

ONLINE
MARKETING/
ADVERTISING

FALL COLORS 2012

CLASSES START AUGUST 20

EARN CREDITS THAT TRANSFER WITH YOU

WAUBONSEE
COMMUNITY COLLEGE

Sugar Grove
Aurora
Copley
Plano
Online

CLASSES START AUGUST 20

WE FOCUS ON YOUR SUCCESS

WAUBONSEE
COMMUNITY COLLEGE

CLASSES START AUGUST 20

CONVENIENT COURSES ONLINE & ON CAMPUS

WAUBONSEE
COMMUNITY COLLEGE

Sugar Grove
Aurora
Copley
Plano
Online

CLASSES START AUGUST 20

EXPERIENCE THE CAMPUS LIFE YOU WANT

WAUBONSEE
COMMUNITY COLLEGE

Sugar Grove
Aurora
Copley
Plano
Online

ON CAMPUS AND ONLINE FALL CLASSES START AUG 20

WAUBONSEE
COMMUNITY COLLEGE

CLASSES START AUGUST 20

WE MAKE QUALITY AFFORDABLE

WAUBONSEE
COMMUNITY COLLEGE

CLASSES START AUGUST 20

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FALL COLORS 2012

ONLINE MARKETING/ ADVERTISING

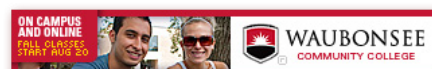
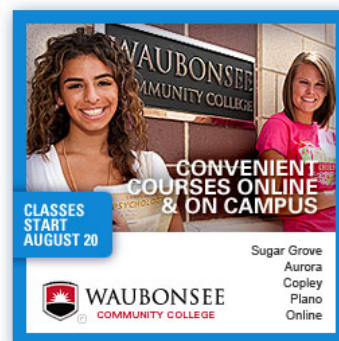
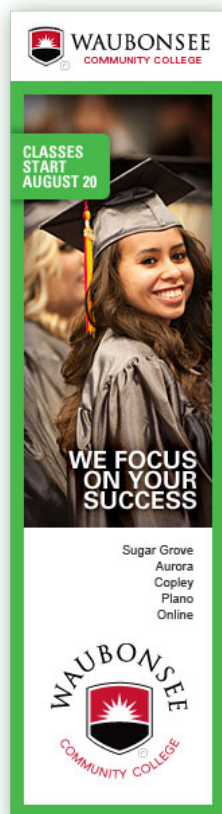
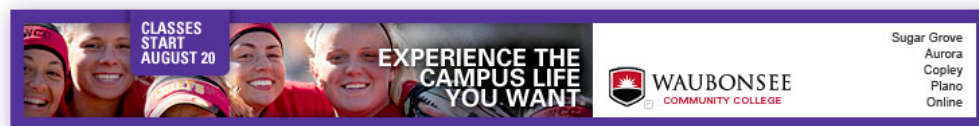
CAMPAIGN OVERVIEW

PURPOSE Waubonsee's fall 2012 online advertising campaign aimed to promote credit enrollment in the face of a statewide downward trend.

Creative was developed in-house to take advantage of a pool of original photography. Hundreds of ad variations, including two versions of five different messages in six colors and seven sizes, were designed to maximize brand exposure, bolster perceived value, and position Waubonsee as a smart choice for higher education.

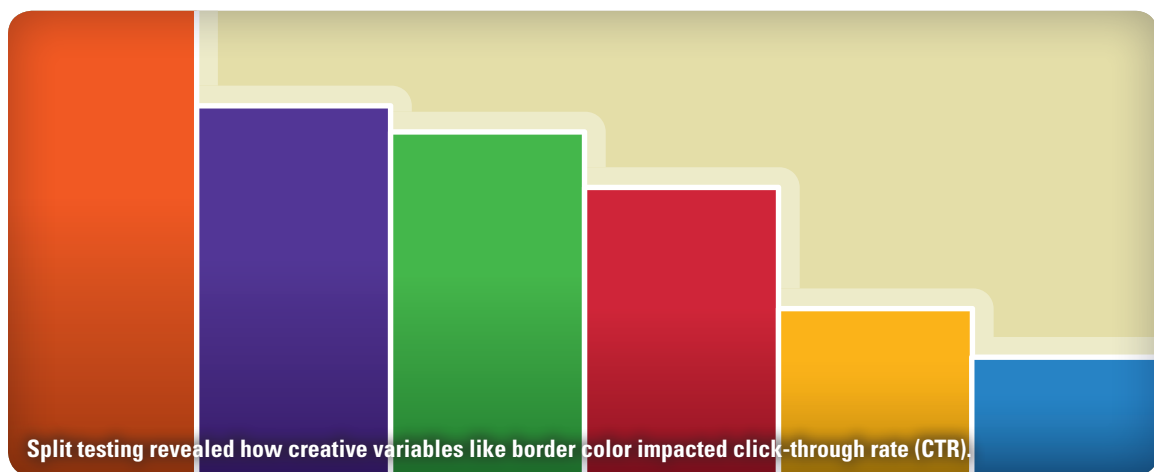
OUTCOMES Online advertising received several million brand impressions, generating 21,000+ clicks from July 2 to August 17, 2012. A high rate of return on investment was realized through channel contributions to hundreds of website conversions. Most importantly, fall 2012 credit enrollment head count was up nearly eight percent over the preceding year, and semester hours were up more than three percent.

AUDIENCE The primary target of this campaign was traditional students, ages 18 to 24, residing in Illinois Community College District 516 and/or parent influencers.



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CREATIVE STRATEGY

360+ ad variations were developed in-house to maximize brand exposure. Standard formats included *Leaderboard* (728x90), *Inline Rectangle* (300x250), *Wide Skyscraper* (160x600), *Square* (250x250), *Small Square* (200x200), *Banner* (468x60) and *Mobile Leaderboard* (320x50).

IMAGERY Casually posed subjects gazing directly into the camera were chosen to **attract and engage** the audience. Non-classroom shots were selected to portray a social environment that is **positive and welcoming**.

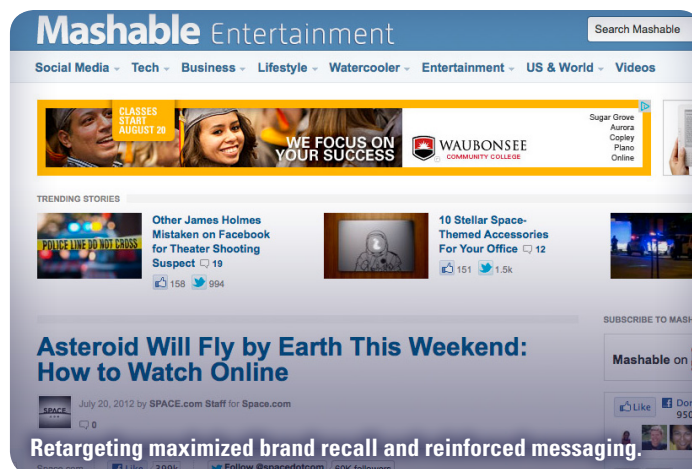
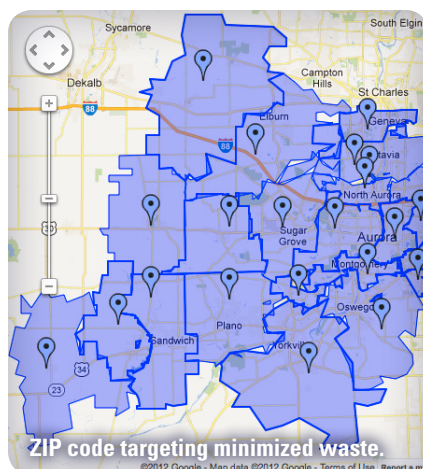
MESSAGING Five different messages derived from companion TV spots and other offline media were designed to appeal along multiple value dimensions.

COLORS Six vibrant hues from the established brand palette suggest the broad **spectrum** of programming and the **diversity** of students and faculty found at Waubonsee.

SPLIT TESTING Creative variables—including border color, image and message—allowed the audience to determine the most effective ads. The Google Display Network automatically optimized for popularity.

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AD PLACEMENT & TARGETING

Managed in-house, fall 2012 display ads were distributed to a variety of national brand, regional and niche content publishers in the Google Display Network.

CONTEXTUAL TARGETING A receptive audience was reached through a combination of contextual criteria, including user demographics, broad interest categories, site topics and content keywords.

GEO TARGETING Waste was minimized by focusing distribution on ZIP codes served by Illinois Community College District 516.

RETARGETING Primed audiences including more than 200,000 recent visitors to www.waubonsee.edu were presented with reinforcement advertising designed to boost response rate and brand recall. Retargeting generated 30 percent of Google Display Network traffic during this period.

From July 2 through August 17, 2012, Waubonsee ads were viewed locally on **more than 2,500 different websites** and mobile apps.

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INTEGRATED ONLINE MEDIA

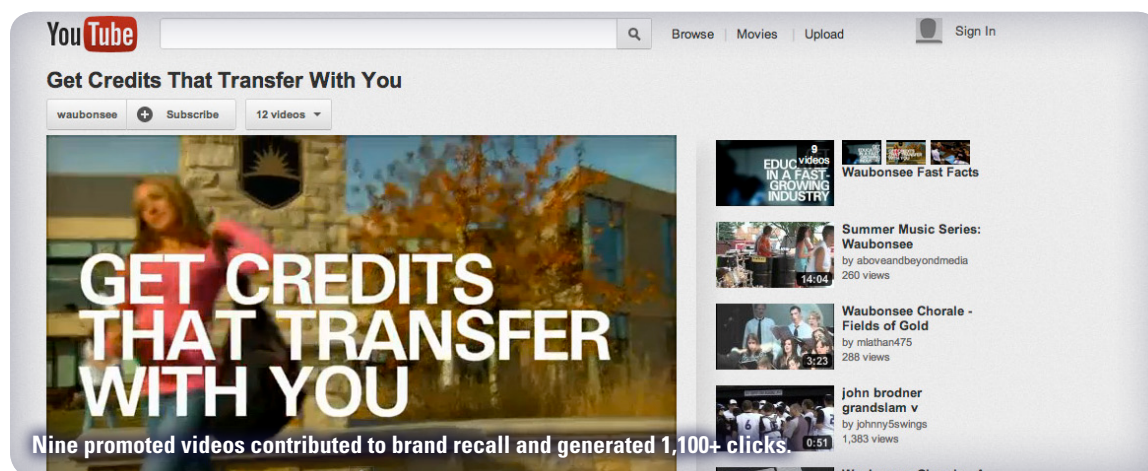
The fall 2012 online advertising campaign integrated multiple digital media channels with a cohesive visual style and messaging.

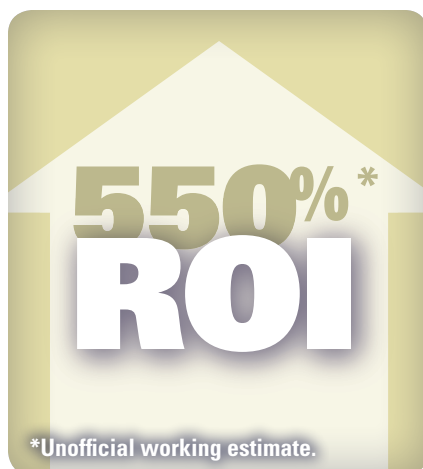
SOCIAL MEDIA Facebook Ads, including sponsored page posts, contributed about **3,500 clicks** to fall 2012 campaign totals. **812 new page likes** (713 net) were also added during the seven week period, expanding the potential *friends of fans* audience to **more than 1 million**.

MOBILE Ads specifically formatted for and targeted at mobile devices delivered about **17 percent** of fall 2012 campaign clicks.

SEARCH Brand keyword SEM text ads were modified during this period to promote awareness of the August 20 registration deadline and start of classes.

ONLINE VIDEO Nine different 15 sec. spots produced for local cable TV insertion were used for YouTube preroll, contributing **1,136 clicks** to online campaign totals. Additionally, more than **20 thousand online views** helped reinforce brand awareness and recall.





MEASURABLE AND MEANINGFUL RESULTS

The combined efforts of the Waubonsee Admissions staff, Marketing and Communications staff and college administrators successfully fended off the prevailing downward enrollment trend at community colleges throughout Illinois.

AD PERFORMANCE About **20.2 million brand impressions** generated **21,276 clicks** and contributed to brand keyword search recall and campus foot traffic.

CONVERSIONS About **14 percent** of website conversions were *directly attributed* to online advertising. In total, online ads assisted in **483 conversions** and showed a tendency to initiate at a higher rate than other channels.

RETURN ON INVESTMENT Average credit load data was provided by the Registration and Records Office and conversion-to-registration melt was estimated by the Admissions Office. Based on this info a ballpark tuition value was assigned to website conversions. For informal working purposes, an unofficial ROI for fall 2012 online advertising was calculated to be **in excess of 550 percent**.

