NORTHERN ARIZONA UNIVERSITY
University Marketing

Final Project Report

Project Name: WUE/Founders Social Media Campaign
Project Manager: Jess Lawless

Background

Following last year's WUE/Founders Scholarship integrated campaign, this social media campaign originally targeted prospective students and their parents in key WUE areas over the Thanksgiving, Christmas, and New Year's holidays. The campaign was later extended to mid-April.

Project Objective

This campaign aimed to build brand awareness in WUE states.

Messaging Objective

Our messaging was intended to convince readers/users that NAU is worth their consideration, even though it's an out-of-state school. WUE, the Pledge, and the Founders Scholarship combine to make NAU an enticing choice for these readers.

Target Audience

The target audience was high school juniors and seniors (ages 16-18) and their parents in these markets:

- Orange County
- Denver area
- North County (San Diego)
- Greater Los Angeles
- New Mexico
- Las Vegas/Reno

Budget/Timeline

The campaign ran from Nov. 15-April 15 (with a brief break in January) and the total spend was $13,664.64.

Phase I: Nov. 15-Jan. 4

The initial budget for the campaign was $8,000. Phase I ads, based on the "3 Ways to Save" creative, ran from Nov. 15 to Jan. 4. The calls to action in these ads pointed users to **nau.edu/3ways2save.**

Phase II: Jan. 6- Feb. 29

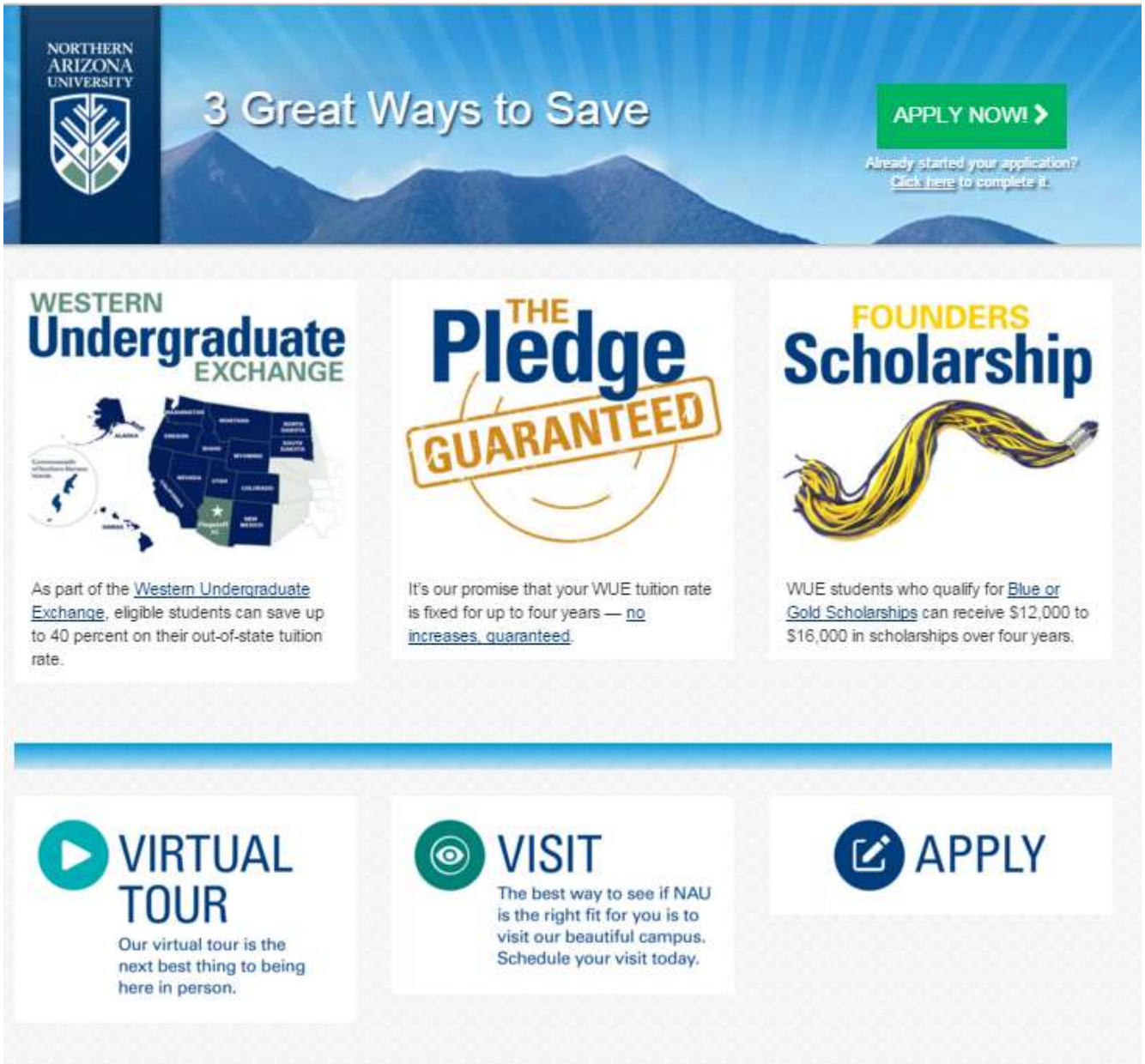
We reinstated the campaign, per EMSA's request, on Jan. 6. The total budget was raised to $15,000. Because the Twitter average cost per click was higher than Facebook/Instagram, we did not run ads on Twitter for the second and third phases. The calls to action in these ads also pointed users to **nau.edu/3ways2save.**

Phase III: March 1-April 29

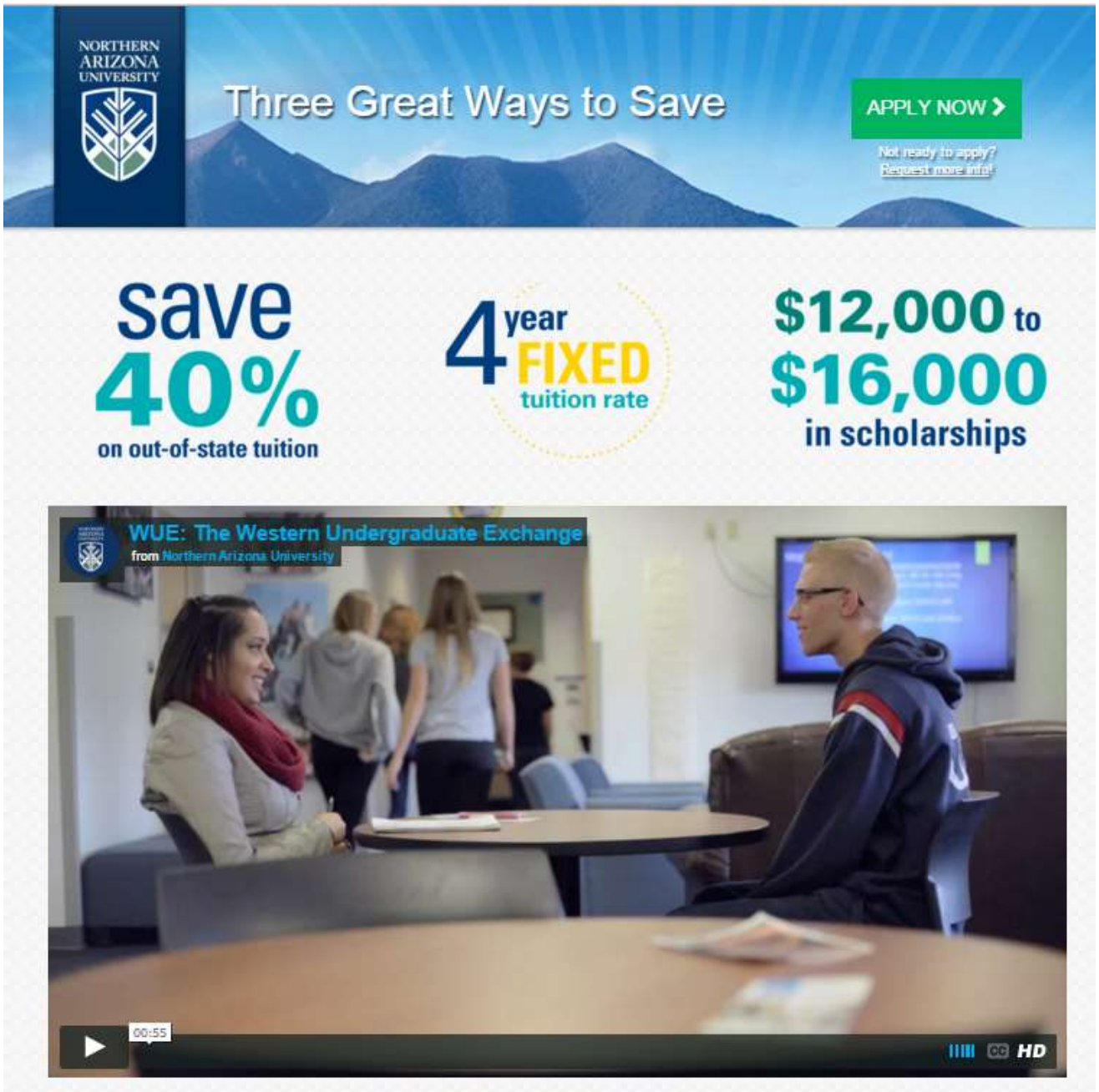
Phase III included new creative (a video) and a new landing page (**nau.edu/ways2save**). Due to a Facebook ads glitch, two sets of scheduled Instagram ads did not run March 16-April 15.

Creative

Phase I and II Landing Page



Phase III Landing Page



Results

Summary

Collectively, Facebook/Instagram, and Twitter reported more than 12,000 website clicks through the campaign. Google Analytics reported nearly 5,800 unique page views on the campaign's two landing pages. The

discrepancy may stem from a drop-off after users clicked the ad; while 12,000 users may have clicked on the ads, 5,800 stayed on the landing pages long enough for them to load.

Social Media Results

Metrics

Cost per click (CPC): Cost of one unique click on a website link; doesn't include other clicks (to profile pages, "like," etc.).[1]

Click through rate (CTR): "A ratio showing how often people who see your ad end up clicking it."[2]

Facebook/Instagram

CPC: $0.99

CTR: 0.20%

Key Takeaway: Website click results were highest the Tuesday before Thanksgiving and Dec. 25-Jan.3, with the campaign's largest spike in clicks reported on Jan. 1.

Key Takeaway: Instagram and mobile Facebook placement far outpaced any other placement options.

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[1] "The definition of cost per click (CPC) on Facebook [and Instagram]… include[s] clicks to websites and apps, and not likes, shares, and comments."

"When you run a [Twitter] Website Clicks or Conversions Campaign, you will only be charged for the clicks to your website that are acquired from that campaign. All other actions and engagements (impressions, replies, and retweets for example) are free."

[2] "CTR is the number of clicks that your ad receives divided by the number of times your ad is shown expressed as a percentage (clicks ÷ impressions = CTR)."

Twitter

CPC: $2.72

CTR: 0.12%

Key Takeaway: Twitter's CPC was much higher than that of Facebook/Instagram.

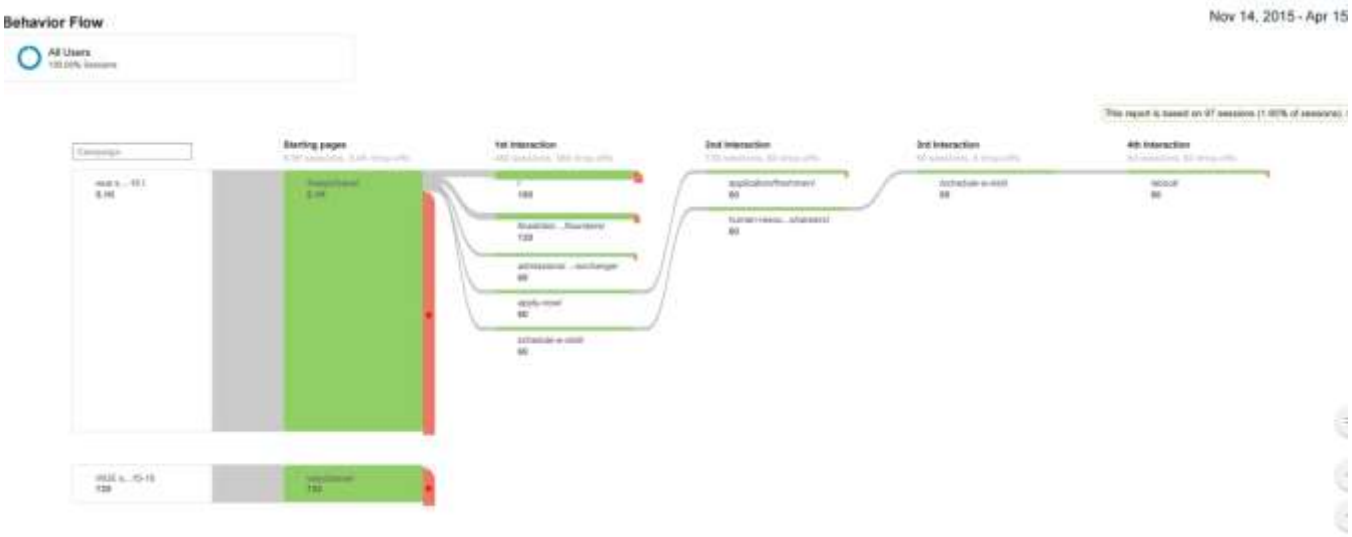
Landing Page Performance

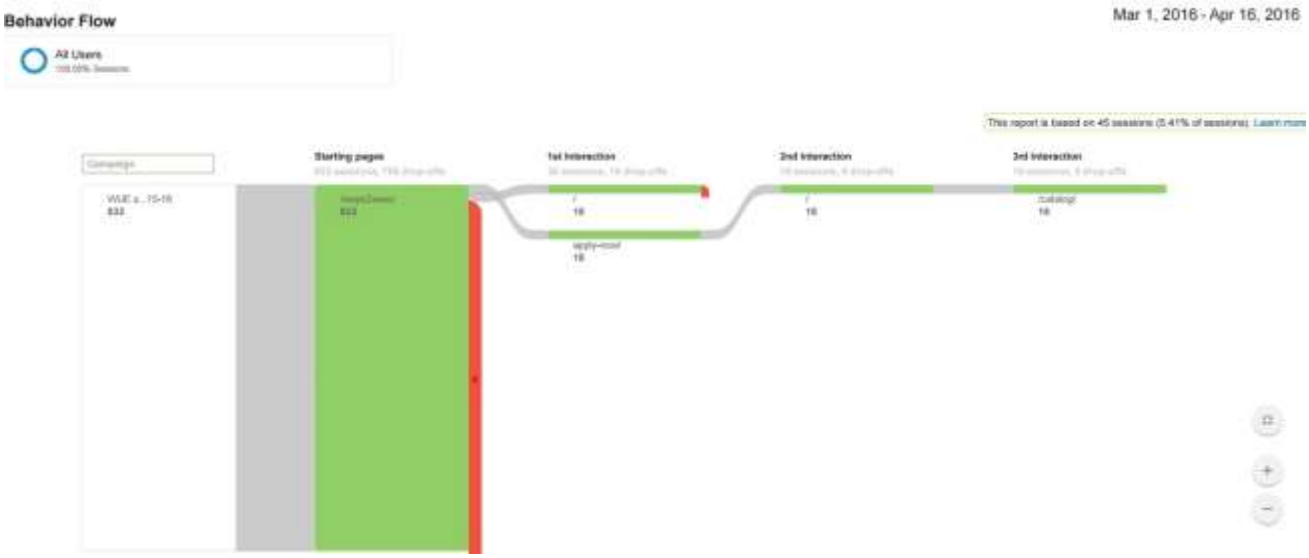
nau.edu/3ways2save

The social media campaigns directed users to the landing page at **nau.edu/3ways2save** from Nov. 15, 2015, to Feb. 29, 2016. Several other campaigns, including a series of postcard mailings, also directed users to this page.

nau.edu/ways2save

Users were directed to the landing page at **nau.edu/ways2save** from March 1 to April 15, 2016, and the social ads were the only source of traffic to this page.





Key Takeaway: The users who navigated from the landing pages to other pages visited pages on these topics:

- Founder's Scholarship
- Western Undergraduate Exchange
- Apply Now
- Schedule a Visit

Pages

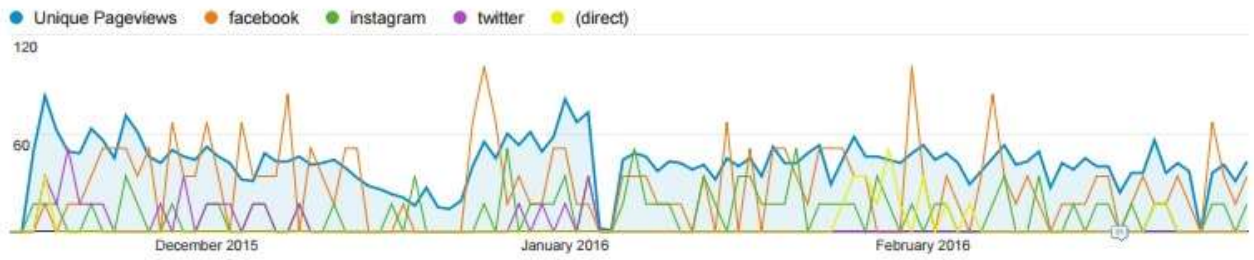
Nov 14, 2015 - Feb 29, 2016

ALL » PAGE: /3ways2save/

This report is based on 245,788 sessions (5.93% of sessions). Learn more

All Users
0.04% Pageviews

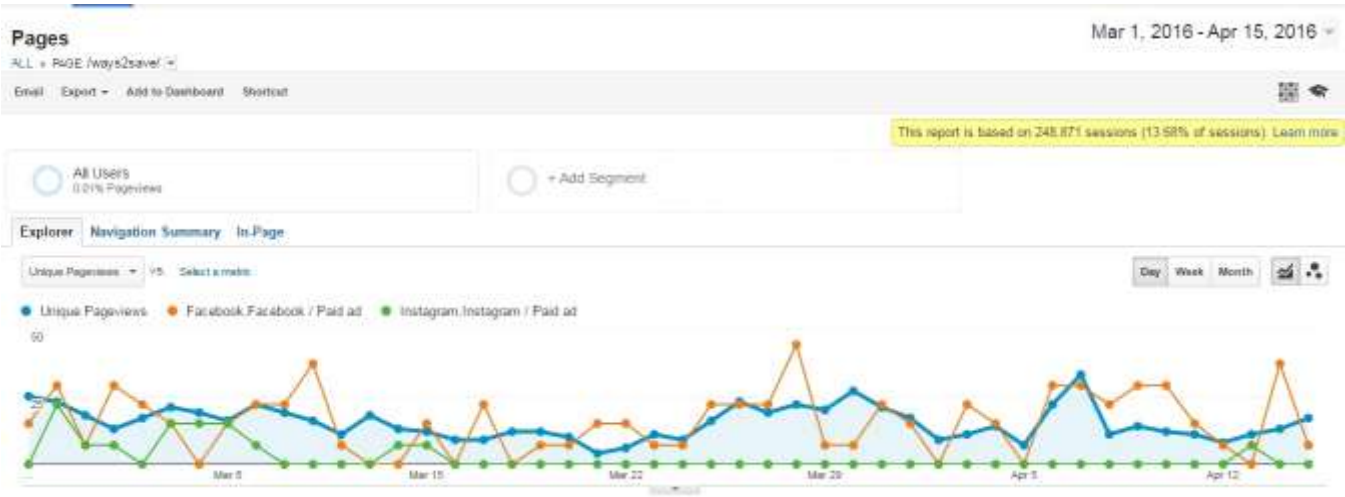
Explorer



	Source	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		5,462 % of Total: 0.04% (12,358,669)	5,041 % of Total: 0.05% (9,408,950)	00:02:08 Avg for View: 00:01:46 (20.11%)	4,957 % of Total: 0.12% (4,125,151)	84.00% Avg for View: 34.85% (141.04%)	83.05% Avg for View: 33.38% (148.80%)	$0.00 % of Total: 0.00% ($0.00)
1.	facebook	**3,287** (60.18%)	2,967 (58.86%)	00:02:58	2,967 (59.85%)	82.37%	83.08%	$0.00 (0.00%)
2.	instagram	**1,264** (23.14%)	1,214 (24.08%)	00:00:34	1,214 (24.49%)	88.88%	88.05%	$0.00 (0.00%)
3.	twitter	**388** (7.10%)	388 (7.70%)	00:00:02	388 (7.83%)	95.62%	95.62%	$0.00 (0.00%)
4.	(direct)	**337** (6.17%)	303 (6.01%)	00:00:12	303 (6.11%)	77.89%	70.03%	$0.00 (0.00%)
5.	google	**67** (1.23%)	67 (1.33%)	00:00:11	0 (0.00%)	0.00%	25.37%	$0.00 (0.00%)

Key Takeaway: Facebook ads drove the most traffic to the **nau.edu/3ways2save** landing page and users from Facebook had the longest average time on page of any of the social media channels, suggesting users referred from Facebook were also more engaged than Instagram and Twitter users. Instagram performed better than Twitter on every metric, but still lagged behind Facebook.

Note: The postcards with the **nau.edu/3ways2save** friendly URL were, according to the mail house, in the mail on or around Jan. 15 and February 9, 2016. There does not appear to be a spike in direct or Google traffic near those dates. There was a series of spikes in this type of traffic from Jan. 29 to Feb. 5, Feb. 21-22, and March 1.



Key Takeaway: Facebook also outperformed Instagram on the **nau.edu/ways2save** landing page, but results are skewed. Because of a Facebook ads glitch, Instagram ads did not run from March 16-April 15.

Next steps

We suggest comparing the social media and Google Analytics metrics with applications and inquiries EMSA received in the same time period, to see if the social campaign drove applications.

Recommendations

For future campaigns with similar audiences and goals, we recommend:

- Plan for more creative. Engagement in ads falls off very quickly and results in a higher CPC.
- Integrate ad efforts with organic efforts by including the Office of Public Affairs in early planning stages.
- Concentrate budget on Facebook and Instagram. We suggest leveraging Twitter for organic efforts but not running ads.
- A/B test calls to action. A few users did navigate to the freshman application, but we suggest A/B testing with a softer call to action, such as filling out a form to receive more information.
- Concentrate budget heavily in Thanksgiving to New Year's periods. These time periods saw the highest engagement with ads, and we recommend capitalizing on these holidays by both spending more and ensuring fresh creative is running during those times.
- Create unique tracking/friendly URLs for everything involved in the campaign. By creating unique tracking or friendly URLs for each piece, we can see how each channel performs compared to the others.