

HOW WE DELIVERED

In the following pages, we will explore the strategic efforts that MarCom completed in pursuit of the record-breaking enrollment numbers for Fall 2021. The largest initiative driven by MarCom was an extensive paid digital and social campaign that concurrently targeted both admitted students and their families over a 10-week period.



University-wide Digital + Social Campaigns



Marketing and Communications

TARGET AUDIENCE:
ADMITTED STUDENTS
AND FAMILIES

**TARGETED DIGITAL
MEDIA INVESTMENT:**
\$168,000

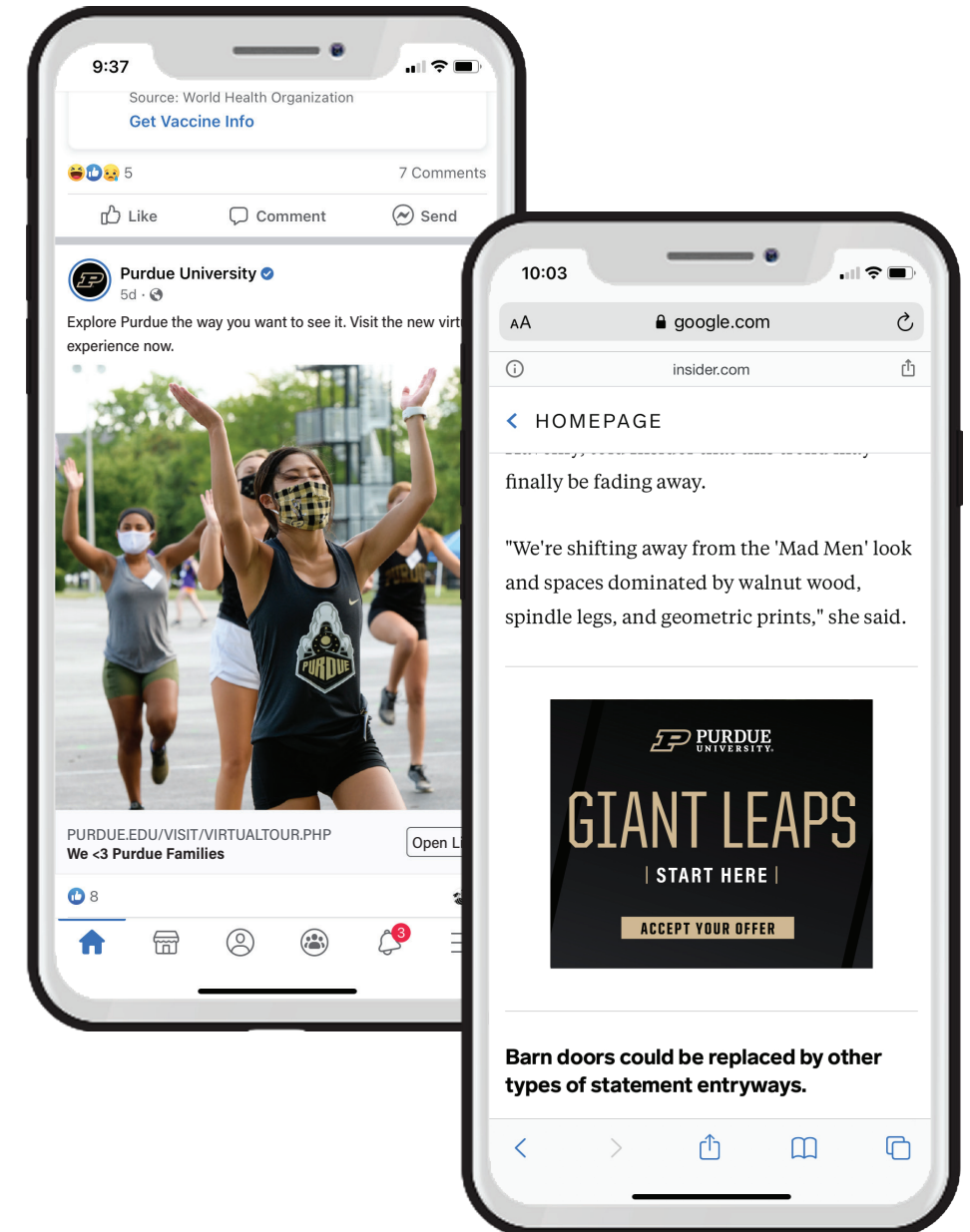
TOTAL IMPRESSIONS:
23.49 MILLION

TOTAL AD CLICKS:
194,430

LANDING PAGE VISITS:
24,961

CONVERSIONS:
491

AVERAGE CLICK-THROUGH RATE:
0.84%



University-wide Digital + Social Campaigns

TARGETING ADMITTED
STUDENTS



Marketing and Communications

CAMPAIGN DRIVING TO VIRTUAL CAMPUS TOUR:

TOTAL IMPRESSIONS:

1,837,460

AVERAGE CLICK-THROUGH RATE:

.39

TOTAL CLICKS:

7,107

TOTAL CONVERSIONS:

35

CAMPAIGN DRIVING TO ACCEPT THEIR OFFER:

TOTAL IMPRESSIONS:

1,675,035

AVERAGE CLICK-THROUGH RATE:

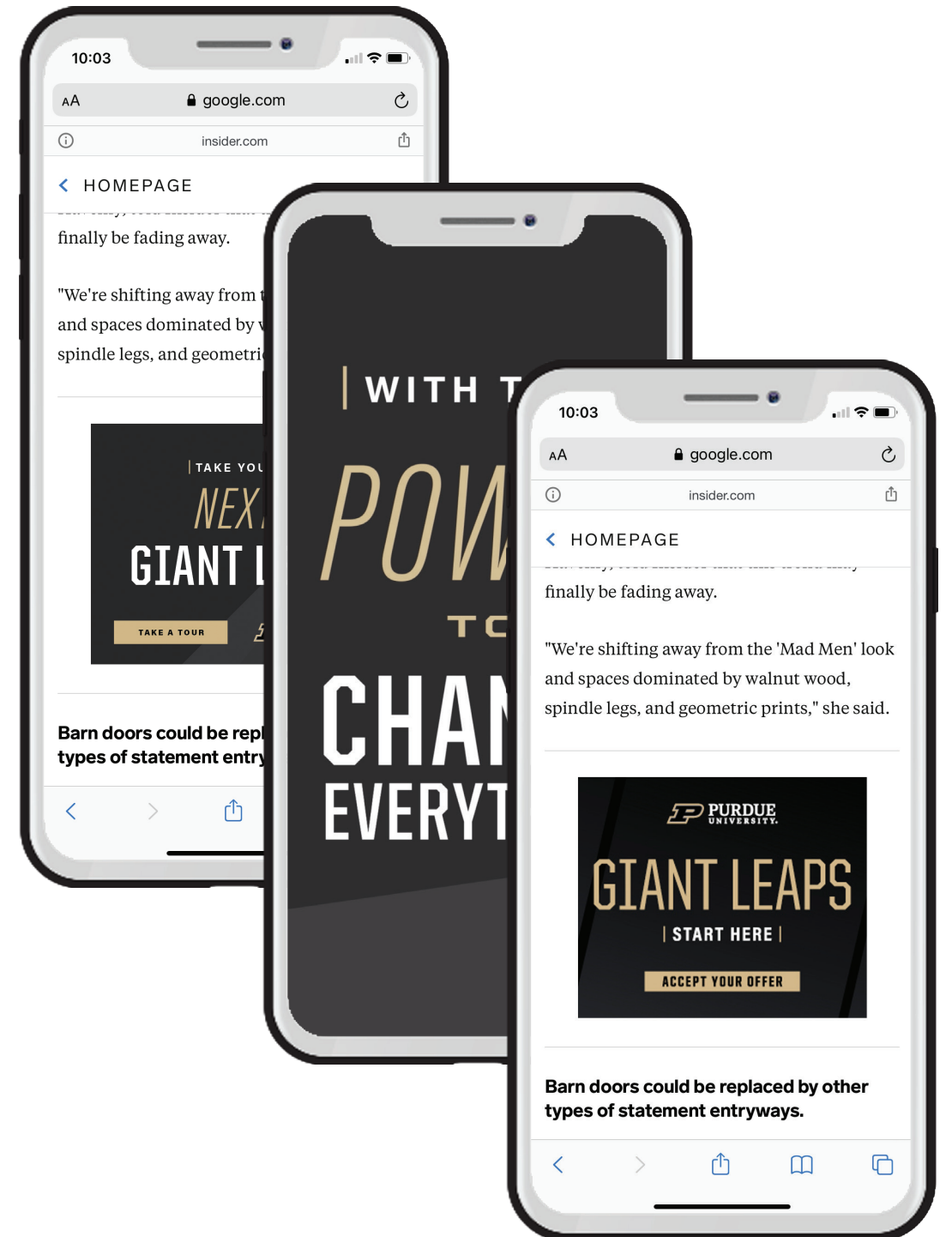
.07

TOTAL CLICKS:

12,386

TOTAL CONVERSIONS:

72



University-wide Digital + Social Campaigns

TARGETING FAMILIES OF
ADMITTED STUDENTS



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CAMPAIGN DRIVING TO VIRTUAL CAMPUS TOUR:

TOTAL IMPRESSIONS:

19,456,032

AVERAGE CLICK-THROUGH RATE:

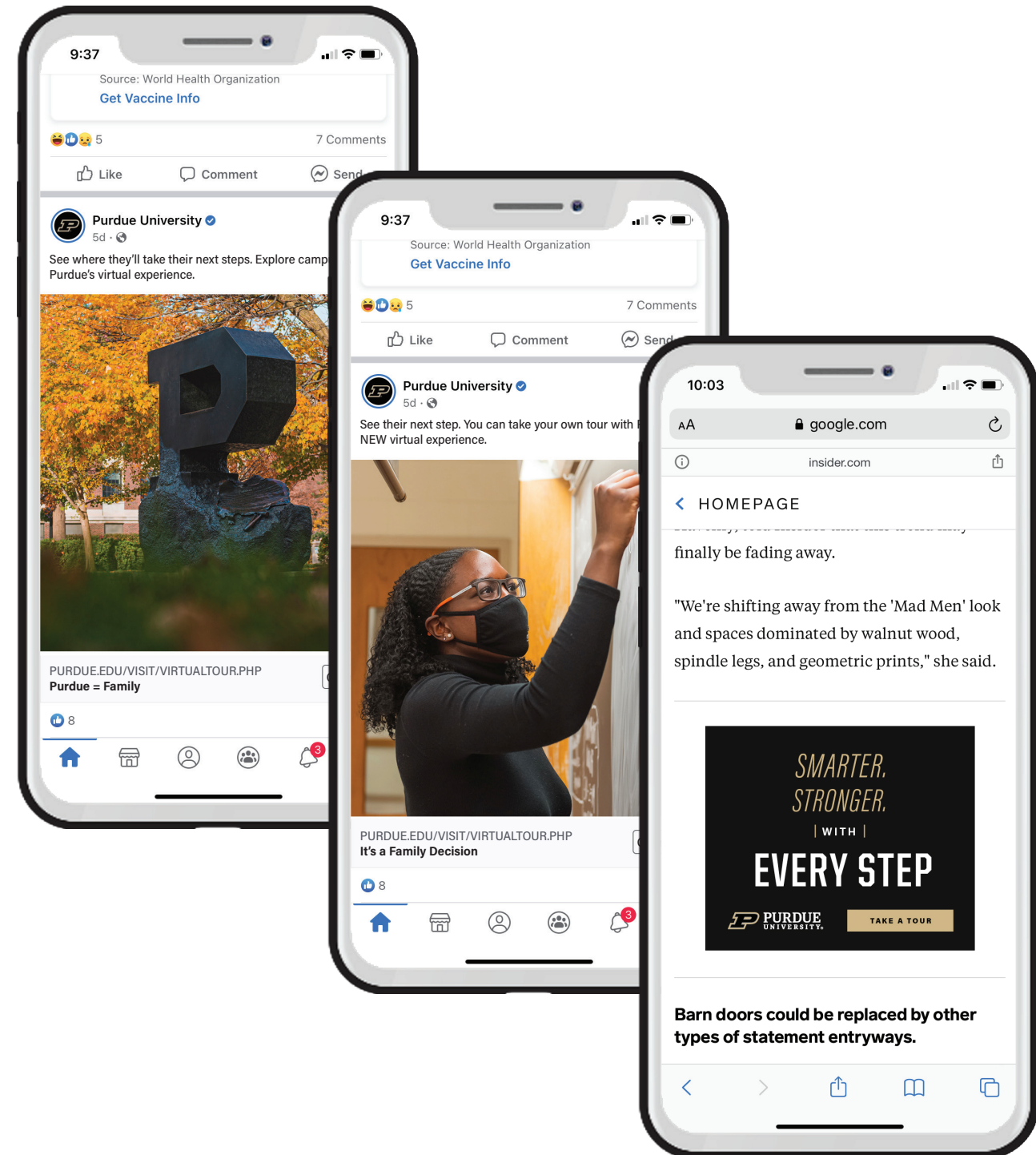
.09

TOTAL CLICKS:

174,383

TOTAL CONVERSIONS:

417



Notable social media stats

FOR #ONLYPEURDUE
FROM 1/1/21 - 5/1/21

*These stats do not reflect shares
from campus partner accounts



Marketing and Communications

TOTAL NUMBER OF POSTS
ACROSS ALL CHANNELS:

360

TOTAL ENGAGEMENT
ON ALL CHANNELS:

269,511

APPLAUSE:

254,942

CONVERSATION ENGAGEMENT:

3,937

AMPLIFICATION:

10,954

ENGAGEMENT TOTAL PER POST:

749

OVER 6 MILLION

Giphy stickers utilized by
prospective students, their
families and campus partners

