



3, 2, 1 Liftoff: Counting Down the Steps to Launch Successful Digital Advertising Campaigns

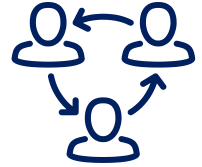
Vaughn Shinkus, *RNL Vice President & Senior Consultant*

Lori Cannistra, *RNL Senior Client Success Director*

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Our Partnership Overview

Over the Years + Looking Forward



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Artificial Intelligence

Cybersecurity

Engineering Management

Financial Technology

Game Design

Design Thinking

Sustainability

Discussion Guide

Duke University + RNL Partnership



Objectives



10 Steps to Launching a Digital Lead Generation Campaign



Questions

Objectives

Launching a Successful Digital Advertising Campaigns



- 1. Learning Objective 1:** Digital Lead Generation Process, Timeline, and Lift for New Graduate and Online Academic Programs.
- 2. Learning Objective 2:** Who to include in conversations for launching digital lead generation marketing campaigns for new academic programs.
- 3. Learning Objective 3:** Campus resources and suggested lead time to launch digital marketing campaigns for new academic programs.

3, 2, 1 Liftoff



10 Steps



Take Stock Internally + Externally

Assess Market Demand

Define Target Audiences

Articulate the Value Proposition

Set Digital Strategy

Gather Assets

Get Creative

Collaborate & Refine

Build in Platform

Launch



10

Take Stock

Take Stock

Understand Your Ecosystem + Align Expectations

- **Your Ecosystem**
 - **Key Stakeholders**
 - Primary Point of Contact
 - Faculty
 - Admissions
 - Marketing: Creative Leads, Strategist, Analyst and more
 - IT
- **Align expectations with our teams**
- **Open and regular communication**
- **Onboarding and Support**
- **Collaborative and Iterative Process**



An aerial photograph of a vast, snow-covered mountain range, likely the Himalayas, with a blue gradient overlay. The number 9 is centered at the top in white.

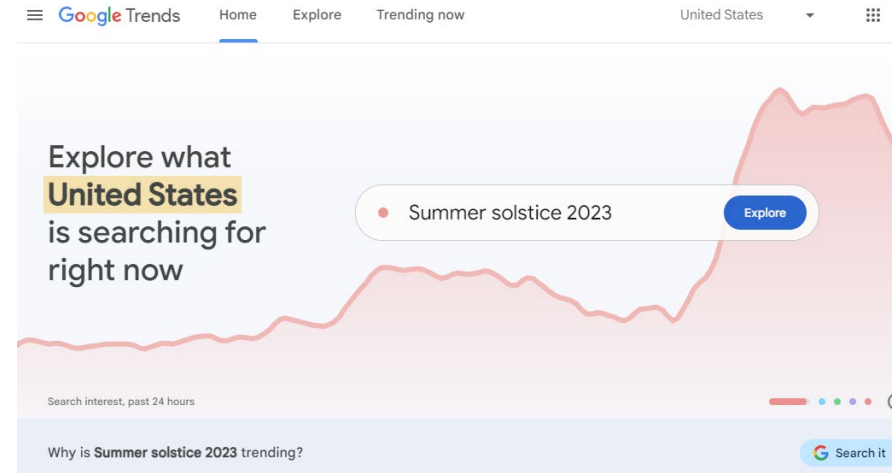
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Assess Demand

Assess Demand

Unveil potential lead volume to meet enrollment goals

- **How to quantify demand?**
 - Market analysis:
 - Did your new program feasibility study include a market analysis?
 - Industry data and analysis:
 - Job titles
 - Open positions
 - Industry conversations
 - Current degree production
 - Google Tools – keyword traffic
- **Purpose** – quantify what you can get out of the market and understand the size of the audience and understand your competitive environment



Use primary and secondary sources to quantify demand and potential lead volume

An aerial photograph of a vast, snow-covered mountain range. The peaks are rugged and partially covered in white snow, set against a clear, deep blue sky. The overall scene is serene and majestic.

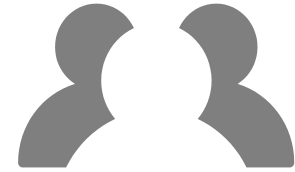
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Target Audience

Define Your Target Audiences

Setting the digital campaign foundation

- **Were target audiences included in the new program approval?**
 - **Yes!** Collaborate with program faculty to understand the target audience
 - **No, that's okay! Then...**
 - Capture the audience as all the stakeholders would expect
 - Faculty are an important part of the process along with marketing to conceive the target audiences
- **Discovery Deep Dive and Discussion**
 - Sets the foundation of a successful marketing campaign
 - Target audience persona demographics:
 - Age, geographic location, work experience, education level, undergraduate major or field of study, job titles, industries
 - Messaging themes and callouts



Demographics



Goals & Drivers



Challenges & Barriers



7

Value Proposition

Articulate the Value Proposition

Differentiators, Unique Benefits, Opportunities & Attributes

- Why a _____ degree from _____ University?
- Value proposition from the *audience perspective*
- **Messaging insight from key stakeholders:**
 - Faculty
 - Admissions
 - Marketing
- **Strategy Development & Enhancements**
 - Baseline audience targeting, segmentation and key targets, additional audiences
 - Target users based on demographics, career, behavior, interests, and more
 - Refine personas, demographic and psychographic development – The Why Behind the Buy



*Think about
unique opportunities and resources
your program offers that are valuable to students
and differentiate the educational experience at
your institution from other universities.*

An aerial photograph of a coastline, showing a mix of land and water. The image is overlaid with a blue gradient that is darker at the top and lighter at the bottom. The number '6' is centered in the upper half of the image.

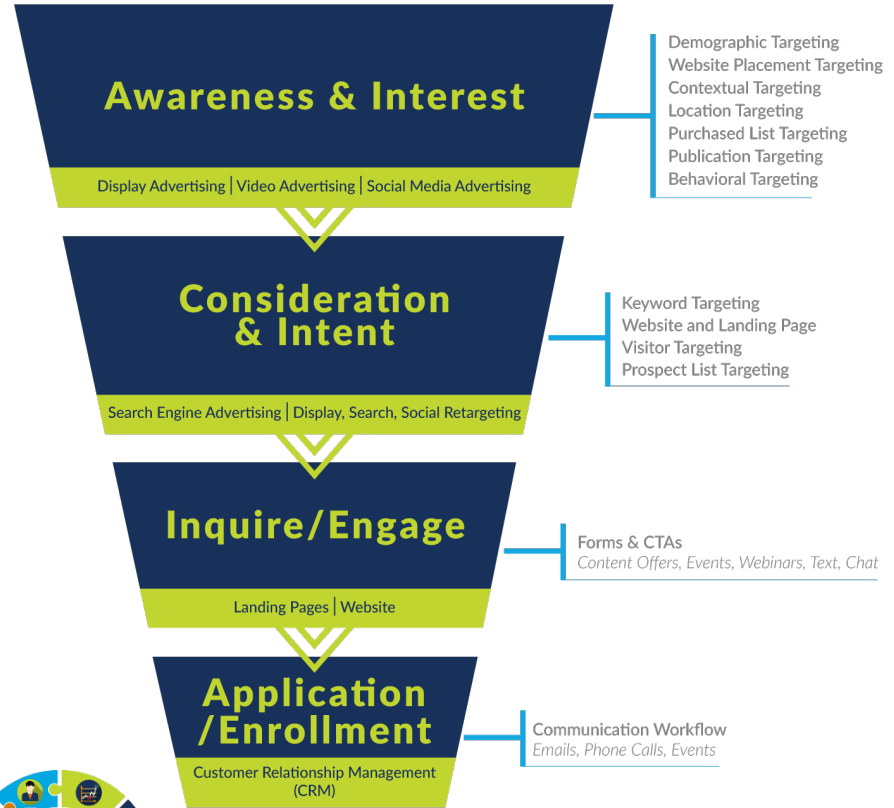
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Digital Strategy

Set Digital Strategy

Reach your target audience

- **Campus Stakeholders + Strategy Team**
 - Who's involved?
 - Initial strategy discussion
 - Continuous monitoring and optimizations
- **Identify channels to drive your digital strategy and build awareness and interest**
 - Google Display, Search, Retargeting
 - Social Media Advertising
- **Set your targeting criteria**



Game Design

Digital Strategy: Awareness & Interest

Target users based on demographics, career, behavior, interests, and more. (See Appendix for detailed targeting)

Audience Targeting

Baseline

- Age
- Location
- Education level

Segmentation/Key Targets

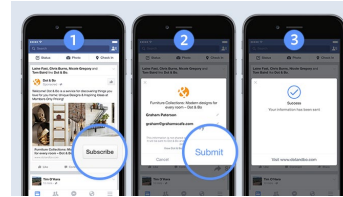
- Interests
- Job Title
- Field of Study

Additional Audiences:

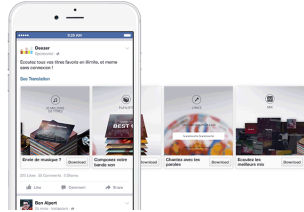
- Prospect Lists
- Lookalike Audiences



Image + Video Ad



Lead Form Ad



Carousel Ad

Enhancing Strategy:

- Retarget website/landing page visitors and current prospects (email lists) with next step CTA
- Test copy/creative variations and optimize by performance

SOCIAL MEDIA ADVERTISING



CHANNEL

Facebook / Instagram



STRATEGY

Target ads based on key demographics and behavioral characteristics (age, education, field of study, school, job industry, employer, skills, groups, interests, etc.)



GEOGRAPHICAL TARGETING

States: California, Colorado, Florida, Georgia, Illinois, Indiana, Maine, Maryland, Massachusetts, Missouri, New Jersey, New York, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee, Texas, Virginia.



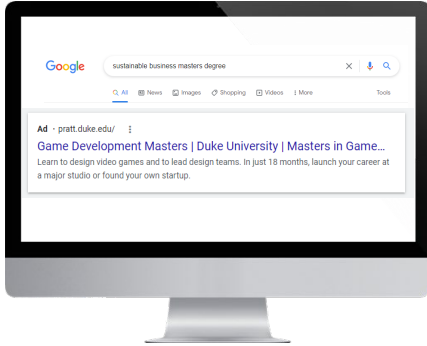
AD SPEND ALLOCATION

15%

Game Design

Digital Strategy: Consideration & Intent

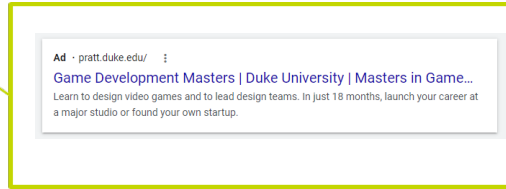
Target users searching keywords related to your program or similar programs and for your competitors on search engines.



Additional Strategies

Prioritize campaign strategies based on potential ROI:

- Geographies
- Dayparting
- Keyword themes/match types



Keyword Examples

- Duke University Master of Engineering in Game Development
- Duke Master of Engineering in Game Development
- Game Development Masters Program
- Game Development Masters Degree Program
- Masters of Game Design
- Game Development Masters
- Video Game Design Schools
- Video Game Designer Masters Degree
- Top Graduate School for Game Design
- Video Game Design Graduate School

SEARCH ENGINE MARKETING



CHANNEL
Google Ads



STRATEGY
Drive traffic to website from users searching keywords related to your school and/or program



GEOGRAPHICAL TARGETING
States: California, Colorado, Florida, Georgia, Illinois, Indiana, Maine, Maryland, Massachusetts, Missouri, New Jersey, New York, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee, Texas, Virginia.



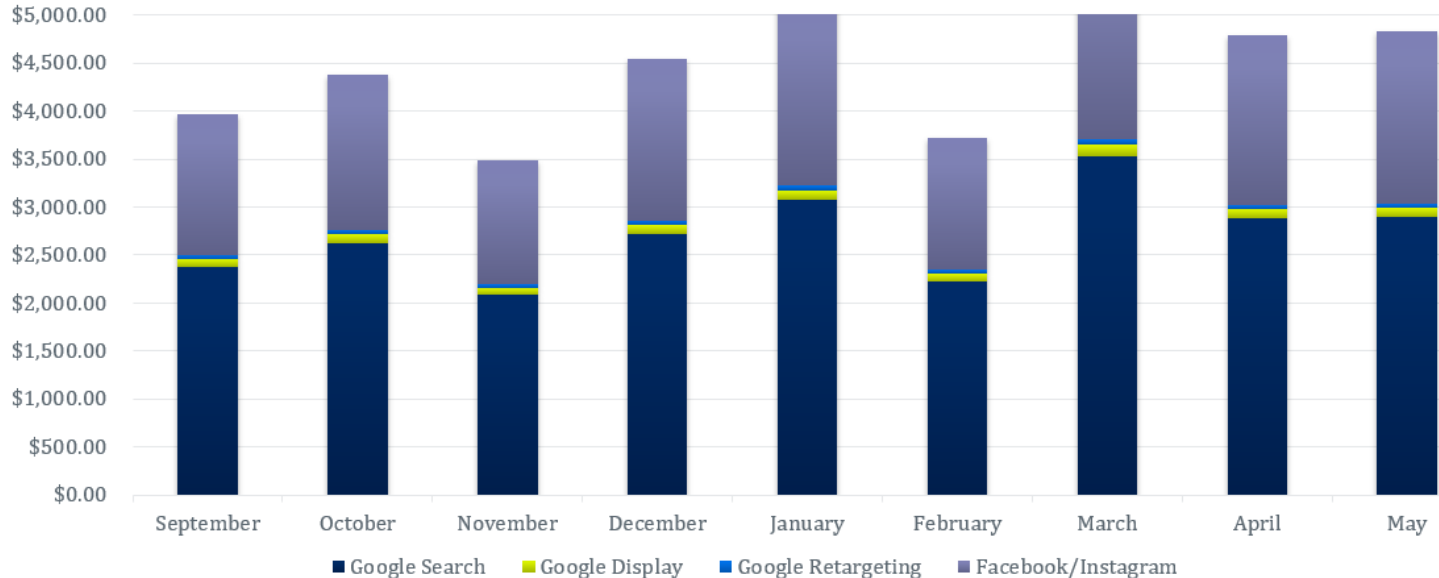
AD SPEND ALLOCATION
50%

Partnership Overview

Digital Lead Generation Ad Spend Example

Cybersecurity Monthly Ad Spend by Channel

September 2022 to May 2023



AD SPEND
BUDGET ASSESSMENT

Program Goals

Institutional Budget

Data Driven Analysis

Budget
Recommendations

Scale



5

Assets

Gather Assets

What's in your creative library?

- **What imagery best represents the new program?**
 - Borrow images from adjacent programs
 - Authentic campus imagery is best
 - Stock photos – be thoughtful with what you choose
- **How to visually tell the story – not just photos**
 - Videos
 - Infographics
 - Data points
 - Testimonials from faculty, students, alumni
- **A/B Testing** – great tool to use to evaluate and optimize the campaign

Assets for use in static ads, responsive ads, landing and thank you pages, etc.

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ENGINEERING

Master of Engineering in Game Design,
Development, and Innovation



Become a Game Development Pro

Our game design degree puts a unique spin on video game design and game development.

You'll quickly learn programming and design while also weaving in valuable soft skills that will help you stand out as you pursue a career in game development at any level.

I want to learn more about Duke University's MEng in Game Design, Development, and Innovation program.

First Name*

Last Name*

Email Address*

Cell Phone
#-(###)###-####

An aerial photograph of a vast, flat landscape, possibly a coastal plain or a large field, with a blue color overlay. The terrain is mostly flat with some low-lying vegetation and scattered trees. The sky is a deep, clear blue. The overall mood is serene and expansive.

4

Creative

Get Creative

What's in your creative library?

- Accurate representation
- Compelling imagery to generate conversions
- On-brand
- Fresh content and design
- Best practices

Facebook



Duke Engineering Masters Programs
Sponsored

Bring something new to the world of gaming—build unmatched skills and a stunning portfolio with an MEng in Game Design

M.Eng. (M) Game Design

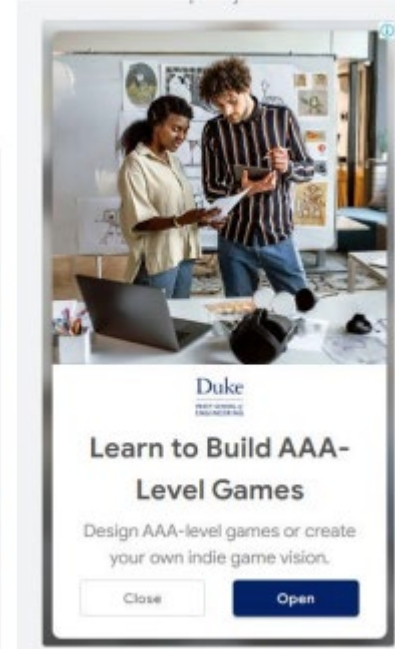
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FORM ON FACEBOOK
Show Off Your Skills [Learn more](#)
Make Games for a Living

4

Like Comment

Google
Display / Retargeting



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Learn to Build AAA-Level Games

Design AAA-level games or create your own indie game vision.

[Close](#) [Open](#)



3

Refine

Collaborate & Refine

An iterative process

- **Key stakeholders to review creative**
 - Faculty
 - Marketing
 - Admissions
- **Engage and encourage comprehensive feedback and revisions**
- **Multiple revision rounds with final approval**



An aerial photograph of a vast, snow-covered mountain range, likely the Himalayas, with a blue gradient overlay. The number '2' is centered in the upper half of the image.

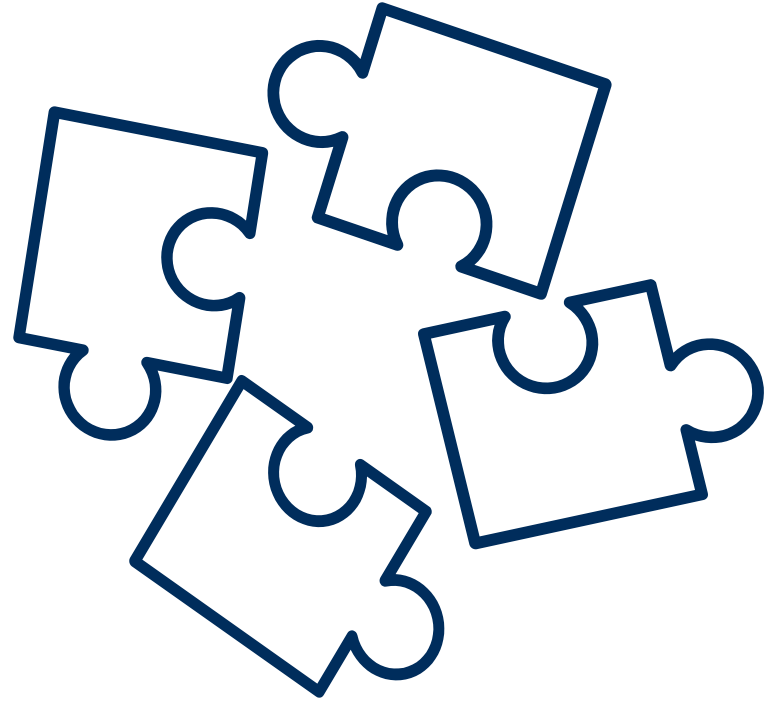
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Build

Campaign Build

Putting the pieces together

- **Creative approved**
 - Content
 - Design
 - Landing page and thank you pages
- **Access granted**
- **Strategy approved**
- **Build in platform**
- **QC and tracking setup**
- **Test leads**



An aerial photograph of a vast, snow-covered mountain range, likely the Himalayas, with a blue gradient overlay. The text '1' is centered in the upper half of the image.

1

Launch

Launch

Celebrate!

- **Outlook**
 - Learning phase
 - Lead generation
- **Monitoring**
- **Optimizations**
- **Monthly Performance Reviews**

*Nashville, we have
lift off!*



An aerial photograph of a vast, snow-covered mountain range, likely the Himalayas, with a blue gradient overlay. The text "HOLISTIC VIEW" is centered in the upper half of the image.

HOLISTIC VIEW

TIMELINE

Onboarding & Launch Timeline

Standard Digital Lead Generation Timeline



Weeks 1-2

1. Project Kick-Off
2. Program Discovery

Weeks 3-5

1. Create Target Audience Personas, Messaging Architecture & Campaign Strategy
2. Campaign Strategy Presentation
3. Revisions & Approval

Weeks 6-9

1. Creative Drafting: Ad & Landing Page Copy & Design
2. Revisions & Approval (Up to 2 Rounds of Review)

Weeks 10-11

1. Landing Page Development & Approval
2. Campaign Builds & QA

Weeks 12+

1. Campaign Launch!
2. Monitoring Campaign for Optimization & Success

Thank You

Questions?

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