



## 2015-16 Annual Marketing Campaign

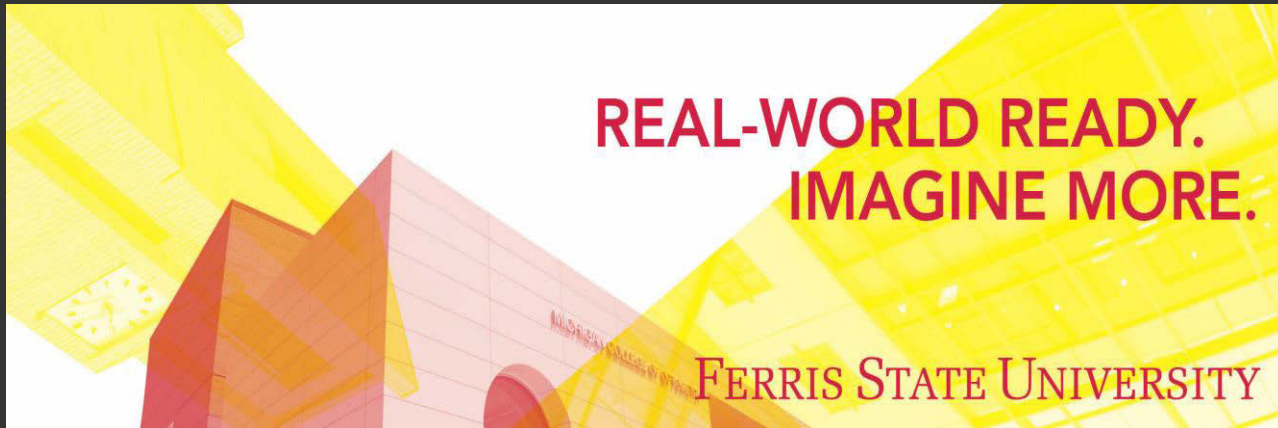
# Agenda

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1. Evolution of University Annual Marketing Campaign
2. Shift to Student Recruitment Campaign Focus
3. Observations & Questions

# Previous Campaigns

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# Campaign Objectives 2015-16

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- Shift in focus to student recruitment
  - Primary audience: students ages 16-20
  - Secondary audience: transfer students and student influencers including parents, counselors and alumni
- Engage with new marketing firm
  - National reputation for enrollment marketing

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# Partnership with Michael Walters Advertising

# national brands



For over 25 years now, Michael Walters Advertising has partnered with some of the best-known brands in the world, driving year over year increases in both brand awareness and sales. At Michael Walters, we measure achievements with only one benchmark...your success.

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# industryexpertise



Our marketing experience in serving higher education clients is the key to our success. Michael Walters Advertising has the creative, media and event experience to increase quality enrollment and retention.

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# Media Plan

# Media Plan

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**Digital (55%)**



**Cable Television (30%)**



**Radio (10%)**



**Out of home (5%)**

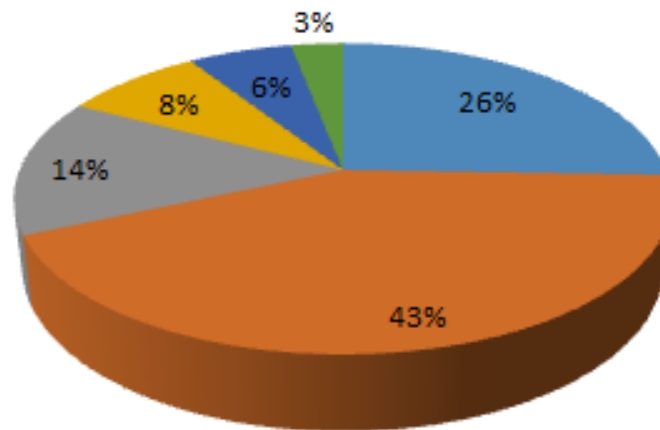
# Media Plan

## breakout

total investment: by market

**Media Breakout by Market**

■ Detroit ■ Grand Rapids ■ Traverse City ■ Flint/Midland ■ Lansing ■ Dowagiac



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# Media Plan

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## digital



Pandora and Spotify

- Audio Everywhere (18-49):
- Run Audio :30 and display ads



8tracks

- Run Audio :30 and display ads
- Added value from sponsored playlist

YouTube

- Display advertising



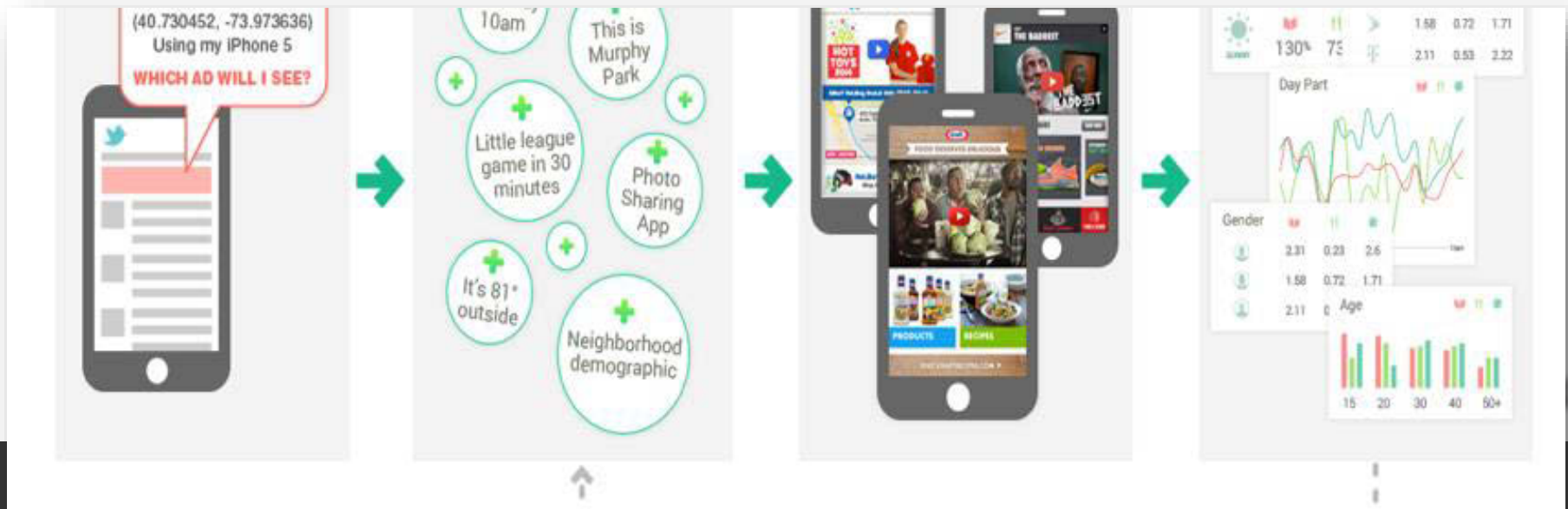
# Media Plan

digital

mobile targeting - placement

## Contextual mobile advertising

- September 2015-February 2016
- Display ads delivered based on context and user location
- Targeted activities include college information fairs and other common activities of regional prospects



# Media Plan

cable



Run on top networks such as

- MTV
- Animal Planet
- ABC Family
- TLC
- Comedy Central



Ran: 9/14, 9/21 & 9/28 – 10/11

- Detroit total spots: 1,811
- Flint/Saginaw: 531
- Grand Rapids: 504
- Lansing: 506
- Traverse City: 455



Added Value: Cross Channel Taggables

Total Spots in Fall 2015: 3,807

# Media Plan

## cable

Grand Rapids

Lansing

Traverse City

Detroit

683 - Comcast / Grand Rapids Interconnect, MI



7807 - Comcast / Lansing Interconnect, MI



996 - Charter / Traverse City Interconnect, MI



557 - Comcast / Detroit Interconnect, MI



# Media Plan

## radio grand rapids

Adults 18-24			
M-Su 6a-12m			
Station	Average Rating *	Average Persons	Weekly Cume Persons
1 WBCT-FM	1.8	1,700	30,400
2 WSNX-FM	1.3	1,300	38,900
3 WGRD-FM	0.9	900	18,100
4 WHTS-FM	0.7	700	30,500
5 WTNR-FM	0.4	400	16,000
6t WLHT-FM	0.3	300	12,700
6t WSRW-FM	0.3	300	7,100
8t WBFX-FM	0.2	200	8,400
8t WCSG-FM	0.2	200	8,100
8t WLAV-FM	0.2	200	4,700
11t WFGR-FM	0.1	100	2,800
11t WJQK-FM	0.1	100	5,800
11t WMAX-FM	0.1	100	2,600
11t WOOD-AM	0.1	100	3,100
11t WYGR-AM	0.1	100	3,200
16t WAUS-FM	0.0	0	0
16t WBBL-FM	0.0	0	1,600



### Fall Flight

Start date: 9/14

Flight ends: 10/26

### September

B93.7: 28 Total spots

WSNX: 33 Total spots

Star 105.7: 46 Total spots

### October

B93.7: 56 WSNX: 68 Star 105.7: 84

### November

B93.7: 14 WSNX: 17 Star 105.7: 21

### December

B93.7: 56 WSNX: 68 Star 105.7: 84

**125 Added Value Spots**

**Total Spots Fall 2015: 575 Spots**

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Awesome!!!

Outgoing!

Successful!

Job-ready

Ready for Life!

# Final Messaging Selection

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- Be focused
- Be inspired
  - Be ready
- Be yourself
- Be a Bulldog

# Social Media

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- #FERR1S featured prominently in design to engage students in existing campaign
- Assets created for social media pages reflect creative draft
- The Social Media team uses designs for social media artwork and support with posts, Tweets and giveaways in time with key campus events

# Photography

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- Current students participated in photography sessions Aug. 3-5
- They were recruited with assistance from Admissions, OMSS, Diversity and Inclusion, SAGC and more
- Participants support social media marketing by sharing their images in the #FERR1S campaign

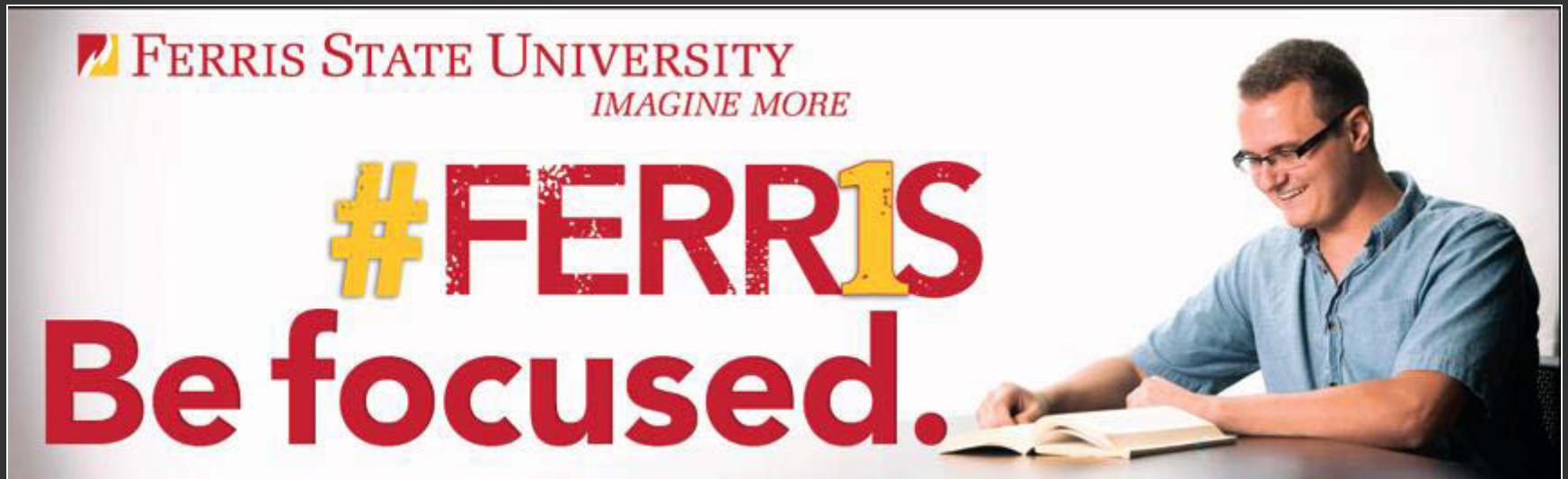


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# Final Creative

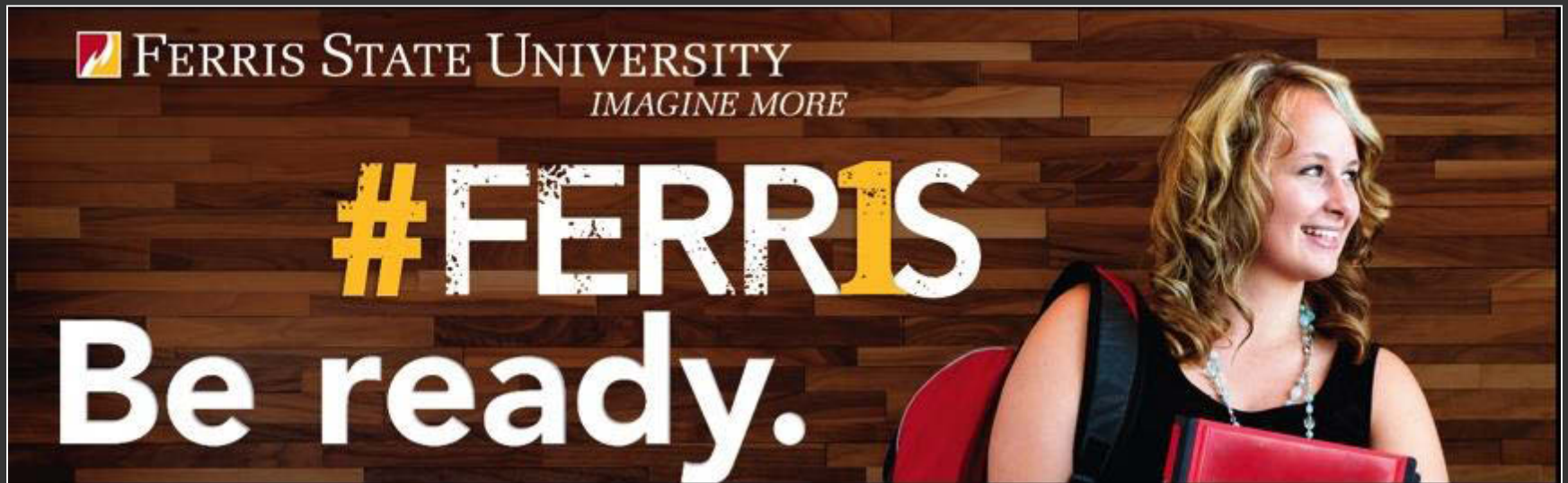
# Billboards

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# Billboards

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# Billboards

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# Billboards

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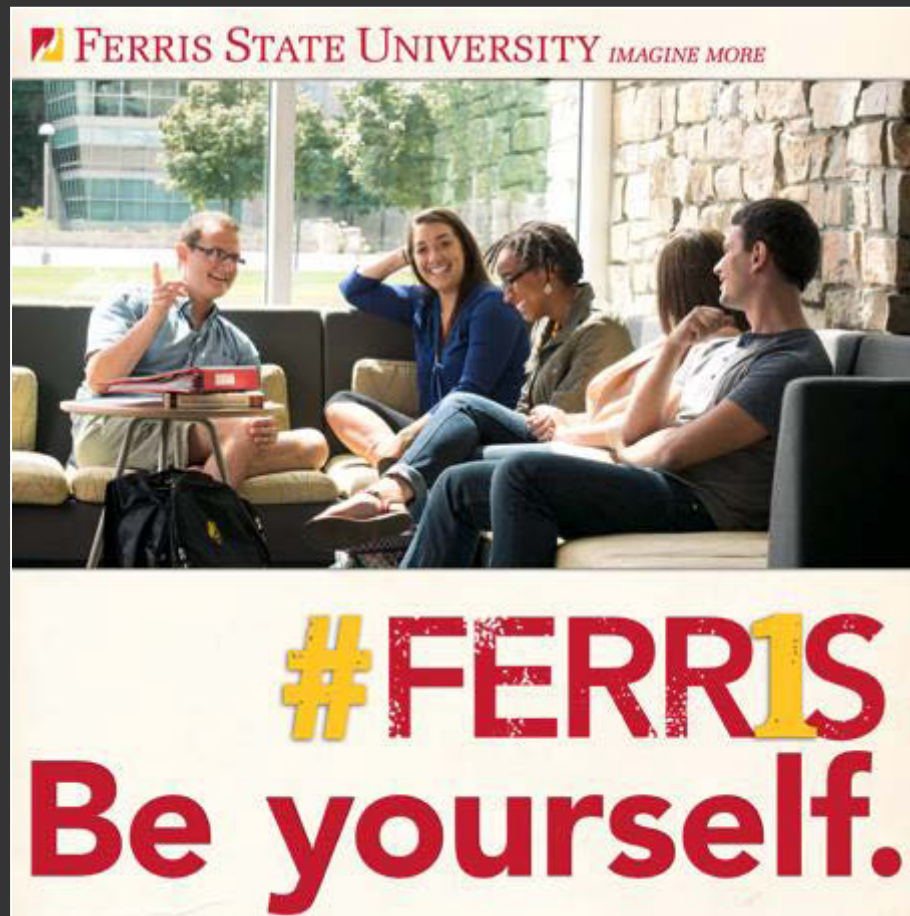
# Digital Ad Art

# Digital Ads

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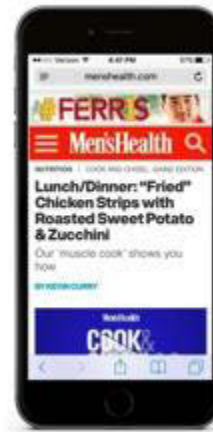


# Digital Ads



# Digital Ads

digital  
mobile ads



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FERRIS STATE UNIVERSITY

# Digital Ads

digital

spotify – audio everywhere

Flight: 09/01/15-11/30/15

Creative: Imagine More

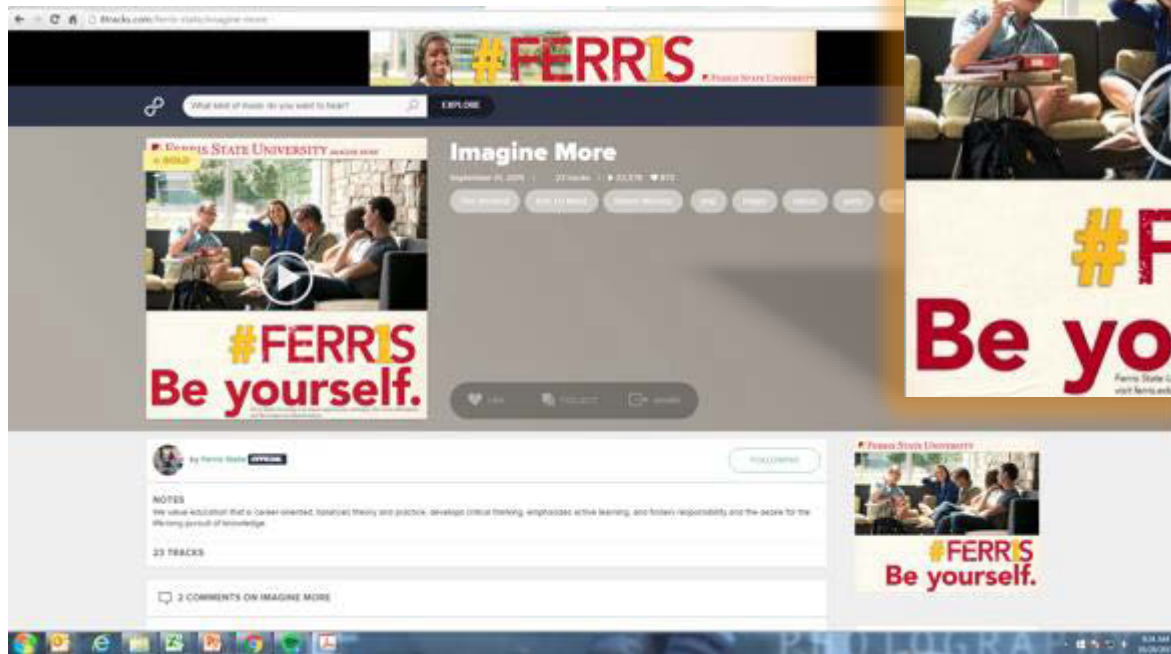


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# Digital Ads

digital

8tracks – playlist – added value

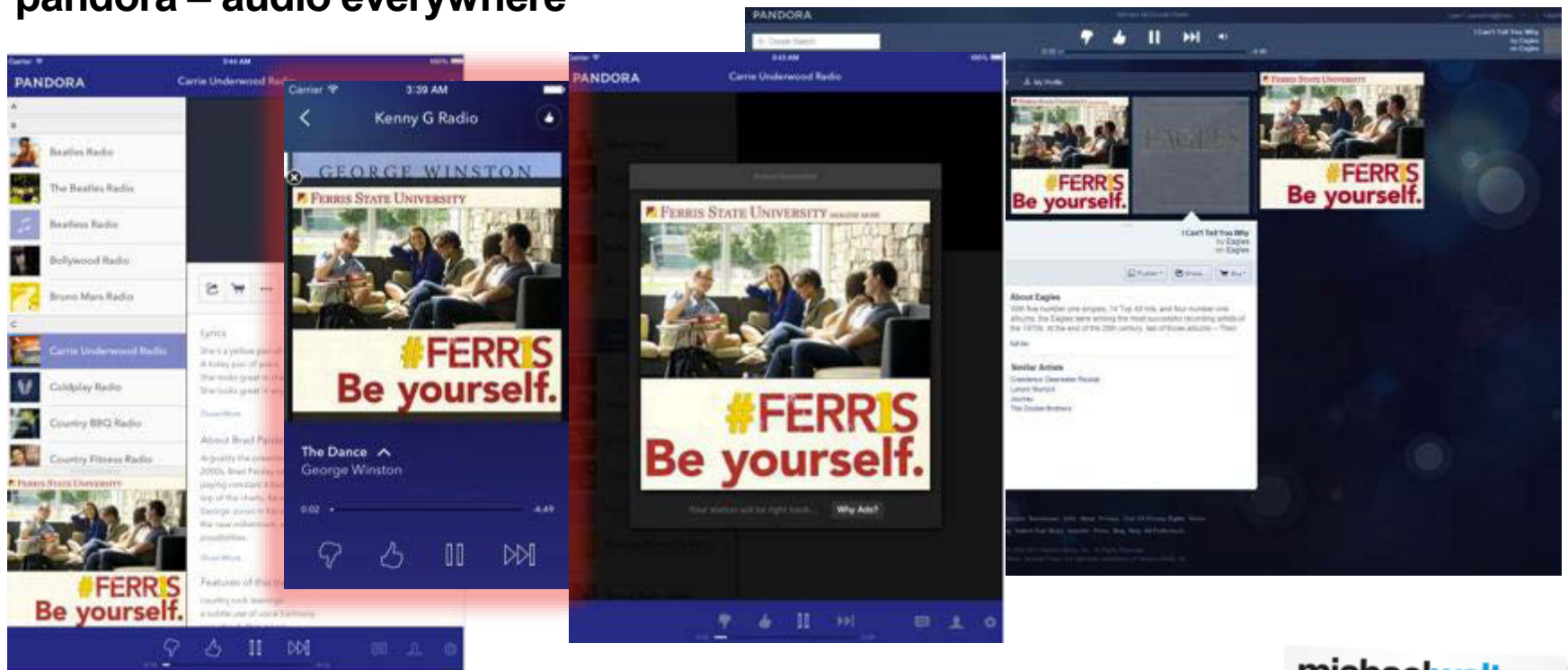


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# Digital Ads

digital

pandora – audio everywhere




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# Print Ad Art

# Print Ads

FERRIS STATE UNIVERSITY *IMAGINE MORE*




#FERRIS

## Be inspired.

There's just a number in an acronym.  
At Ferris State University, you'll work  
toward your future with professors (and  
teaching assistants) who are focused  
on your success and know you by name.  
Eighty percent of Ferris classes have  
fewer than 25 students. You deserve a  
personal, practical education.

FERRIS STATE UNIVERSITY *IMAGINE MORE*



#FERRIS

## Be focused.

# Results for Fall 2015

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- 47+ million impressions viewed our target audience.
- 204,000+ clicks through to ferris.edu and more specifically, ferris.edu/admissions.
- According to Google Analytics, this activity has helped contribute to a
  - 91% increase of user traffic on the ferris.edu/admissions website (77,128 visits) as compared to the same timeframe in 2014 (40,280 visits).
  - 121% increase of unique user traffic on the ferris.edu/admissions website (60,716 visits) as compared to the same timeframe in 2014 (27,456 visits).

# Pandora – Fall 2015 flight reporting

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**Impressions = 27,732,081**

**Clicks to [ferris.edu/admissions](http://ferris.edu/admissions) = 179,460**

**Click Through Rate (CTR) = Approximately  
2x Industry Standard**

# Spotify – Fall 2015 flight reporting

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**Impressions = 1,225,384**

**Clicks to [ferris.edu/admissions](http://ferris.edu/admissions) =  
1,533**

**Click Through Rate (CTR) =  
Stronger Than Industry Standard**

# 8tracks – Fall 2015 flight reporting

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Impressions = 2,195,055

Clicks to [ferris.edu/admissions](http://ferris.edu/admissions) = 9,162

Click Through Rate (CTR) = 2x Industry Standard



# YouTube – Fall 2015 flight reporting

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**Impressions = 15,013,597**

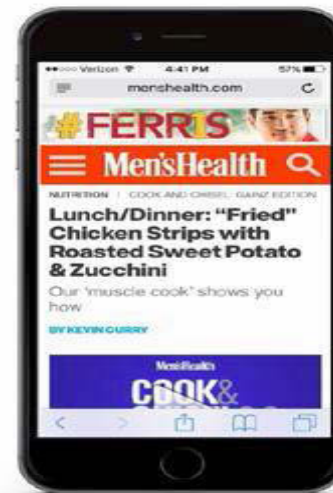
**Clicks to [ferris.edu/admissions](http://ferris.edu/admissions) = 9,296**

**Click Through Rate (CTR) = Slightly Better  
Than Industry Standard**

# Mobile Targeting – Placement

Overview		Imp	Clicks	CTR
Flight: September 2015 - February 2016				
	Placement: 320x50 Smartphone Contextual Mt. Pleasant MI 9/12	34,624	149	0.43%
	Placement: 320x50 Smartphone Contextual Mt. Pleasant MI 9/29	437,142	1,514	0.35%
	Placement: 320x50 Smartphone Contextual Mt. Allendale MI 10/10	367,615	1,156	0.31%
	Placement: 320x50 Smartphone Contextual Mt. Allendale MI 10/30	366,556	2,107	0.57%
Total		1,205,937	4,926	0.41%

Highest CTR on  
October 30<sup>th</sup>  
during GVSU's  
Laker  
Experience Day.



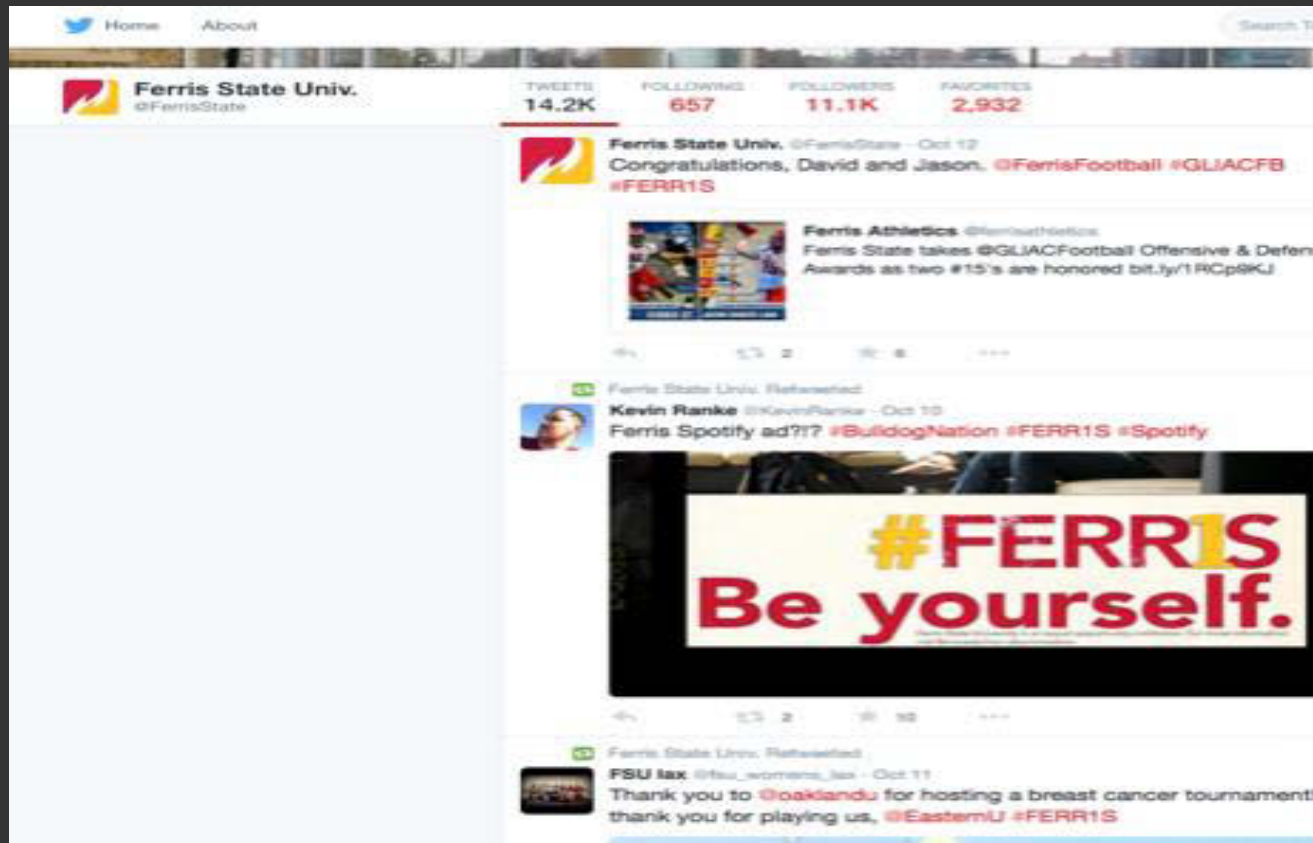
# Social Media

## Examples of campaign integration into social media



# Social Media

Examples of campaign integration into social media



# Social Media

Examples of campaign integration into social media



# What's Next?

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- 2-year plan (Fall 2016-Spring 2018)
- Enriched digital media placement
- Rich media on custom landing pages
- Stronger analytic tracking
- New TV ads
- Evolved creative designs and messaging
- Targeted Google AdWords and SEO



Observations & Questions?

Thank You!

**2015-16 Annual  
Marketing Campaign**