Making the Most of Your Community College Marketing Budget

How to craft effective campaigns and initiatives on any budget

Your Tour Guides for the Next 60 Minutes

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Poll Question

How many FTE people are on your marketing staff? (Including web content, designers, support staff, etc.)

Poll Question

How many FTE students are at your institution?
The Big Picture

From 30,000 feet everything looks great

Budget Allocation Factors

1. Metrics that matter
2. Key audiences (Don’t say everybody)
3. Three-year look-back
4. Key messages/programs/initiatives
5. Known unknowns
Have Metrics That Matter

- Landing Page Conversion Rates
- Student Lifetime Value
- Applicant Value
- Cost Per Inquiry

Landing Page Conversion Rates

(Call to Action Completions) / (Number of Page Visits)

If, for every 200 visits, 5 calls to action are completed, you have a 2.5% conversion rate
Student Lifetime Value

\[(\text{Cost Per Credit Hour}) \times (\text{Average Course Load}) \times (\text{Average Number of Semesters}) \times (\text{Retention Rate})\]

\[\$215 \times 14 \times 4 \times 60\% = \$7,224 \text{ Student Lifetime Value (SLV)}\]

Applicant Value

\[(\text{SLV}) \times (\text{Yield Rate})\]

\[\text{SLV} = \$7,224\]
\[\text{Applicant to Enrolled yield rate is 57\%}\]
\[7224 \times .57 = \]
\[\text{An applicant is worth} \$4,118\]
Cost Per Inquiry

\[
\text{Cost of Lead} = \frac{\text{Personnel} + \text{Recruitment Overhead} + \text{Marketing Activity}}{\text{Number of Inquiries}}
\]

Personnel = $30/hour x 15 hours
Recruitment Overhead= $170
Marketing Activity= $1,500 mailing, 5,000 pieces
Number of Inquiries = 260
Cost of Lead= $8.15

You Cannot Be All Things to All People

Who do you need to reach?

- Persona-based approach for recruitment
- “Community Influencer” marketing for branding & awareness
- Take a democratic approach with PPC & make (almost) everyone happy
- One magic word: NO
You Market to Fictional People??

Emily Tarnaq
Average grades, high school senior looking to enroll in a 4-year university. Still undecided on major. 
A. Receives a rejection letter from top 2 school choices. 
B. Never submitted college essays or applications.

James Robertson
After graduation, plans on working at a local factory plant earning $13.75/hr.

Maria Martinez
Underpaid, hard working parent

Amy Erikson
Displaced worker, sees layoff as an opportunity to work on herself and her career.

Who Needs to Hear What When?

Goals:
- Earn an above average wage
- Obtain a successful job
- Obtain a bachelor degree
- Wants to be part of a social group

Challenges:
- Financial stability
- Bilingual skills for children
- Career change
- Among other things

Goals:
- Better job prospects
- Retirement
- Career change

Challenges:
- Heavy tax load
- Mortgage, bills
- Concerning about general well-being
- Substance abuse
Don’t Get Hysterical Over Historical Data

What’s worked best in a 3-year look-back?

- Start measuring now; Even zero is a baseline
- Some channels are easier than others, so focus there first
- Differentiate between branding and enrollment or fundraising initiatives

The Message is the Moment

What do you need to focus on?

- Get a list of prioritized academic programs from your Chief Academic Officer/Academic Affairs Division
- Have an editorial calendar
- Match programming to job prospects
- Use the right channels for the right people at the right time
A Good Marketer Should Never Be Surprised

What are the known unknowns?

- What surprised you last year?
- What occurs annually?
- Train people; offer positive reinforcement when they give you lead time!
- Develop on-demand resources to increase capacity

Matching Fundamentals to Numbers

<table>
<thead>
<tr>
<th>Channel</th>
<th>Projected Channel Spend</th>
<th>Actual Channel Spend</th>
<th>Cost per lead by channel*</th>
<th>Forecast leads (apps)</th>
<th>Forecast enrollment</th>
<th>Forecast Conversion rate</th>
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<tbody>
<tr>
<td>Ads</td>
<td>$1,300</td>
<td>$1,472</td>
<td>$25</td>
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<td>Radio</td>
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<tr>
<td>DM</td>
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<tr>
<td>TOTAL/AVERAGE</td>
<td>$20,200</td>
<td>$20,189</td>
<td>$55</td>
<td>880</td>
<td>383</td>
<td>24%</td>
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Poll Question

In the last three years your marketing budget has...
Defining Campaign Objectives

- a. Collect data on the need and viability of a transfer program
- b. Promote TCC as a great transfer institution to nationally-ranked FSU
- c. Increase admissions applications to TCC

Collecting Data: Know the Facts

- TCC student body demographics:
  - 85% are FTIC, pursuing A.A. degrees
  - 77.2% are under 19
- TCC is the #1 transfer school to Florida State University
- In 2013 Community College Week named TCC the #1 producer of A.A. degrees among 2-year colleges
- FSU tightening requirements; epicenters of Florida-based applications

A recent study on TCC found that 83% felt the College prepared students so they can successfully transfer to other colleges and universities.
Collecting Data: Learn from Previous Campaigns

Related recruitment efforts proved most successful when pursuing:

- Prospects who are high-performing Pell-eligible students who need to stretch their college money further
- Prospects who want to begin their education at TCC and then complete their degree at FSU
- Prospects who need a smaller environment than a university or are unsure of their career path

Collecting Data: Secondary Research

- 26%
- 23%
Collecting Data: Messaging

Data showed that marketing with “Transfer to FSU” had significantly higher clicks/CTRs than other messages in TCC online ads.

Make it so!

On February 24, 2014, a joint press release is published by both institutions to officially announce the TCC2FSU Golden Guarantee Program and kick-off our integrated marketing campaign.
Announcement

TCC is proud to officially announce a new guaranteed transfer program in partnership with Florida State University. Students who graduate TCC with an associate’s degree are now guaranteed acceptance to FSU. 

Website Development

TCC2FSU Golden Guarantee Program

Your best path to becoming a Seminole. At TCC, you can guarantee your admission to FSU.

Benefits

Why Choose
"... We want you to know that there is more than one way to become a Florida State student. We encourage you to consider beginning your journey to an FSU degree through the TCC2FSU Golden Guarantee Program..."
Tuition at TCC is about 1/2 the cost of state universities

Advisors help you meet all transfer requirements
(More) Social Media

Billboards and Digital Displays
Direct Mail

- Created TCC2FSU postcard to mail to all area high school seniors and seniors nominated for Best and Brightest awards
- Develop President’s letter to area seniors including TCC2FSU
- Send letters and postcards promoting TCC2FSU to candidates for the TCC Honors Program

And much, much more!

- Ran TCC2FSU story in the TCC “on hold” message
- Sponsored FSU football preview book (5,500 copies sold)
- Sponsored special high school graduation sections in all local newspapers
- Placed TCC2FSU ads in Chiles, Lincoln and Leon High School newsletters (2,100 newsletters printed and mailed per school)
- Ran Florida Trend Next Magazine print ad and lead capture plan (450,000 copies printed, and thousands of leads are delivered monthly)
- Email campaign to all prospects
# Brass Tacks

## Budget

<table>
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<th>Category</th>
<th>Cost</th>
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<tr>
<td>Digital Advertising</td>
<td>$$$</td>
</tr>
<tr>
<td>Video/Television</td>
<td>$$$</td>
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<tr>
<td>Print Advertising</td>
<td>$$</td>
</tr>
<tr>
<td>Billboards</td>
<td>$$</td>
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<td>Social Media</td>
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<tr>
<td>Email</td>
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Results

In First Six Months...

• Over 542,000 impressions and 1,753 ad clicks on online ads, and over 638,000 impressions and 757 clicks on network ads
  Landing page received 16,468 unique page views
• Some 1,500 prospects completed the website form requesting more information on the program and over 250 ended up enrolling that fall

A Year Later...

• Reached over 54,000 on Facebook and received 2,492 total engagements
• Generated 16,984 impressions on Twitter and received 1,754 total engagements
• Increased fall 2014 applications by 6%

Wrapping Up
PICK TWO:

GOOD

EXPENSIVE SLOW

FAST CRAPPY CHEAP

Thank You!
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