

## **IEDRC Regional Marketing Conversion Campaign**

### **About the Conversion Campaign**

National data shows that nearly half of new community college applicants do not subsequently enroll in classes. While the reasons behind this failure to appear are numerous, Interact's extensive research with community colleges nationwide has turned up evidence that a lack of empowering and supportive communications is often a primary culprit.

To assist with Summer and Fall 2020 enrollment, Interact Communications and IEDRC will develop a *college-specific*, consortium-wide conversion campaign. The conversion campaign will utilize lists, provided by each college, of students' personal emails. Interact Communications has performed this work for other college districts in California and will sign a nondisclosure agreement to protect this data. These email addresses will be utilized in an email campaign and also linked up to social media accounts (Facebook, Instagram and YouTube), from which advertisements encouraging enrollment will be delivered.

In addition, a pixel code will be given to colleges for placement on their websites so that students who visit the sites are retargeted with digital ads for the length of the campaign. This campaign will allow the individual colleges to retain their unique brands while still capitalizing on the success of the regional Ready campaign; gives potential students a more direct link to their individual colleges, via customized websites and phone numbers; and allows for analysis as to which college applicants responded best to the marketing strategy.

### **What Will Be Needed for the Consortium and Colleges**

Crafton Hills College will need to provide:

- Logo and brand style guide
- Grant Interact access to social media channels for the purposes of serving approved ads.
- Place a campaign pixel code on website to enable tracking.
- 15-20 high quality student photos to use in the emails
- Weekly list of students who have applied and not enrolled

Beginning in mid-May, 2020, each college will provide Interact Communications with weekly email lists of students who have applied and not enrolled for Spring 2020, Summer 2020 and Fall 2020 semesters. Each college will be managed separately, so that all emails sent are designed with the particular college logo and brand style, sent on behalf of that individual college, and distributed only to that college's specific list. All social media and digital advertising will come from (and point to) individual colleges and their websites.

## Deliverables:

- 12 emails professionally designed to be sent over 6 weeks
- 2 Facebook and 2 Instagram ads
- 8 social media posts
- 2 digital and mobile display ads
- 1, :30 second photography based YouTube video
- 1 postcard (College would be responsible for distribution)
- Weekly success reports

## 2019 Campaign Results

The 12 campaign emails performed well above industry standard with a cumulative 27.9 percent open rate and 3 percent click through rate. (\*Higher education industry open standard is 15.89 percent, click through rate 7.2 percent.) Campaign engagement, page engagements, comments, likes, shares, were extremely high as well. This campaign was supplemented with a remarketing campaign targeted to individuals who landed on one of the IEDRC's 12 college landing pages. Digital advertisements "followed" these potential students around their browsers on both desktop and mobile devices.

The digital conversion campaign delivered a total of over 5.3 million impressions and drove over 35,000+ visits to the college's websites during June-Aug 2019.

Each time Interact Communications sent an email, a new list of students was requested from each of the 12 colleges. This way, Interact could add new enrollees to the campaign while also removing students who had already enrolled. These new lists were used for the both the email campaign as well as the social media campaign. Interact Communications kept track of how many students enrolled following each email. A total of 51,729 student enrolled following the receipt of an email.

