

Conversion Campaign, June – August 2021

**Inland Empire Desert Regional
Consortium**

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I. Cumulative Campaign Results

Campaign Overview

To assist with Summer and Fall 2021 enrollment, Interact Communications and IEDRC developed a college-specific, consortium-wide conversion campaign in 2019 and recycled the campaign for 2020-2021 fall marketing. The conversion campaign utilized lists, provided by each college, of students' personal emails. These email addresses were also linked up to social media accounts (Facebook and Instagram) from which advertisements encouraging enrollment were delivered. In addition, a pixel code was given to colleges for placement on their websites so that students who visited the sites were retargeted with digital ads for the length of the campaign.

The goal of this campaign was to allow the individual colleges to retain their unique brands while still capitalizing on the success of the regional Ready campaign; give potential students a more direct link to their individual colleges, via customized websites and phone numbers; and allow for analysis as to which college applicants responded best to the marketing strategy. Each college campaign was managed separately, so that all emails sent were 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 came from (and pointed to) individual college landing pages and their websites.

The campaign utilized 2020 conversion campaign materials by updating these materials to reflect new college photography and back to campus classes.

The campaign included updated campaign collateral from the 2020 campaign:

- 120 professionally-designed and engaging emails (12 versions for 10 colleges).
- 44 social media ads (2 versions for 10 colleges, each sized for Instagram and Facebook).
- 80 social media posts (organic; 8 versions for 10 colleges).
- 20 digital and mobile display ads (2 versions for 10 colleges) for remarketing.
- 10, :30 second YouTube spots based on photography and graphics (no filming) (1 version for 10 colleges). Spots were repurposed for digital and social use.

All pieces of collateral can be found at IEDRC's client site:

https://clients.interactcom.com/Inland_Conversion_Campaign_2020/Deliverables/

Campaign Results

The 12 campaign emails performed well above industry standard with a cumulative 42.45 percent open rate and 1.2 percent click through rate. (*Higher education industry open standard is 23.51 percent, click through rate 9.38 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 10 college landing pages. Digital advertisements "followed" these potential students around their browsers on both desktop and mobile devices. In addition, the campaign included YouTube marketing that targeted students within the college zipcodes.

Each time Interact Communications sent an email, a new list of students was requested from each of the 10 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 14,152 students enrolled following the receipt of an email (*this number is inclusive of the 8 colleges who sent consistent lists, some colleges did not send lists to be analyzed week to week, so there is no enrollment data for these colleges.*)

For a more detailed analysis of the report, please request it from Julie Pehkonen.

*Email industry standards are based on Constant Contact, October 2021

II. Digital Advertising Conversion Campaign

IEDRC's digital conversion campaigns delivered a total of 6,504,801 impressions and drove over 29,823 visits to the college's websites during June-Aug 2021.

Social Media Facebook/Instagram Campaign

- Drove 8,477 visits to the website
- Delivered 1.8 million+ impressions
- Drove 4,986 engagements (likes, comments & shares)

YouTube

- Drove total 1,060 visits to the website
- Delivered total 978,598 impressions
- Drove over total 431,917 completed video views
- Average completed video view rate was 45% for all colleges

YouTube Industry Benchmarks

- Average completed video view rate is 20-25%, your average is 45%.
- Average cost per completed view is 0.15 cents, your average is 0.6 cents

III. Email Results

Cumulative Results

*Includes emails 1-12

The breakdown of each college's email results by email can be found here:

https://docs.google.com/spreadsheets/d/1Q-C_1iRm705tGv1qsYzXh_6CtiJQdOLWcTiPiIctBcQ/edit?usp=sharing

College Name	Total Open Rate	Click-Through Number	Click-Through Percentage
Barstow Community College	45.43%	143	1.54%
College of the Desert	59.43%	564	2.10%
Copper Mountain College	34.43%	46	0.83%
Crafton Hills College	43.19%	308	1.19%
Mt. San Jacinto College	27.52%	1,536	0.78%
Moreno Valley College	37.13%	145	0.66%
Norco College	64.67%	310	2.01%
Riverside City College	25.57%	1,662	0.73%
San Bernardino Valley College	22.67%	1,399	0.37%
Victor Valley College	62.44%	474	1.66%
IEDRC TOTAL	42.45%	6,587	1.19%

Cumulative Enrollments Following Engagements

Enrollment numbers are calculated by comparing the lists sent before each of the scheduled emails to the immediately preceding email lists. Students who “fell off the lists” in between the two emails indicate enrollments.

Some college lists included summer students who fell off the list after summer session began and also contributed to this enrollment number.

College	Number of Students Enrolled
Barstow Community College	241
College of the Desert	2,037
Copper Mountain College	794
Crafton Hills College	2,083
Moreno Valley College	1,443
Mt. San Jacinto College	4,790
Norco College	1,201
Riverside City College	0
San Bernardino Valley College	0
Victor Valley College	1,563
IEDRC TOTAL	14,152