

Florida Atlantic University
CAMPAIGN
KICKOFF



SPARXOO

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TODAY'S GOALS

- Review project plan to align on strategy
- Discuss potential challenges to get ahead
- Prepare for March & June planning sessions



TODAY'S PRESENTATION

Project Overview

Net Promoter Score

January Planning

Feb-June Campaign Deep Dive

Thinking Forward

Next Steps

SUMMARY OF RESEARCH

5 INTERVIEWS

GOOGLE
ANALYTICS DEEP
DIVE

GOOGLE ADWORDS
DEEP DIVE

SOCIAL MEDIA DEEP
DIVE

IN PERSON
WORKSESSION

INTERNAL
KICKOFF

PROJECT OVERVIEW

Sparxoo has developed a strategy for the integrated FAU campaign based on the research outlined in the previous slide.

This campaign will include the following workstreams from January-June 2017. These campaigns will be monitored and optimized on an ongoing basis. This portion of the overall project will be used as a beta test for the larger 2017-2018 initiative.

A workshop in March will be used to ensure tactics are making an impact, address obstacles, and set the campaign up for success through June. June's strategic planning session will be used to create a 2017-2018 strategy based off of the initial campaign learnings.

3 WORKSTREAMS & PROJECT PLANS

- Integrated Digital Marketing (80% of effort)
 - Paid Search
 - Paid Social
 - Geotargeting
- Search Engine Optimization
 - Foundational updates to key SEO pages
 - Digital PR & Linkbuilding
- Marketing Automation
 - Consulting
 - Preparation for Nurture Programs and more Advanced Functionality

CHALLENGES & GOALS

CHALLENGES:

- University goals & what % is the digital marketing campaign responsible for?
- Managing department expectations & improving communication
- Creating near-term impact for FAU

GOALS:

- Full transparency into what we are doing
- Use near-term learnings to enable long-term impact
- Gain access to systems so we are able to manage leads through the pipeline
- Implementing a digital marketing campaign to help enable the University to reach their enrollment goals



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WHAT IS NET PROMOTER SURVEY?

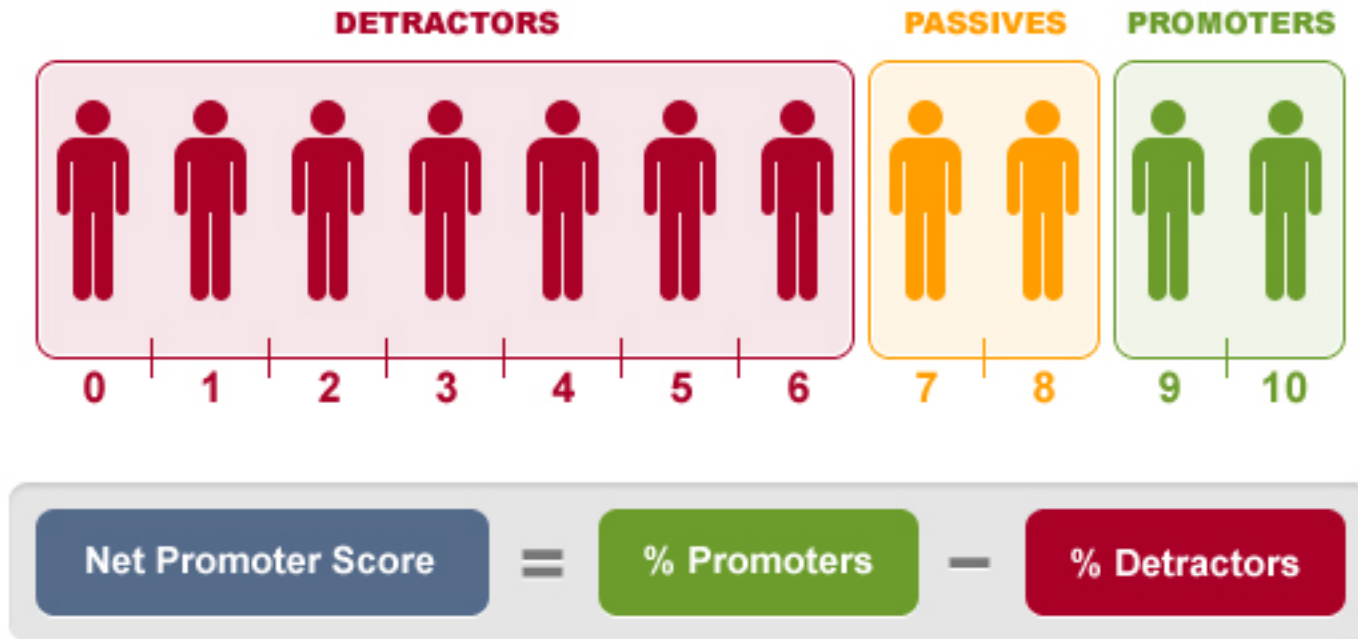
Net promoter score is designed to allow companies to track promoters and detractors, producing a clear measure of an organization's performance through its customers' eyes.

There is a survey template which is geared towards determining that Net Promoter Score.

Questions Examples:

- In the past 3 months, where have you seen or heard about FAU?
- How would you describe your overall opinion of FAU?
- Please rank the following attributes from 1 to 15 in order of importance when considering whether to attend a certain university.
- How likely is it that you would recommend FAU to a friend?

WHAT IS NET PROMOTER SURVEY?



NET PROMOTER SURVEY

This survey is typically sent to prospective & current students. We have done this for other clients (in the education sector) and it's produced interesting results regarding how prospective and current students perceive the University.

We propose sending a survey to determine FAU's Net Promoter Score.

The survey includes 9 questions, sent through Survey Monkey (or other system).

This will determine if there are additional roadblocks that will merit campaign adjustment.

NET PROMOTER SURVEY

Process:

- Sparxoo to craft survey questions
- FAU to approve
- Sparxoo to set-up survey in Survey Monkey & draft email for prospective & current students
- FAU to send survey
- Sparxoo to collect & analyze results



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JANUARY PLANNING

Paid PPC & Paid Social

- Keyword analysis
- Analysis and testing to set up campaign (what segments, hypotheses on spend, conversion metrics, etc.).

SEO & DIGITAL PR:

- Provide recommendations for page content updates
- Compile initial outreach list
- Discuss paid placement opportunities (take this from PPC budget?)

MARKETING AUTOMATION:

- Need to discuss the best structure for consulting services. We propose bi-weekly calls to move knowledge gathering process forward.
- Ideal situation would be for our team to have continued conversations with key marketing automation team members (e.g. Mary Beth, Communications member in Admissions)

CAMPAIGN/CONTENT CREATION:

- Once channels solidify, create content & provide design direction

PERSONA A: IN-STATE PROSPECT



KEY MESSAGING:

- Scholarships available
- Visit the beautiful FAU campus
- Create your college experience and stay connected with family and friends

PERSONA OVERVIEW:

- Stay close to family & friends
- Cost
- Majors, campus & housing are important
- Social life, sports
- Legacy may play a factor

IMAGERY:



PERSONA B: OUT-OF-STATE PROSPECT



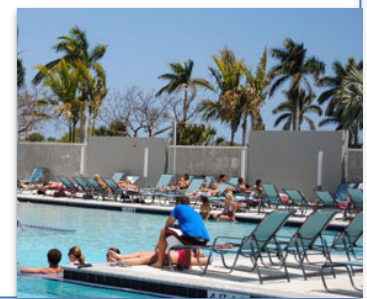
KEY MESSAGING:

- There are lots of opportunities to find a home and new experiences
- FAU offers many majors to help you prepare for the career you want

PERSONA OVERVIEW:

- Wants new experiences
- Scholarships are important but cost isn't as important
- Florida lifestyle
- Location is important
- They may be nervous to leave home (but excited to get away)

IMAGERY:



PERSONA C: HISPANIC



KEY MESSAGING:

- Find a new family at FAU
- FAU can help make an impact in your life

PERSONA OVERVIEW:

- First college grad in family
- First time leaving home
- Ambitious
- Family & culturally focused

IMAGERY:





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MEDIA BUDGET

	Jan	Feb	March	April	May	June
Paid Search (PPC)	Plan & set-up	\$2,000	TBD	TBD	TBD	TBD
Paid Social (FB, Instagram, Reddit)	Plan & set-up	\$2,000	TBD	TBD	TBD	TBD
Geotargeting	Plan & set-up	\$1,000	TBD	TBD	TBD	TBD
Digital PR	Plan & set-up	\$0 media	TBD	TBD	TBD	TBD
MAP & CRM Consulting	Plan & set-up	\$0 media	TBD	TBD	TBD	TBD
TOTAL	\$0	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000

Please note: Allocation will change after February based on performance.
\$5,000 monthly budget

KEYWORDS - PRIORITY

PRIORITY KEYWORD	PAGE	NOTES
colleges in boca raton	http://www.fau.edu/daring/	http://www.fau.edu/explore/boca_raton.php should have more photos and pictures and testimonials about students' favorite things to do in Boca
universities in florida	http://www.fau.edu/daring/	Make the Daring page easier to read with the text visible without clicking on images
colleges in south florida	http://www.fau.edu/daring/	Make the Daring page easier to read with the text visible without clicking on images
colleges for international students	https://www.fau.edu/admissions/international.php	Make this landing page more SEO compatible by moving the "Why FAU" section to the top and including less links
hispanic colleges / in florida	http://www.fau.edu/daring/	Is there a hispanic cultural center and activities, or are there special programs for students who are the first to go to college to highlight?
ocean engineering degree	http://www.ome.fau.edu/undergraduate/ocean/index.php	Include more pictures to highlight the experience of the degree
neuroscience degree	http://biology.fau.edu/academics/undergraduate/bs-neuroscience-and-behavior.php	Reformat page and align left hand navigations
marine biology degree	http://www.fau.edu/honors/academics/majors/marine-biology.php	Make the nav bar smaller (or possibly build out a minor/concentration landing page)
pre health science	http://www.science.fau.edu/	Create new landing pages as this pulls up 404 errors
pre-health programs	http://www.science.fau.edu/	Create new landing pages as this pulls up 404 errors

KEYWORDS - SECONDARY

SECONDARY KEYWORD	PAGE	NOTES
colleges with small class sizes	http://www.fau.edu/daring/	Create a section under academics discussing the benefit of small class sizes (*include ratio of students to faculty)
top universities in florida	http://www.fau.edu/daring/	Refine the daring to clearly state that it is a top university in Florida
diverse colleges	http://www.fau.edu/iss/	Possibly send to the "Daring" page instead, or create a new landing page discussing diversity
hispanic university	http://www.fau.edu/daring/	Same as above.
spanish speaking colleges	http://www.fau.edu/languages/SPANISH.php	What services do they have for Spanish speaking students? (i.e. translators, etc.) If there are benefits, they should be highlighted on a new page
university honors programs	http://www.fau.edu/honors/future-students/apply-now.php	Make the nav bar smaller
college honors programs	http://www.fau.edu/honors/future-students/apply-now.php	Make the nav bar smaller
florida college scholarships	https://www.fau.edu/admissions/scholarships-all.php	Include more facts (how much \$ is awarded, scholarships, etc.) and improve page layout
florida university scholarships	https://www.fau.edu/admissions/scholarships-all.php	Include more facts (how much \$ is awarded, scholarships, etc.) and improve page layout
scholarships for minorities	http://www.fau.edu/admissions/scholarships-all.php	Include more facts (how much \$ is awarded, scholarships, etc.) and improve page layout
accounting degree florida	http://business.fau.edu/index.aspx	Reformat and include more specific info in the main info paragraphs (too general)
exercise science degree florida	http://www.coe.fau.edu/	Include more information about careers and companies if available; make it clear the photos are in a carousel

PAID SEARCH WORKSTEAM

Targeting	Targeting	Feb Budget
Florida	Search	\$900
	Remarketing	\$100
Out of State	Search	\$900
	Remarketing	\$100
FEB TOTAL		\$2000

Details on Targeting:

Search Targeting: Non-parents, aged 18-24 and unknown age (we cannot explicitly target minors with Google AdWords)

Remarketing Targeting: All search targeting and include search KWs, topics, interests and remarketing lists (admission pages and admissions microsite)

PAID SEARCH DETAILS

- **Messaging:** Be Daring messaging with a CTA of “Discover FAU” and “Choose FAU.”
- **Creative:** Be Daring creative. Need by 1/27.
- **Link:**
 - General keywords: <http://fau.edu/daring/>
 - Build degree specific pages for the 4 priority majors
- **Conversion Tracking**
 - Conversion tracking for AdWords will be calculated using Google Analytics and Google AdWords.
 - To determine the quality of leads, we would like the ability to see information submitted. Is this possible?

FACEBOOK STRATEGY

	Targeting	Feb Budget	Additional Targeting
Creative A1	Florida	\$250	<ul style="list-style-type: none"> • Ages 13-18 • Add degree focus as interests (ocean engineering, neuroscience, marine biology, accounting, exercise science, hospitality management & entrepreneurship)
Creative A2	Out of State	\$250	
Creative B1	Florida	\$250	
Creative B2	Out of State	\$250	
FEB TOTAL		\$1,000	

INSTAGRAM STRATEGY

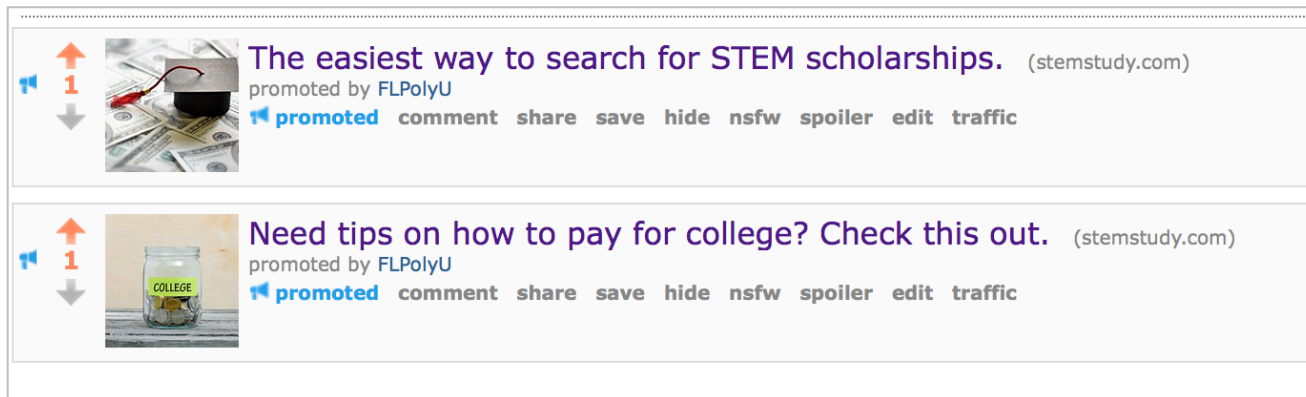
	Targeting	Feb Budget	Additional Targeting
Creative A1	Florida	\$250	<ul style="list-style-type: none"> • Ages 13-18 • Add degree focus as interests (ocean engineering, neuroscience, marine biology, accounting, exercise science, hospitality management & entrepreneurship).
Creative A2	Out of State	\$250	
Creative B1	Florida	\$250	
Creative B2	Out of State	\$250	
FEB TOTAL		\$1,000	

FACEBOOK & INSTAGRAM DETAILS

- **Messaging:** Be Daring messaging with a CTA of “Discover FAU” and “Choose FAU.”
- **Creative:** Be Daring creative. Need by 1/27.
- **Link:** <http://fau.edu/daring/>
- **Implementation & Conversion Tracking:**
 - We will need to work with social media team and developer to install conversion tracking.
 - All media buys will be outlined and sent to social media team at least 48 hours before go-live

REDDIT OPPORTUNITIY

- There is an opportunity to include Reddit advertising in the paid social spend project.
- Targeting: interest, collections (similar sub-reddits) & sub-reddits
- This is something that we could revisit after initial campaign results.



The image shows a screenshot of two promoted posts from the website stemstudy.com. Each post is promoted by the user FLPolyU. The first post features an image of a laptop on a stack of money and has the headline "The easiest way to search for STEM scholarships." The second post features an image of a jar labeled "COLLEGE" filled with coins and has the headline "Need tips on how to pay for college? Check this out." Both posts include a "promoted" label and a set of interaction options: comment, share, save, hide, nsfw, spoiler, edit, and traffic. Each post also has a small icon of a megaphone and the number "1" next to it, indicating one comment.

The easiest way to search for STEM scholarships. (stemstudy.com)
promoted by FLPolyU
promoted comment share save hide nsfw spoiler edit traffic

Need tips on how to pay for college? Check this out. (stemstudy.com)
promoted by FLPolyU
promoted comment share save hide nsfw spoiler edit traffic

GEOTARGETING STRATEGY

	Target	Budget	List of HS
Feb-March	High schools in Texas Cities (6 total). To reach the out of state & Hispanic audience.	\$2,000 (\$1,000/month)	Texas HS
April-May	New York & New Jersey (narrow to 6-8 cities). To reach the out of state audience.	\$2,000 (\$1,000/month)	TBD
June	TBD since HS are out of session. What will admin counselors do that month? Any college fairs, trade shows that we can target?	TBD	TBD

GEOTARGETING DETAILS

- **Messaging:** Be Daring messaging with a CTA of “Discover FAU” and “Choose FAU.”
- **Creative:** Be Daring creative. Need by 1/27
- **Link:** <http://fau.edu/daring/>
- **Form:**
 - Can we add a field for start year?
- **Notes:**
 - We need to narrow down target out of state cities - not including Texas - to 6-8. Which geographies would you like us to focus on? We recommend 2-3 cities from NY, NJ & PA.

SEO & DIGITAL PR WORKSTEAM

Timeframe: February-May 2017

Keyword Recommendations: See slides 19 & 20

Current Page/New Page Recommendations: See slides 19 & 20

Digital PR Opportunities: [SEE HERE](#)

Technical/Page Updates: We will provide monthly recommendations to FAU's IT team with specific instructions.

MAP & CRM CONSULTING

- We are working on top of the funnel right now. Once we get access to the CRM system, we will provide consulting & training.
- Schedule bi-monthly / monthly phone calls for guidance
- Set up a call with a developer to discuss conversion tracking

PROJECT PLANS

In the below link you will find the project plans for each workflow:

- [PROJECT PLANS](#)

Wrap up of content & creative deadlines

- Content: Sparxoo to send all content & design direction by **1/23**
- Creative from FAU by **1/27** for:
 - PPC ads
 - Facebook & Instagram ads
 - Geotargeted ads



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MONTHLY REPORTING

THINKING FORWARD

- Schedule a meeting around the 10th of the month to review performance & recommended optimizations
- First call will happen around March 10th

MARCH PLANNING SESSION

THINKING FORWARD

AGENDA:

- What is working, what should be optimized
- Who should we meet with internally?
 - Admissions Counselors
 - Director of Admissions
 - Social & Design Team
 - Any one else?

JUNE PLANNING SESSION

THINKING FORWARD

AGENDA:

- What is working? What should be optimized?
- Planning for the 2017 campaign
- Are there key events or milestones you would like us to plan around?
Who should we meet with internally?
 - Foundation
 - Student Affairs



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NEXT STEPS

1. Schedule weekly or bi-weekly check-in- **What day is best?**
2. Schedule monthly email consulting call- **What day is best?**
3. Schedule March planning session

TIMELINE:

- FAU to approve strategy & tactics- **by 1/20**
- Sparxoo to complete content & route to FAU team- **by 1/23**
- Sparxoo to route creative needs & direction to FAU team – **by 1/23**
- Sparxoo to implement campaign at the end of January for a February launch