**Homework #2: Recruiting Advertising Strategy**

**Group #3**

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**Business Problem**

The Whitman School of Management launched an Internet recruiting campaign from February 2011 through December 2014, using Google ads and Delta Airlines flight magazine advertisements. An assessment of opportunities and results is now necessary to establish the direction for a campaign one year from today.

**Solution**

**Outline and grading criteria:**

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%)

**Effectiveness**

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| --- | --- | --- | --- | --- |
| Account | Duration | Cost | CPC | Effectiveness |
| Whitman.syr.edu | February 26, 2011 -  Aug 23,2011 | $37,699.45 | $4.03 | 1530 |
| MBA Marketing – Full-time | October 26, 2012 -  July 1, 2013 | $73,181.08 | $16.49 | 750 |
| MBA Marketing – iMBA | April 13, 2012 -  October 25, 2012 | $61,174.19 | $14.52 | 283 |
| Delta | September 23, 2013 -November 7, 2013 | $10,000 | $152 | 45 |

Because the overall goal of these campaigns is to gain high-quality prospective students and we could not tell if the "clicks" correspond to high or low-quality prospects, we prioritize quantity. The more people that apply to the program, the more selective Whitman can be in its admission. Additionally, since this question simply asks how effective the campaign was at hitting that goal, we will look at each campaign's effectiveness regardless of how much is spent or its duration. We assume the marketing budgets are capped, and the campaign duration is reasonably close.

We define the campaign's effectiveness as having the highest quantity of sessions with the lowest bounce rate.

Applied Students = Sessions \* (1 – bounce rate)

We multiply the number of sessions by (1-bounce rate) to get the number of people who clicked on the website and stayed.

Because the goal is to get the highest quality, we theorize that the more people apply, the better the applicant pool will be. So, we can select top GMAT scorers from the pool. Therefore, the campaign that created the highest number of sessions that did not bounce would be the most effective.

**Campaigns**

* 1. Whitman.syr.edu

The Whitman.syr.edu campaign was February 26, 2011 - August 23, 2011. The cost of the campaign was $37,699.45, with a cost per click of $4.03. The number of sessions that didn't result in a bounce was 1530. This is the highest number of all four campaigns, making this campaign the most effective.

* 1. MBA Marketing – iMBA

The MBA Marketing – Full-time campaign was April 13, 2012 – October 25, 2012. The cost of the campaign was $61,174.19, with a cost per click of $14.52. The number of sessions that didn't result in a bounce was 283. This is the second-lowest number of all four campaigns.

* 1. MBA Marketing – Full-time

The MBA Marketing – Full-time campaign was October 26, 2012 – July 1, 2013. The cost of the campaign was $73,181.08, with a cost per click of $16.49. The number of sessions that didn't result in a bounce was 750. This is the second-highest number of all four campaigns.

* 1. Delta (cost of one-month quarter page ad was $10,000)

The Delta campaign was from September 23, 2013 – November 7, 2013. The cost of the campaign was $10,000. The cost per click is estimated at $152. The number of sessions that didn't result in a bounce was 45. This is the lowest number of all four campaigns and, therefore, the least effective.

1. 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%)
   1. whitman.syr.edu (2011 – 50 students enrolled)
   2. MBA Marketing – iMBA (2012 – 24 students enrolled)
   3. MBA Marketing – Full-time (2013 – 15 students enrolled)
   4. Delta (cost per session)

***Cost per Student Forecast***





***Cost per Click Forecast***

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For both cost per click and cost per student, the price will continue to go up. As time goes by, there is a lot more availability of online programs, so while the pool of prospective students may not have increased all that much, the number of options for the students has increased.

However, it is essential to note that this prediction model is built from just 3 data points, so it may not be the most accurate. We cannot say with complete certainty that the data is linear, so our prediction would be much more accurate with more data. Additionally, this increase in price likely reflects inflation, bumping up the cost.

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

Looking at the campaign for Whitman.syr.edu, the region with the most traffic is the East coast. The states with the highest traffic are New York, California, and Texas. The cities with the most increased traffic are Syracuse, New York, and Washington D.C. But the three states listed only account for 55% of the clicks. To reach the highest number of prospective students, we want to be sure to reach more broadly across the United States.

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* 1. What key words would you use? Why?

"MBA" was the key term with the highest clicks, around 96%. Because this is the term searched most often, we would want to include this prominently in our advertisement. Additionally, in Searched Queries, we can see that "mba" was searched for 33 times. While the cost per click for using MBA as a keyword is $5.23, it seems highly significant. However, since that term is so expensive, we would want to include specific keywords to Whitman so we can have some more cost-effective options. Additionally, it could also be useful to include competitors' names as our keywords to try to poach talent.

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

The whitman.syr.edu campaign was the most effective from 5 pm to 11 pm. Additionally, traffic was highest on the weekend and Monday, Tuesday, and Wednesday. It had the lowest traffic on Friday. Because of the historic traffic from previous campaigns, we would want to advertise most in the evenings and primarily on weekends or early in the week.

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

With a fixed cost of $100,000, we would want to choose the campaign that resulted in the largest number of quality students enrolled. While Google Analytics can't supply that data, it would be a vital metric to measure the number of students who enrolled from the campaign and how "high quality" the students are by measuring the GMAT scores. However, just using Google Analytics, we would want to continue with our description of effectiveness in question 1 and consider cost and duration. That means that a campaign would be effective if it created the highest number of clicks that didn't bounce while considering the price of the campaign and how long the campaign run. An effective campaign would acquire many clicks that did not bounce for the lowest cost in the shortest amount of time.

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

If we could include the following information in our research about a campaign, it would greatly influence how we could measure effectiveness. GMAT score, for example, would help us dictate if the campaign met our primary objective. Age, gender, and degree level of the clicks would help us understand what demographics we're reaching and whether we should adjust our search terms or advertising practices to be more inclusive or targeted. Whether the person has a job, education assistance, or veteran would help us understand their possible financing. While getting the ad in front of as many eyes as possible would be great, we would also want to measure whether it makes a difference to advertise to people who already have the means to afford higher education. Finally, we would want to find out if people would do an “early commitment to our school. The more students would do an “early commitment” the more effective our campaign would be.

* 1. GMAT Score
  2. Age
  3. Gender
  4. Applicant's current highest degree level (Bachelor's vs. Master's vs. Doctorate) and their undergrad major
  5. Do they have a job? Would the job provide education assistance?
  6. Are they a veteran? (Because the G.I. bill and tuition assistance would help pay for it)
  7. Agree to early commit