Reva has researched, implemented, and monitored hundreds of digital campaigns for higher ed and consumer brands. She has worked for some of the early pioneers in digital marketing: AOL, Yahoo!, and Monster before rejoining her Yahoo! colleagues at Chegg. Encoura acquired the Enrollment Services Division of Chegg in January 2017.
Agenda

- The Secret Sauce
  - Choosing the right ingredients
  - Knowing how much to add
  - Knowing when to add them

- The Effect of Frequency on ROI

- Questions & Answers
PUTTING TOGETHER AN UNDERGRAD MEDIA PLAN?

Choosing the Right Ingredients
“Your food is only going to be as good as the sum of its parts, like anything else.”

Gail Simmons
Food Writer, Cookbook Author, and Television Personality
Media, Like Diet, Depends on Goals

A TYPICAL PRIORITY LIST COULD INCLUDE:

1. Support Fall Travel
2. Drive FY22 Apps – Emphasis on In-State
3. Drive Campus Visits to Enhance Yield
4. Test New Markets to Drive Apps
5. Promote New Engineering Programs to STEM Students
6. Build Pipeline of Transfer Students
7. Drive Conversion & Yield
A Recipe for Successful Undergrad Recruiting

START OUT WITH THE RIGHT INGREDIENTS

1. Support Fall Travel
Mobile: Your Best Fall Travel Companion

- Teens spend **7.5 hours a day** with their smartphones.
- Geofencing high schools where you want to grow or where you see high yield is a smart addition to any media plan.
- Your brand is inside the walls of that high school whenever the teens are there.
## Pro Tip: Find out what high schools are most engaged with your brand and plan your travel accordingly!
A Recipe for Successful Undergrad Recruiting

INGREDIENTS HAVE A DIFFERENT ROLE BUT MUST ALSO WORK IN CONCERT:

1. Support Fall Travel
2. Drive FY22 Apps – Emphasis on In State
Where are Teens Today?

GROWTH OF PLATFORM USAGE BY TEENS FROM FALL 2015 THROUGH FALL 2020

7 in 10 American Teens Use TikTok
% of U.S teens who use the following social media platforms at least once a month

- Instagram: 84%
- Snapchat: 80%
- TikTok: 69%
- Twitter: 39%
- Pinterest: 32%
- Facebook: 28%
- Linkedin: 3%

Based on a survey of 9,800 U.S. teens with an average age of 15.8 years conducted in Q3 2030

Source: Piper Sandler
TikTok is a Best Bet for Reaching Teens

NEW TO ADVERTISERS, TIKTOK DOES NOT YET OFFER SOPHISTICATED TARGETING, BUT THE TEENS ARE THERE

A Recipe for Successful Undergrad Recruiting

THE NEED FOR SEGMENTATION IN THE RECIPE STARTS TO TAKE SHAPE

1. Support Fall Travel
2. Drive FY22 Apps – Emphasis on In-State
3. Drive Campus Visits to Enhance Yield
4. Test New Markets to Drive Apps
A Recipe for Successful Undergrad Recruiting

MORE SEGMENTATION MEANS INCREASED PROPORTIONS OF SAID INGREDIENT

1. Support Fall Travel
2. Drive FY22 Apps – Emphasis on In-State
3. Drive Campus Visits to Enhance Yield
4. Test New Markets to Drive Apps
5. Promote Engineering Programs to STEM Students
A Recipe for Successful Undergrad Recruiting

THE TRUE, OMNI-CHANNEL APPROACH STARTS TO EMERGE

1. Support Fall Travel
2. Drive FY22 Apps – Emphasis on In-State
3. Drive Campus Visits to Enhance Yield
4. Test New Markets to Drive Apps
5. Promote Engineering Programs to STEM Students
6. **Build Pipeline of Transfer Students**
We Like YouTube for Transfer

You Tube is the 2nd most used search engine in the world

77% of all 15 to 24-year-olds in U.S. use YouTube

YouTube and Google share values = very rich targeting options

You can target current college students looking for colleges in a precise geographic area
A Recipe for Successful Undergrad Recruiting

THE RECIPE IS COMPLETE. ALL PRIORITIES ARE COVERED.

1. Support Fall Travel
2. Drive FY22 Apps – Emphasis on In-State
3. Drive Campus Visits to Enhance Yield
4. Test New Markets to Drive Apps
5. Promote Engineering Programs to STEM Students
6. Build Pipeline of Transfer Students
7. Drive Conversion & Yield
PUTTING TOGETHER AN UNDERGRAD MEDIA PLAN?

Knowing How Much to Add
Food for Thought

“In baking, cooks need to understand ingredient ratios.”

Sherry Yard
Chef, Restaurateur, Author, and Television Personality
<table>
<thead>
<tr>
<th>Goal of Plan</th>
<th>Tactic</th>
<th># Names</th>
<th>Impressions Recommended</th>
<th>Why?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convert In-State Prospects &amp; Inquiries into Applicants</td>
<td>Next Gen Custom Audience (Snapchat, Mobile &amp; At-Home Devices via Display)</td>
<td>35,000</td>
<td>630,000</td>
<td>List Size: 35,000 Average Match Rate: 60% Recommended Frequency Over 3 Months: 30 35,000 x 60% x 30 frequency = 630,000</td>
</tr>
</tbody>
</table>
### Adjustments

#### Goal of Plan

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<th>Convert In-State Prospects &amp; Inquiries into Applicants</th>
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</table>

<table>
<thead>
<tr>
<th>Influence In-State Parents of Applicants</th>
<th>Tactic</th>
<th># Names</th>
<th>Impressions Recommended</th>
<th>Why?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Next Gen Custom Audience Adult (Facebook, Instagram, Mobile, At-Home Devices via Display)</td>
<td>20,000</td>
<td>420,000</td>
<td>List Size: 20,000 Average Match Rate: 70% (more platforms) Recommended Frequency Over 3 Months: 30 20,000 x 70% x 30 frequency = 420,000</td>
<td></td>
</tr>
</tbody>
</table>
## Adjustments

<table>
<thead>
<tr>
<th>Goal of Plan</th>
<th>Tactic</th>
<th># Top Feeder Schools</th>
<th>Impressions Recommended</th>
<th>Why?</th>
</tr>
</thead>
</table>
| Support Fall Travel | Mobile Geofencing   | 125 (Urban Setting)  | 850,000                  | Average Number of Students per HS: 850  
Recommended Frequency Over 3 Months: 8  
125 schools x 850 kids x 8 frequency = 850,000 |

You may want to adjust for:  
Suburban Setting: 550 kids per high school on average  
Rural Setting: 400 kids per high school on Average

Mobile is more like cooking than baking. You do not need to be precise down to the individual school level. That would be exhausting.
# Mobile for Community College is Different Too

## Adjustments

<table>
<thead>
<tr>
<th>Goal of Plan</th>
<th>Tactic</th>
<th># Top Feeder Community Colleges</th>
<th>Impressions Recommended</th>
<th>Why?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive Transfer Applications</td>
<td>Mobile Geofencing</td>
<td>15 (Urban Setting)</td>
<td>500,000</td>
<td>Average Number of Students per CC: 4,200 Recommended Frequency Over 3 Months: 8 15 schools x 4,200 students x 8 frequency = 504,000</td>
</tr>
</tbody>
</table>

You should adjust for:
- Suburban Community College: 2,150 students per school on average
- Rural Community College: 1,200 students per school on average
## Mobile for Events is Even More Specialized

### Additions

<table>
<thead>
<tr>
<th>Goal of Plan</th>
<th>Tactic</th>
<th># Top Feeder Community Colleges</th>
<th>Impressions Recommended</th>
<th>Why?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase Awareness of STEM Programs</td>
<td>Mobile Geofencing of STEM High School Competitions</td>
<td>25 Events</td>
<td>250,000</td>
<td>As events often last only hours, one day or two days, getting an 8 frequency is impossible. We allocate 5,000 to 10,000 impressions per event depending on size and duration.</td>
</tr>
</tbody>
</table>
PUTTING TOGETHER AN UNDERGRAD MEDIA PLAN?

Knowing When to Add Each Ingredient
## Creating Your Media Plan

<table>
<thead>
<tr>
<th>Goal of Plan</th>
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<th>Impressions</th>
<th>Flight Dates</th>
</tr>
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<tbody>
<tr>
<td>Support Fall Travel Generate Campus Visits</td>
<td>Mobile Geofencing Top Feeder HS</td>
<td>850,000</td>
<td>October 1, 2021 – December 15, 2021</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>January 11, 2022 – April 1, 2022</td>
</tr>
<tr>
<td>STEM HS Outreach</td>
<td>Mobile Geofencing of 25 STEM HS</td>
<td>170,000</td>
<td>October 1, 2021 – December 15, 2021</td>
</tr>
<tr>
<td>STEM HS Outreach</td>
<td>Geofencing 25 STEM Competitions</td>
<td>125,000</td>
<td>As Needed</td>
</tr>
<tr>
<td>Convert In-State Prospects &amp; Inquiries into Applicants</td>
<td>Next Gen Custom Audience</td>
<td>850,000</td>
<td>October 1, 2021 – February 1, 2022</td>
</tr>
<tr>
<td>Drive Applications from New Markets</td>
<td>Next Gen Custom Audience</td>
<td>500,000</td>
<td>October 1, 2021 – February 1, 2022</td>
</tr>
<tr>
<td>In-State Brand Awareness</td>
<td>TikTok – Targeting State</td>
<td>500,000</td>
<td>November 1, 2021 – February 1, 2022</td>
</tr>
<tr>
<td>New Market App Driver</td>
<td>TikTok – Targeting Select DMAs</td>
<td>300,000</td>
<td>November 1, 2021 – February 1, 2022</td>
</tr>
<tr>
<td>Transfer App Driver</td>
<td>YouTube</td>
<td>500,000</td>
<td>December 1, 2021 – July 30, 2022</td>
</tr>
<tr>
<td>Drive Transfer Applications</td>
<td>Mobile</td>
<td>500,000</td>
<td>January 15, 2022 – May 1, 2022</td>
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<td>Influence In-State Parents of Applicants</td>
<td>Next Gen Custom Audience Adult</td>
<td>420,000</td>
<td>December 1, 2021 – April 15, 2022</td>
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4,715,000 Impressions
Measure Your Results on a Continuous Basis
Food for Thought

“\textit{This is my invariable advice to people. Learn how to cook – try new recipes, learn from your mistakes, be fearless and above all have fun.}”

\begin{flushleft}
\textbf{Julia Child}  
\textit{Cooking Teacher, Author, and Television Personality}
\end{flushleft}
Don’t Hesitate to Change the Sauce

• Media plans should be flexible
• Monitor every 2 weeks
• Let it bake but don’t be afraid to make changes
• You can make an informed decision after 4 weeks
• Keep some impressions on hand for ad hoc initiatives
• Refresh your list
• Refresh your creative
• A/B Test (creative and landing pages)
• Use UTM codes
• Use Third Party Tags to measure post impression results
Find Out What Students Think of Your Institution

Participating in Prospective Student Research provides:

• The exact words – including frequency and sentiment – that students use when thinking of your institution
• Essential focus for your team’s resources and messaging
• Insight into Student Mindsets™ of your prospective students: behaviorally and attitudinally-based market segmentation of college-bound high school students

encoura.org/psr

Deadline to Participate: October 22, 2021
Digital Webinars
ON DEMAND
encoura.org/webinars

Digital Case Studies
encoura.org/case-studies
Digital Solutions

encoura.org/digital
Thank you.

ANY QUESTIONS?

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