



# **2023 Summer/Fall Enrollment Advertising Campaign**

**Jan. 26, 2023**



# Executive Summary

## Setting the Stage

- Our advertising strategy centers on getting students to our front door – Dallas College.
- As we look to get into a student’s consideration set, we use a funnel to move them toward the action we want them take – enrolling and registering

## Key Takeaways

### 2022 Summer/Fall Campaign

- We saw high amounts of engagement, page actions, and conversions (clicks on Application, Credit Schedule, CE Registration and CE Schedule; subscriptions to email campaigns) within most campaigns.
  - Application – 992 (up 523% YOY)
  - CE Registration – 50 (up 2,400% YOY)
  - Credit schedule – 1,739 (up 1,022% YOY)
  - CE schedule – 463 (not tracked previously)
- Spanish and English video completions exceeded industry benchmark of 70%
- Paid social pilot met expectations and performed at upper levels of industry benchmarks.
- Curated creative allows students to visualize themselves at Dallas College

### 2023 Summer/Fall Campaign

- Campaign will begin in mid-March with heavy brand awareness, continue with targeted digital tactics through mid summer, and conclude with a combination of brand awareness supported by digital
- Budget is flat YoY
  - Advertising period has extended
  - Dallas advertising costs continue to increase
  - Spending on Spanish language will remain steady

### Gaps

- Assessing analytics and KPIs related to media. Will be coming back with new reporting and ways of measuring effectiveness.
- We can’t follow students once they apply.
  - Can’t track Apply Texas website
  - More exploration with IT is needed for student app



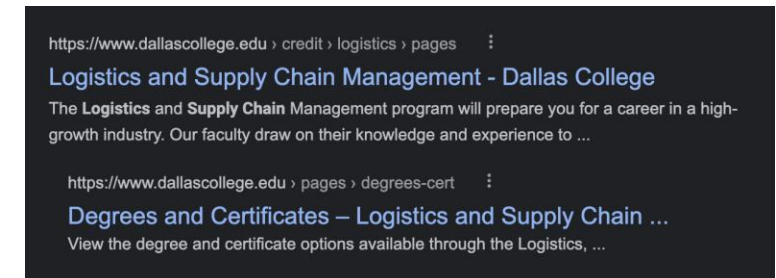
# FY 2021/22 Key Findings – Web

- **Display ads** brings more traffic to the site, but **search engine marketing** continues to have the highest conversion rate.
- Display (branding)
  - Fall 2022 Reg Period: 62,963 unique visitors; 15 applications (.02% conversion)
  - FY 2021: 78,868 unique visitors; 27 applications (.03% conversion)
- Search marketing (targeted)
  - Fall 2022 Reg Period: 44,477 unique visitors; 1,929 applications (2.71% conversion)
  - FY 2021: 95,476 unique visitors; 3,731 applications (2.26% conversion)
- Our average cost per click for search is \$2.18 – industry benchmark is \$3.94

## DISPLAY AD



## SEARCH MARKETING





# FY 2021/22 Key Findings – Advertising

- ZIP code targeting proved to be effective, especially in South Dallas
  - 75211 moved off Data Depot’s declining ZIPs list
- Mid-campaign reallocations are key
- Spanish and English creative perform well
  - High video completion rates
    - Spanish 75%
    - English 74%
    - Both exceed industry benchmark of 70%
  - Spanish mobile display outperformed the industry click through benchmark of 0.09%
    - Declining ZIPs – 0.14% and South Dallas – 0.12%
- Piloted paid social campaign met expectations with the number of link clicks and overall engagement
  - 7.5M total reach
  - 76K total clicks/swipe ups
  - 1.09% average CTR among platforms



# FY 2021-22 Creative Execution

- Featured actual students in billboard and DART creative
- Diversity across all mediums
- One voice for our brand – creative execution fits media channel





# 2023 Summer/Fall Strategy/Targets/Budget

### Campaign Strategies

- Grow brand awareness
- Connect and convince potential students to consider Dallas College
- Convert potential students to enrolled students
- Retain current students

### Targets

- Demo: 18-34 (advertising target will also reach up to 65)
- Geography: Dallas metro area, Declining ZIPs (per Data Depot) and Opportunity Geos (South Dallas, Irving, I-75 corridor)
- Competitive conquering: those who have seen ads from our competitors
- Lookalike audiences: those who have similar characteristics to our current students
- Spanish and English language speakers

### Budget (flat)

- Decreasing our spend in DART/billboards/broadcast TV
- Increasing our spend in digital (cost effectiveness)
- Advertising period has extended
- Dallas advertising costs continue to increase
- Spending on Spanish language will remain steady (32% in 2022; 27% in 2021)

Tactic	Percent of Media Mix
Broadcast TV (English and Spanish)	30%
Display	15%
Social	11%
Search	11%
Broadcast radio (English and Spanish)	10%
Connected TV	9%
Pre-roll	4%
DART	4%
Billboards	4%
Streaming audio	2%





# Getting into a Student's Educational Consideration Set

*(Are people looking for Dallas College?)*

Business Goal	Media Objective		Channels	KPIs
Grow Brand Awareness	Make Dallas area students (or parents of students) aware of the benefits of a Dallas College education	<b>Aware</b>	Connected TV Pre-Roll OOH Paid Social	CPM Reach Frequency
Become Top-of-Mind	Convince & Connect with potential students to trigger enrollment interest	<b>Consider</b>	Paid Social Paid Search Native Display	Cost per Web Visit Site Engagement Landing Page Views Clicks
Enrollment	Convert potential students to enrolled students	<b>Convert</b>	Programmatic Display Paid Search Paid Social	Cost Per Click Clicks Landing Page Views
Retain	Retain students and encourage re-enrollment for additional semesters or continued education	<b>Loyal</b>	Paid Social YouTube Programmatic Display	Cost Per Click Clicks Landing Page Views



# 2023 Summer/Fall Plan – Timing



	March	April	May	June	July	Aug	% of budget
<b>DART BUS WRAPS</b> Top of funnel Goal is awareness				✓	✓	✓	4%
<b>BROADCAST TV/RADIO STREAMING VIDEO &amp; AUDIO</b> Top of funnel Goal is awareness		✓	✓		✓	✓	55%
<b>BILLBOARDS</b> Top of funnel Goal is awareness		✓	✓				4%
<b>PAID SOCIAL</b> Top/Middle of funnel Goals is awareness/website visits	✓	✓	✓	✓	✓	✓	11%
<b>DISPLAY/GEOFENCING</b> Middle/Bottom of funnel Goal is conversions	✓	✓	✓	✓	✓	✓	15%
<b>SEARCH/REMARKETING</b> Middle/Bottom of funnel Goal is conversions	✓	✓	✓	✓	✓	✓	11%





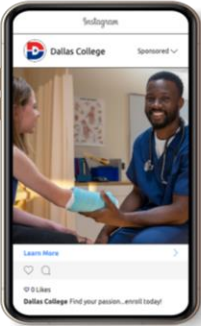


# 2023 Summer/Fall Plan – Creative

## BROADCAST & CONNECTED TV



## PAID SOCIAL



## DIGITAL DISPLAY



## OUT OF HOME





# 2023 Summer/Fall Plan – Next Steps

- Second 8 weeks/Maymester campaigns
- Align with messaging for texts, landing pages, current student campaign (posters, emails, flyers)
- Finalize new video ads and show to Dr. Joseph
- Finalize media buys
- Analytics assessment to determine media KPIs moving forward





# 2023 Summer/Fall Visual Plan



## 2023 Summer/Fall Visual Plan

### ADVERTISING TACTICS (color coded by tactic category)

	MARCH				APRIL				MAY					JUNE				JULY					AUGUST					
	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28		
BROADCAST -- TV (ABC, CBS, CW, FOX, NBC, Telemundo, Univision)			●	●	●	●															●	●	●	●				
BROADCAST -- Radio (Que Buena 94.1, New Country 96.3, Star 102.1, Now 102.9, K104, KISS 106.1, Grande 107)			●	●	●	●															●	●	●	●				
OOH - DART (bus wraps, rail wraps, station posters, in-vehicle video screens)															●	●	●	●	●	●	●	●						
OOH - Billboards (digital and community posters)								●	●	●	●	●	●															
OOH - Direct Mail (TBD if needed)																												
OOH -- Programmatic video (digital screens in stores, gyms, medical offices, elevators, etc.)								●	●	●	●	●							●	●	●	●	●	●	●	●	●	●
AUDIO -- Streaming (Pandora, Spotify, iHeart, etc.)												●	●	●	●	●							●	●	●			
DIGITAL -- Mobile and Native Display ads			●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
DIGITAL - Programmatic video ads (:15 spots on various websites -- ESPN, NBC5, WFAA, Dallas Observer, etc)			●	●			●	●							●	●	●	●					●	●	●			
VIDEO -- Streaming (Hulu, Sling, E, ESPN, Bravo, HGTV, BET, etc.)			●	●	●	●	●	●															●	●	●			
VIDEO -- Digital (YouTube)			●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
MULTICULTURAL (Informate, Dallas Voice, Go Black Business)				●								●			●				●	●		●	●					
SEARCH -- Keywords	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
SEARCH -- Remarketing Ads	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
SOCIAL - Paid Ads	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
SPORTS MARKETING -- Texas Rangers games (Dallas College Day and Mexican Heritage Day dates are TBD)																												



# Backup Documents





# 2022 Summer/Fall Campaign Goals +Audiences

## GOAL: Increase brand awareness

- Broadcast TV/radio
- DART
- Billboards
- Search
- Paid social

## GOAL: Enroll and retain students

- Search
- Digital ads
- Paid social

## Target Audiences

- Opportunity geographics
- Applied but not registered
- Prospective students 23 and younger
- Adult students 24 and up



# 2022 Summer/Fall Visual Plan

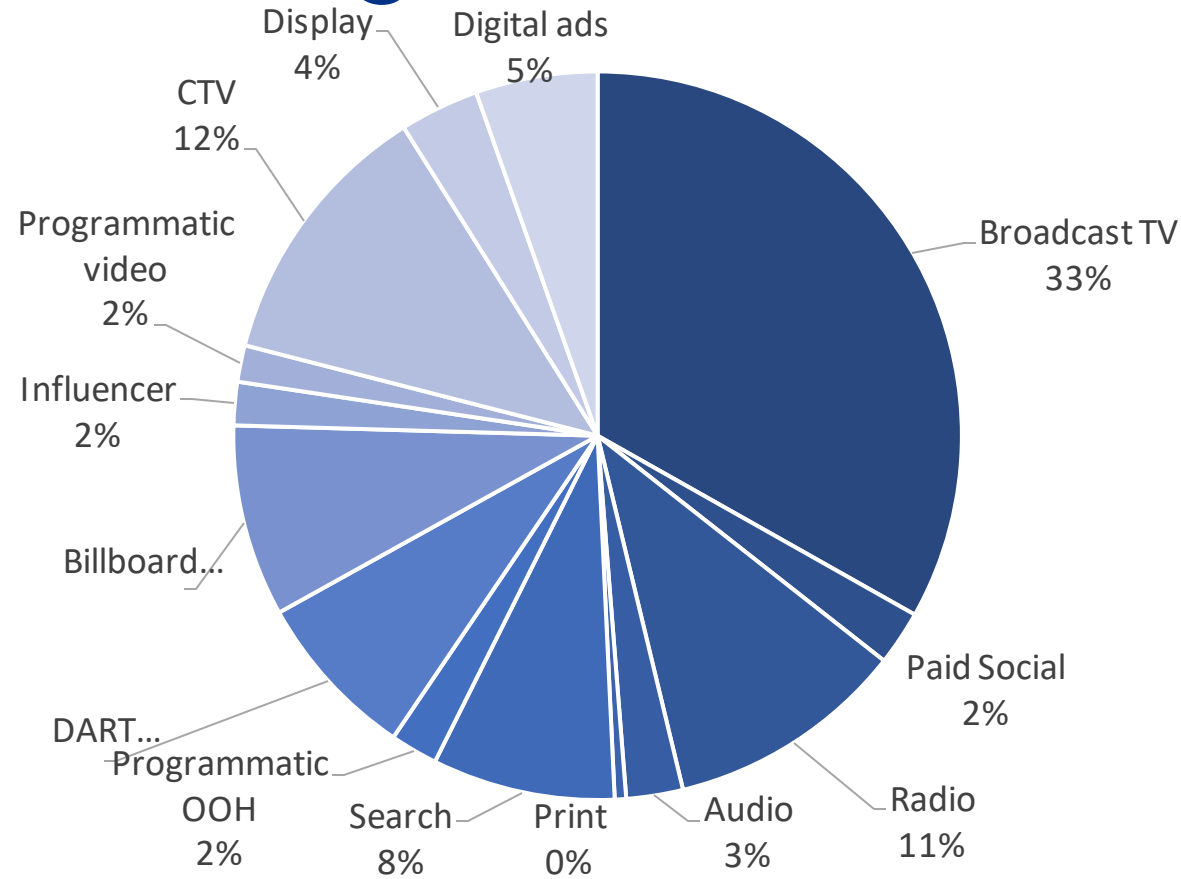


## 2022 Summer/Fall Visual Plan

ADVERTISING TACTICS (color coded by tactic category)	2022 Summer/Fall Visual Plan																					
	APRIL				MAY					JUNE				JULY				AUGUST				
	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29
BROADCAST -- TV (ABC, CBS, CW, FOX, NBC, Telemundo, Univision)																	●	●	●	●	●	●
BROADCAST -- Radio (Que Buena 94.1, New Country 96.3, Star 102.1, Now 102.9, K104, KISS 106.1, Grande 107)																	●	●	●	●	●	●
OOH - DART (bus wraps, rail wraps, station posters, in-vehicle video screens)									●	●	●	●	●	●	●	●	●	●	●	●	●	●
OOH - Billboards (digital and community posters)									●	●	●	●	●	●	●	●	●	●	●	●	●	●
OOH - Direct Mail									●				●									
OOH -- Programmatic video (digital screens in stores, gyms, medical offices, elevators, etc.)			●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
AUDIO -- Streaming (Pandora, Spotify, iHeart, etc.)			●	●	●	●	●	●	●	●	●	●										
DIGITAL -- Mobile and Native Display ads													●	●	●	●	●	●	●	●	●	●
DIGITAL - Programmatic video ads (:15 spots on various websites -- ESPN, NBC5, WFAA, Dallas Observer, etc)			●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
VIDEO -- Streaming (Hulu, Sling, E, ESPN, Bravo, HGTV, BET, etc.)			●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
VIDEO -- Digital (YouTube)			●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
MULTICULTURAL (Informate, Dallas Voice, Go Black Business)				●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
SEARCH -- Keywords			●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
SEARCH -- Remarketing Ads			●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
SOCIAL - Paid Ads (Facebook, Instagram, TikTok, Snapchat)			●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
SPORTS MARKETING -- Texas Rangers games (Dallas College Day and Mexican Heritage Day)				●	●	●																●



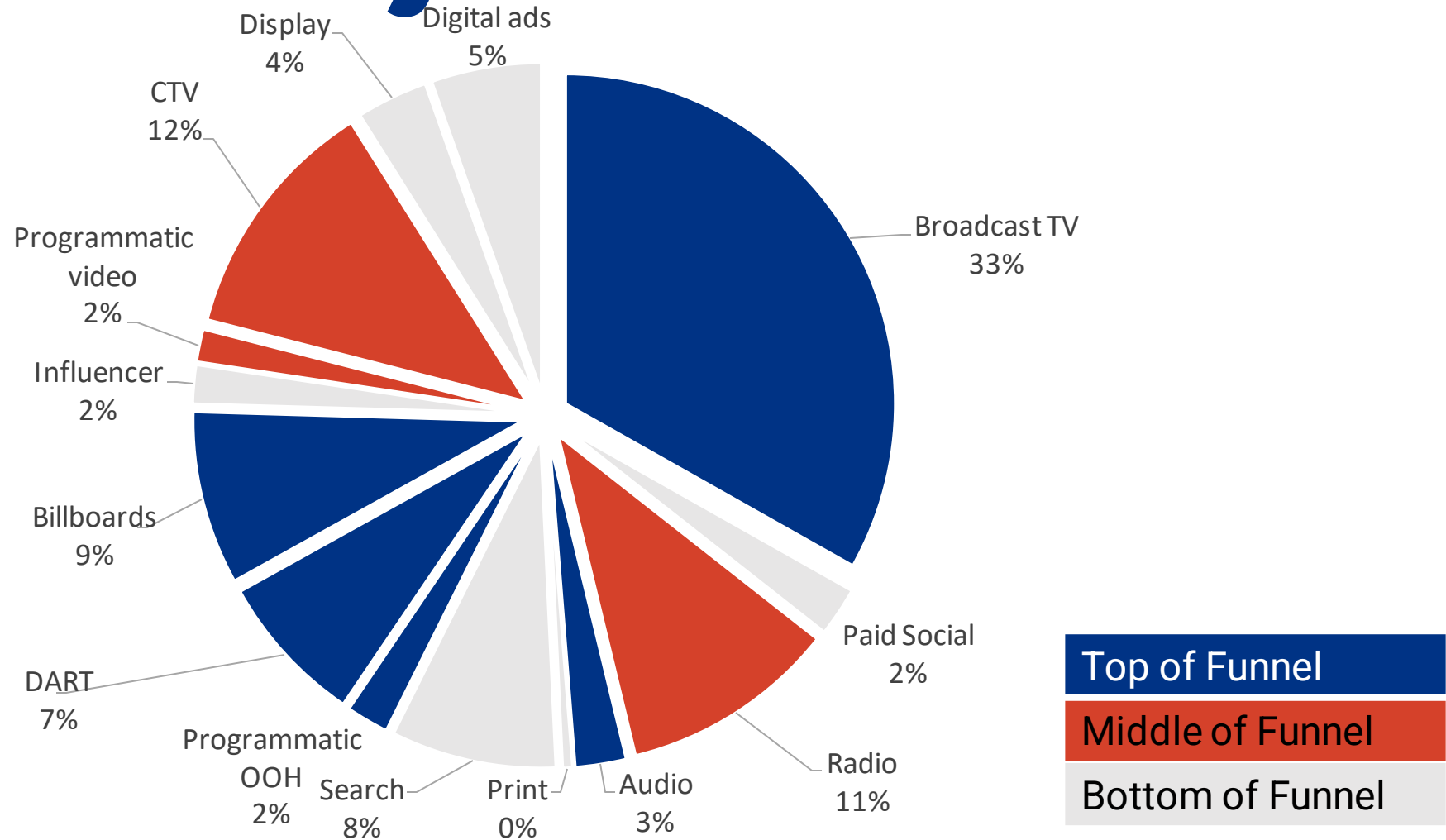
# Summer/Fall 2022 Budget Breakdown by Tactic



Source: Budget workbook and vendor reports



# Summer/Fall 2022 Budget Breakdown by Funnel Position





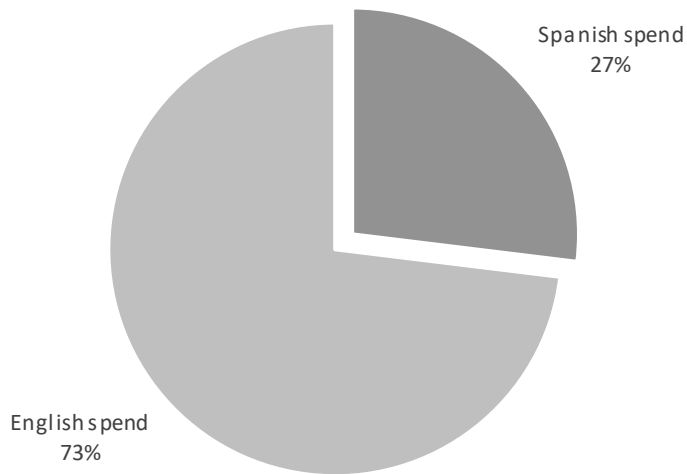
# FY 2021/22 English and Spanish Spend



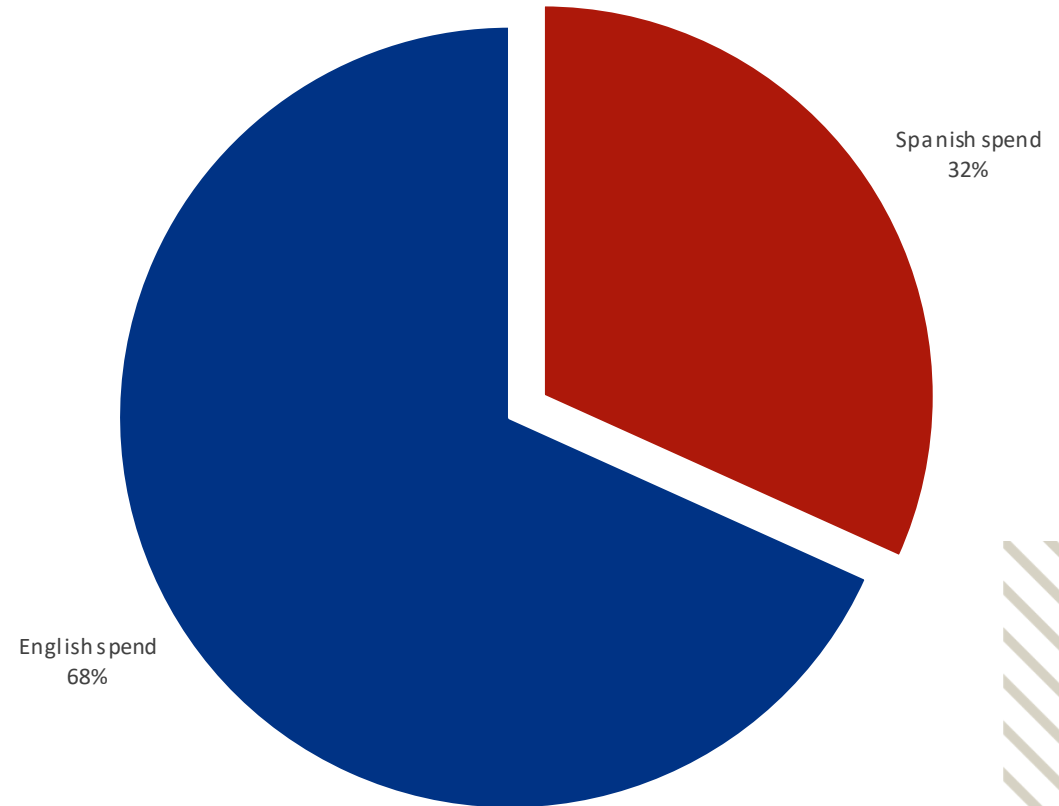
In 2022, we spent **5% MORE** on advertising targeted Spanish speakers than 2021:

- DFW broadcast TV
- Connected TV
- DFW radio and streaming audio
- Print

Summer/Fall 2021



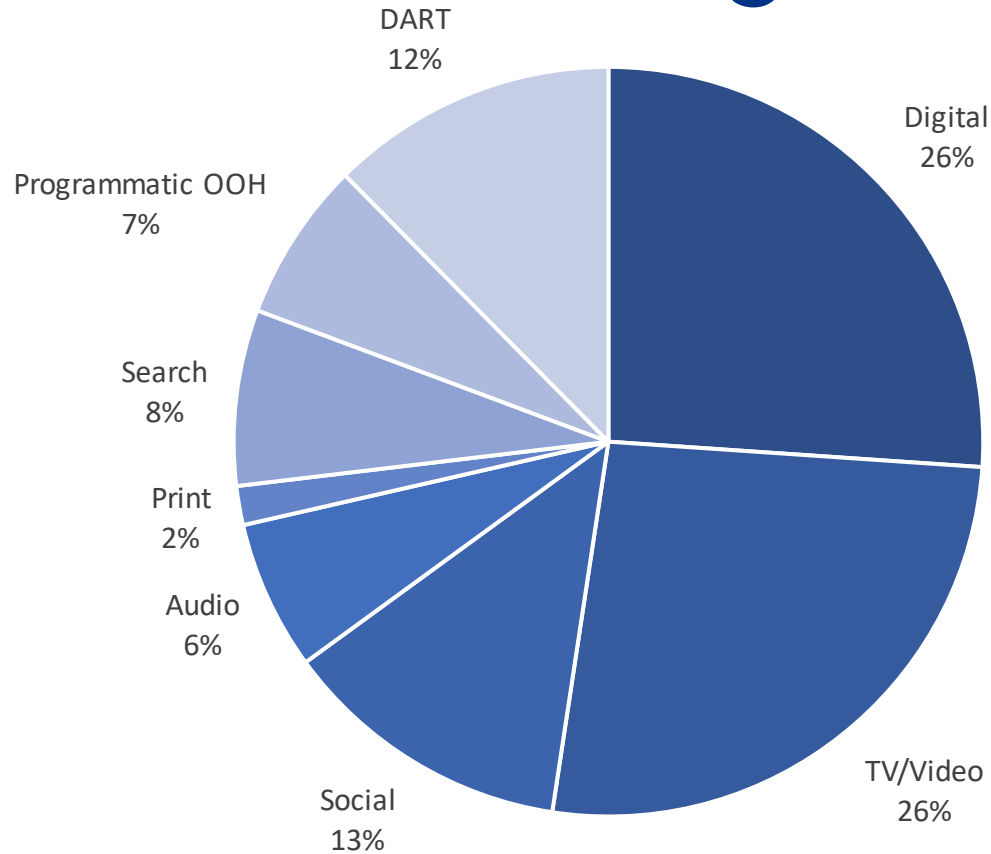
Summer/Fall 2022



Source: Vendor reports



# FY 2021/22 Impressions Breakdown by Tactic



## Digital:

- Brand display ads
- Go Black Business
- Fall Funnel (TSI, Meningitis, Other)
- Enroll in a Career
- RCHS
- Fall Registration Ready
- Bachelor's degree program

## TV/Video:

- Streaming (Hulu, Sling, ESPN, etc.)
- Programmatic video
- Digital (YouTube)

## Social:

- Paid ads (Facebook, Instagram, TikTok, Snapchat)

## Print:

- Informate
- Go Black Business
- Dallas Examiner

## Audio: Mindstream

- Streaming (Pandora, Spotify, iHeart)

Source: Vendor campaign reports

# FY 2021/22 DART – Bus

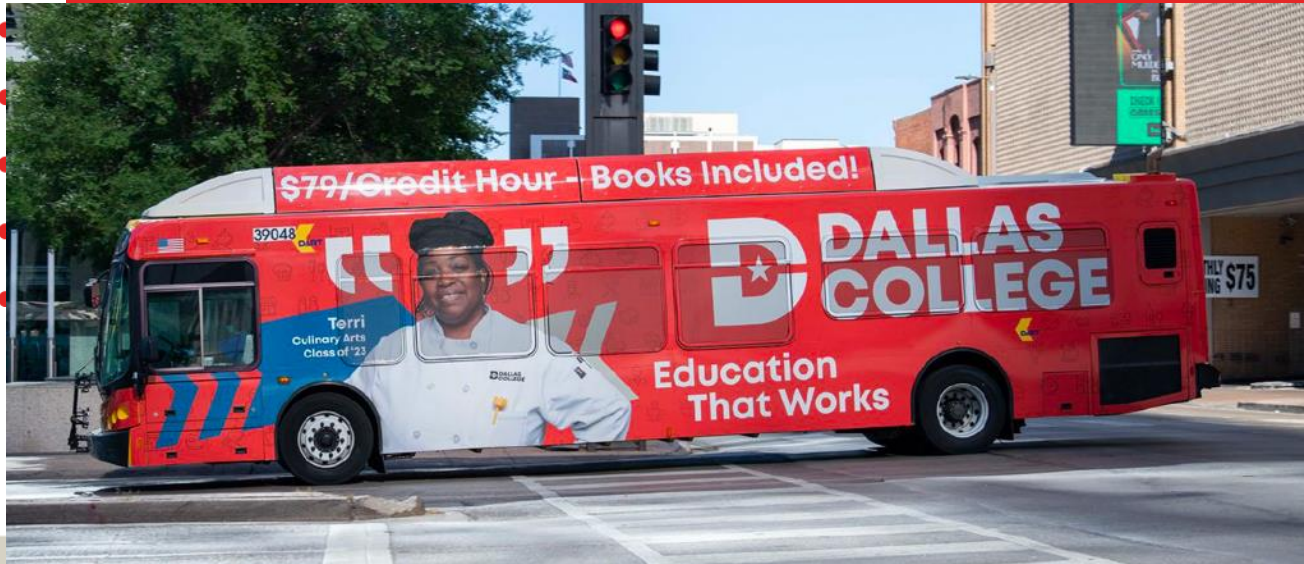


## Tactics

Exterior Banners

Full Wraps

Interior Monitors



# FY 2021/22 DART – Rail



## Tactics

Rail Exterior Wraps

Station Posters

Interior Monitors

**Education That Works for you.**

When you become a student at Dallas College, faculty and staff will partner with you and provide the tools you need to make sure you achieve your dreams, not just in the classroom but in life.

**Miquan Class of '22 Business Marketing**

Dallas College provides the support to help you reach your goals.

**DALLAS COLLEGE**

Learn more and get started today!  
972-860-4300



**DALLAS COLLEGE**

**Education That Works For YOU!**

Let Dallas College be a safe space where you can discover your interests, be open about your dreams, and join a community that supports and affirms you on your educational journey.

Learn more at [dallascollege.edu/LGBTQ](https://dallascollege.edu/LGBTQ)  
972-860-4300

# FY 2021/22 Billboards



Poster



Digital



# FY 2021/22 TV Highlights



## Connected TV Goals: VIEWS AND VIEW COMPLETION RATE

7.2MM impressions

4.4MM video completions

98% view completion rate (above benchmark)

*A Connected TV (CTV) is a device that connects to—or is embedded in—a television to support video content streaming.*



Source: Vendor campaign report



# FY 2021/22 TV Highlights



## Programmatic TV Goal: CLICKS

8.5MM impressions

1.3K clicks

0.02% CTR

*Programmatic, or video advertising, allows you to reach potential customers wherever they may be watching video content online. Audiences may see a video ad ahead of or during streaming of a TV series, or while scrolling through a blog.*



Source: Vendor campaign report





# FY 2021/22 Radio Highlights

**Dallas/Fort Worth Radio Stations Goal:** BRAND AWARENESS (hear full ad)

**Streaming Audio Platform Goal:** BRAND AWARENESS (hear full ad, clicks are a “bonus”)



Streaming Audio
3.3 MM impressions
509 clicks
(display ads with clickable links served between songs on streaming platforms)



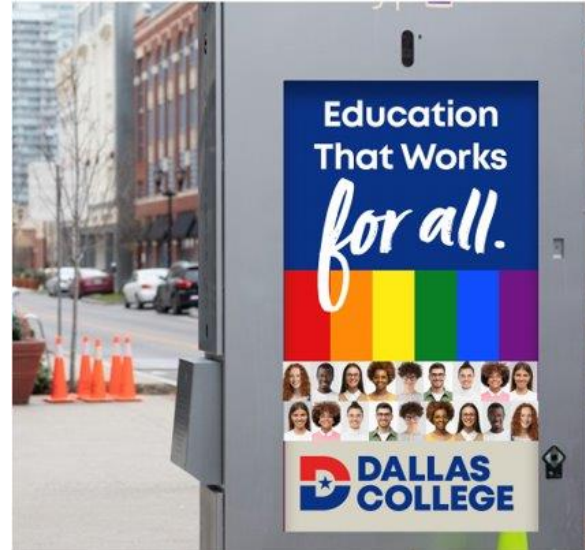
Source: Vendor campaign report





# FY 2021/22 OOH Highlights

Programmatic Out of Home (in addition to billboards and DART) Goal: BRAND AWARENESS



4.1MM impressions

(medical facilities, barber/beauty shops, grocery stores, gas stations, outdoor locations, gyms, etc)

Source: Vendor campaign report



# FY 2021/22 Display Highlights

**Goal: CLICKS**

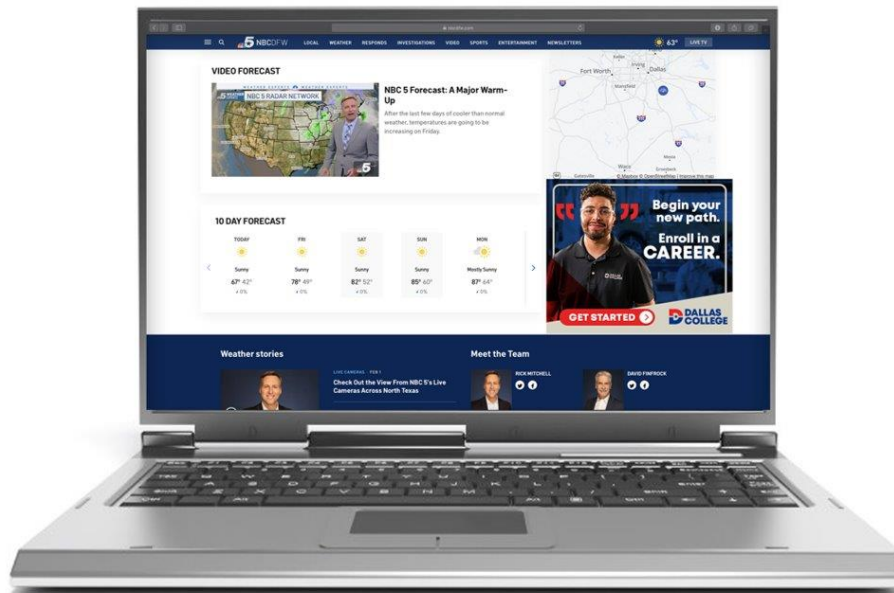


**Mobile retargeting display**

8.4MM impressions

8K clicks

0.09% CTR (above benchmark of 0.08%)



**Native display**

7.1MM impressions

6.9K clicks

0.10 CTR

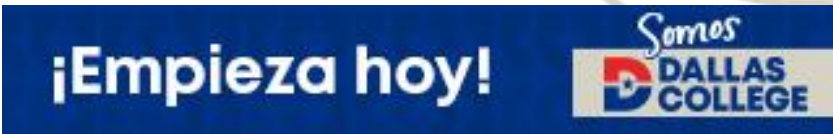
Source: Vendor campaign report



# FY 2021/22 Digital Creative



9 MM impressions  
87,406 conversions  
(Application, Credit Schedule, CE Registration, CE Schedule)  
4,131 clicks



## Goal: CLICKS

Each piece of creative lands on a custom landing page with complementary visuals.





# FY 2021/22 Paid Social Highlights

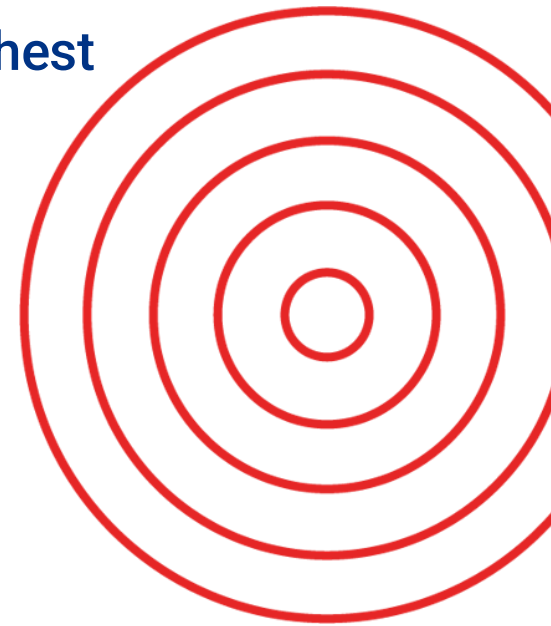
We used Facebook, Instagram, Snapchat and TikTok for this campaign.

## Overall observations:

- Facebook/Instagram: Men and women between 25-34 produced the highest impressions
- Snapchat: Men (52%) and women (48%) between 18-24 produced the highest impressions
- TikTok: Men (41%) and women (59%) between 18-24 produced the highest impressions

## Overall results:

- 7.5M total reach
- 76K total clicks/swipe ups
- 1.09% average CTR among platforms



Source: Vendor campaign report

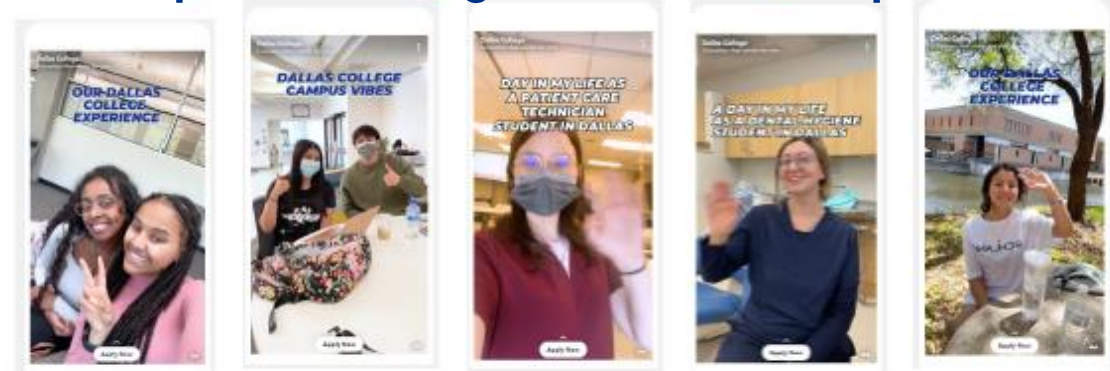




# FY 2021/22 Paid Social Creative

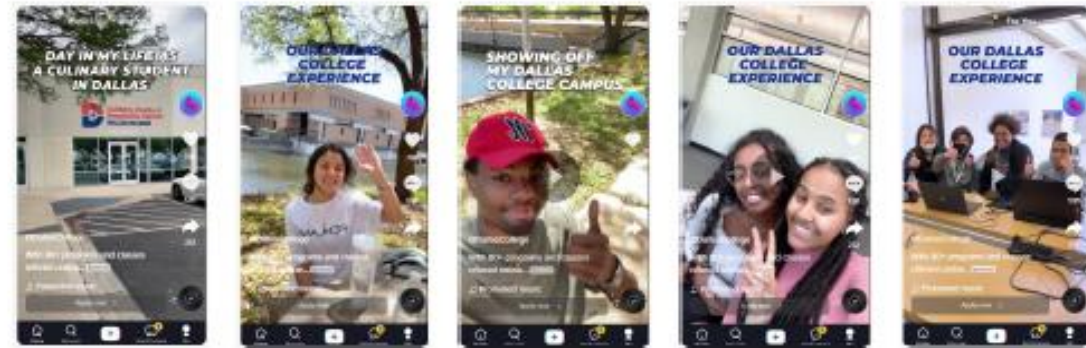
## Top Performing creative on Snapchat

## Top Performing creative on Facebook + Instagram



- 1. Campus NL
- 2. Campus BH
- 3. Patient Care
- 4. Dental Hygienist
- 5. Campus RL

## Top Performing creative on TikTok



- 1. Culinary
- 2. Campus RL
- 3. Campus EF
- 4. Campus NL
- 5. Campus MV



With 80+ programs and classes offered online and in-person, attending college has never been easier.



www.dallascollege.edu  
Education that works for you. [Learn more](#)

Like Comment Share



345 likes  
dallascollegex Registration ends soon.





# FY 2021/22 Search Campaign

Search ads capture the attention on students at the bottom of our funnel, or when they are ready to make decisions. They often search for us organically because they previously saw a brand awareness ad/tactic.

## Programs we are currently running search campaigns for

- Auto
- Cyber security
- Construction management
- Medical billing and coding
- Culinary
- HVAC
- Logistics
- Welding
- Dental hygienist
- EMS
- Allied health

**Average cost per click: \$5.75**

Conversion Points (Clicks)	First-Click Attribution (gives 100 percent credit to the source that generated a student's initial visit)
Admissions application	2,170
Browseable class schedule	2,936
Tell Me More button	785
"Get Started" on POP pages	305
CE registration page	138
Smart goals	4,844
Phone calls	No data
Registration home page	No data
<b>TOTAL</b>	<b>11,178</b>

Source: Vendor campaign report





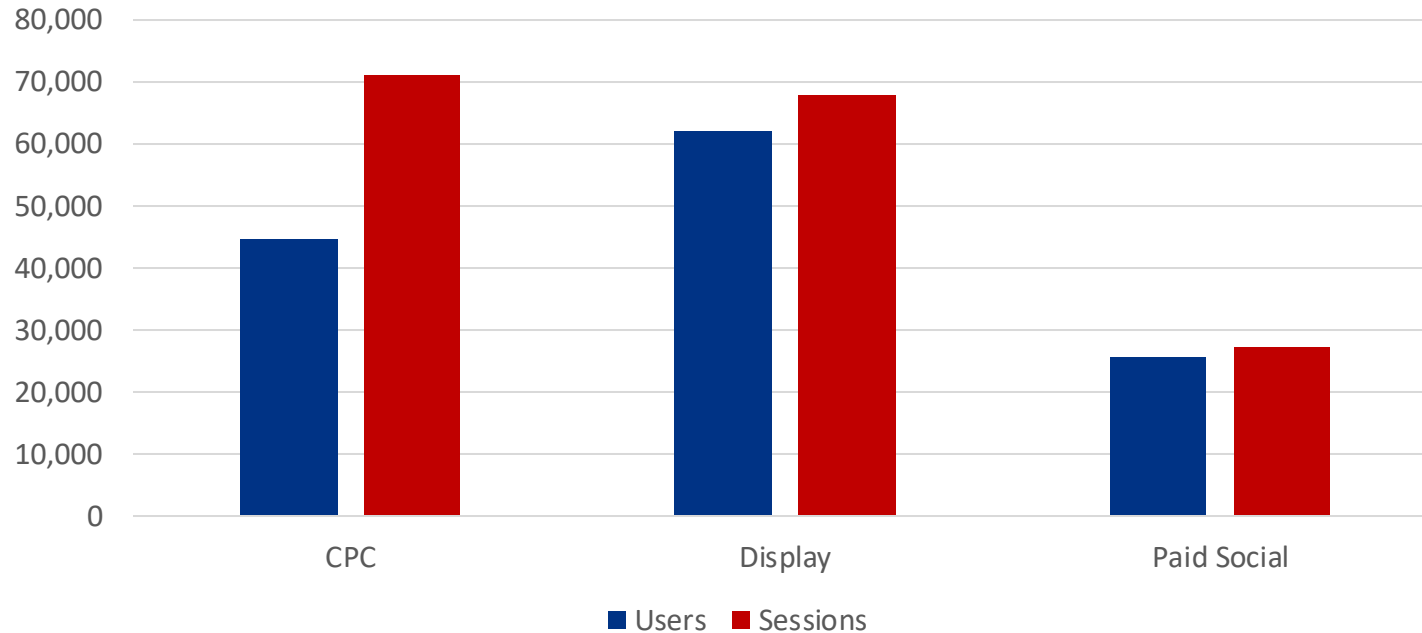
<b>CPC Conversion Points (Clicks)</b>	<b>Last Click Attribution FY 20/21</b> Tracked from the last click before the website	<b>Last Click Attribution FY 21/22</b> Tracked from the last click before the website
Admissions application	2628	3732
CE Registration page	260	170
Browseable class schedule	3590	4374
CE Schedule	n/a	1805
Tell Me More Subscription	526	1955
Clicked SMS number	43	51
<b>TOTAL</b>	<b>7047</b>	<b>12087</b>





# FY 2021/22 Key Findings – Web

## (last-click attributions)



Channel	Visitors	Sessions	Applications
CPC	44,677	71,259	1,929
Display	61,963	68,052	15
Paid Social	25,573	27,271	40

Note: these numbers are last-click attributions. A **last-click attribution** model gives credit for a conversion to the last source a student sees in their journey.

This is why the Applications number differ from slide 23. The numbers on slide 23 are first-click attribution.

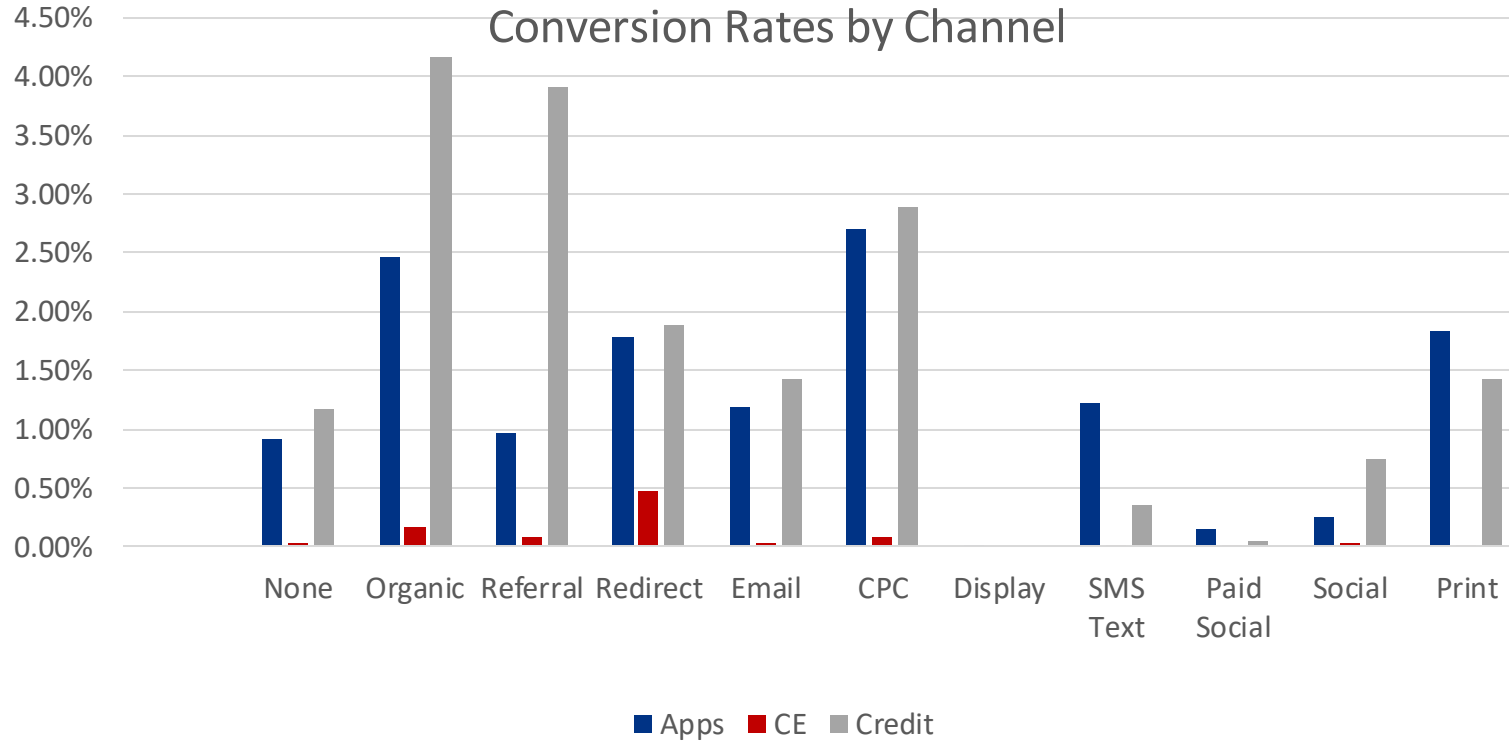
### What does this chart tell us?

Display ads brought the most traffic to the site, but CPC (search engine marketing) continues to have the highest conversion rate. The two are vital to work together in our marketing mix as display drives branding and large-scale messaging and CPC helps drive targeted traffic from those who are further in the marketing funnel.





# FY 2021/22 Conversions by Channel



Channel	Apps	CE Reg.	Credit Schedule	CE Schedule
None	0.92%	0.03%	1.18%	0.27%
Organic	2.46%	0.17%	4.16%	1.85%
Referral	0.97%	0.08%	3.91%	0.72%
Redirect	1.78%	0.48%	1.89%	0.98%
Email	1.19%	0.03%	1.42%	0.18%
CPC	2.71%	0.09%	2.89%	1.13%
Display	0.02%	0%	<0.01%	<0.01%
SMS Text	1.23%	0.01%	0.36%	0.09%
Paid Social	0.15%	0.01%	0.05%	0.07%
Social	0.25%	0.03%	0.75%	0.23%
Print	1.84%	0.02%	1.42%	0.21%

## What does this chart tell us?

CPC (paid search) and organic search continues to be our top converters for applications and the schedules. People know what they want and search for it. Redirect is one of the main ways people find the CE registration page. Display continues to improve the branding so people recognize us and can then search us out.





# FY 2021/22 Ad Landing Pages Results

Digital Campaigns including Display and CPC drives traffic to our campaign landing pages (<https://www.dallascollege.edu/campaigns>). The site is hidden from search and other platforms.

Traffic to our campaign pages spiked on June 10 when the paid social campaign with Mindstream launched.

**Unique visitors:** 97,074 (up 83.7% YOY) ; **Sessions:** 112,904 (up 79.2% YOY)

**Average:** 1.16 sessions per user

## Conversions (tracked unique visitors):

- Application – 992 (up 523% YOY)
- CE Registration – 50 (up 2,400% YOY)
- Credit schedule – 1,739 (up 1022% YOY)
- CE schedule – 463 (not tracked previously)

**Visitors are wanting more information about our programs and are willing to explore the site to find it.**

