competitive RFP process. Having partnered previously with a local marketing agency, the University turned to Carnegie with a need for strategic higher education expertise. A state-funded institution, the University needed to maximize its resources and generate a proven ROI.

## + The Strategy

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We strategized and implemented a full-funnel digital campaign that included Display Outreach and Retargeting, paid search, behavioral and list targeting, and social and streaming media to reach and engage prospective students at each phase of the enrollment journey. Campaigns targeted a variety of audiences, including prospective undergraduate, graduate, and transfer students as well as alumni. We also optimized landing pages and enhanced analytics to maximize advertising spend as well as the University's ability to generate leads and track user traffic and behavior. We regularly met with University marketing leadership to review results and adjust tactics, messaging, and campaign strategy to drive the results the University needed.

## + The Results

In the first two years of our partnership, the University of Idaho enrolled two of its largest freshman classes in five years—an increase of 36% from fall 2020 to fall 2022. The University also saw an increase in graduate and overall enrollment. University marketing leadership recognized the power of Carnegie's partnership in driving this enrollment growth and continues to work closely with us as a trusted marketing partner.

**36%**  
first-year enrollment  
increase during the  
first two years of our  
partnership

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