

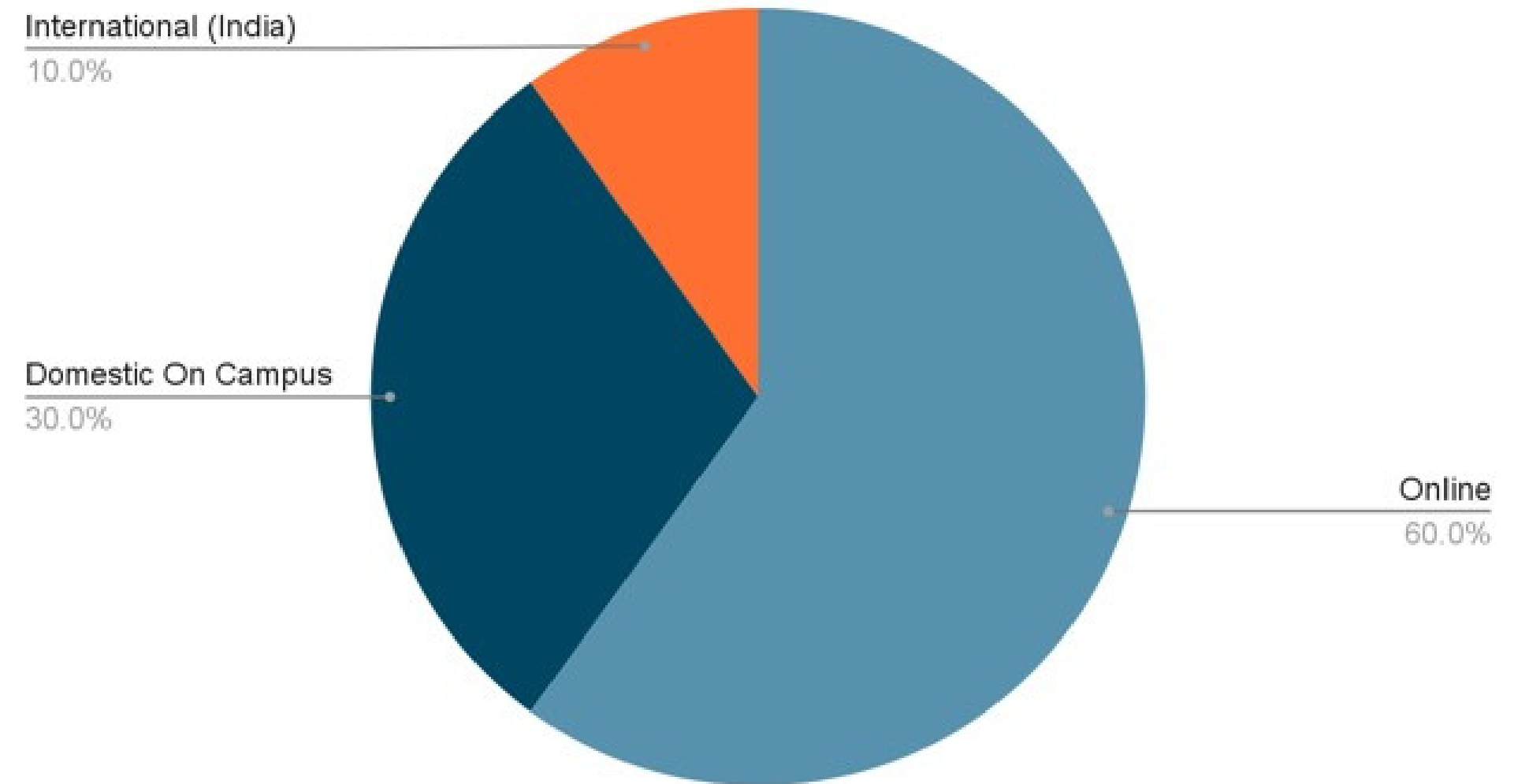
NEXT STEP DIGITAL MARKETING & SLATE INTEGRATION



Graduate Marketing Campaign

- Recruitment Goal
 - Increase leads by 10%
- Budget Breakdown (by program)
 - Online (NJ and top 10 markets)
 - Domestic On campus (tri-state area)
 - International (India and Brazil)

Budget Breakdown



➤ By the numbers

17,429

- Leads generated since Phase 1

6,787,468

- Individuals reached nationally and internationally

400+

- Creative concepts developed

80+

- Auto-responder email templates created

45+

- Landing pages developed



POLL

Q1

What type of digital marketing are you currently doing at your university?

Choose all that apply

- a--social media marketing
- b--pay-per-click
- c--Search engine optimization
- d--Retargeting
- e--Content Marketing

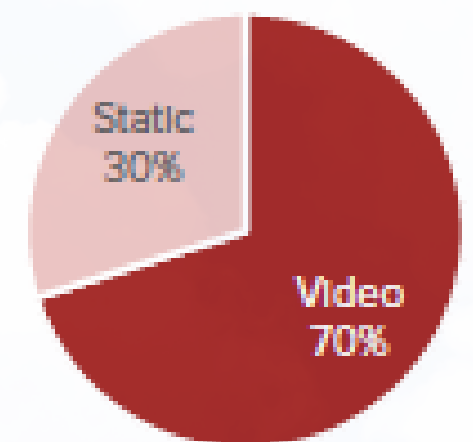
Digital Marketing Media Mix

- Facebook/Instagram Lead Generation Ad: All programs
- Google Ads (Search /YouTube): All Programs
- SEM retargeting ads: Online programs only
- LinkedIn: Select Online Programs

Campaign Optimization

- A/B testing and evaluating weekly
 - Shifting Budgets across ad platforms
- Introduce new concepts based on results
 - Video ads yield the most leads

Leads by Creative Type
(Online Campaign)



Sample Creative

**NJIT Online**
Published by Kivvit · March 18 ·

Defend and protect the data we all rely on. Explore an MS in Cyber Security and Privacy at NJIT.

What will
you make
at NJIT?

#NJITmakes




**MS CYBER
SECURITY**

Earn a Master's in Cyber Security at NJIT

[Learn More](#)

 26

4 Shares




 Like


 Comment

 Share

 Comment as NJIT Online


Press Enter to post.



**NJIT Online**
Published by Kivvit · April 13 ·

With an online M.S. in Industrial Engineering or Engineering Management from NJIT, you will develop your skills in project management, supply chain management, and more. Learn more today.



And now we're one of the Top 100 schools in the country for graduate engineering, according to US News & World Report. See why.




NJIT
New Jersey Institute of Technology


Earn a Masters in Industrial Engineering or Engineering Management at NJIT


[Learn More](#)

  12

2 Comments 3 Shares

 Like

 Comment

 Share

MS Management (Business Analytics)



A



B



C

MBA



A



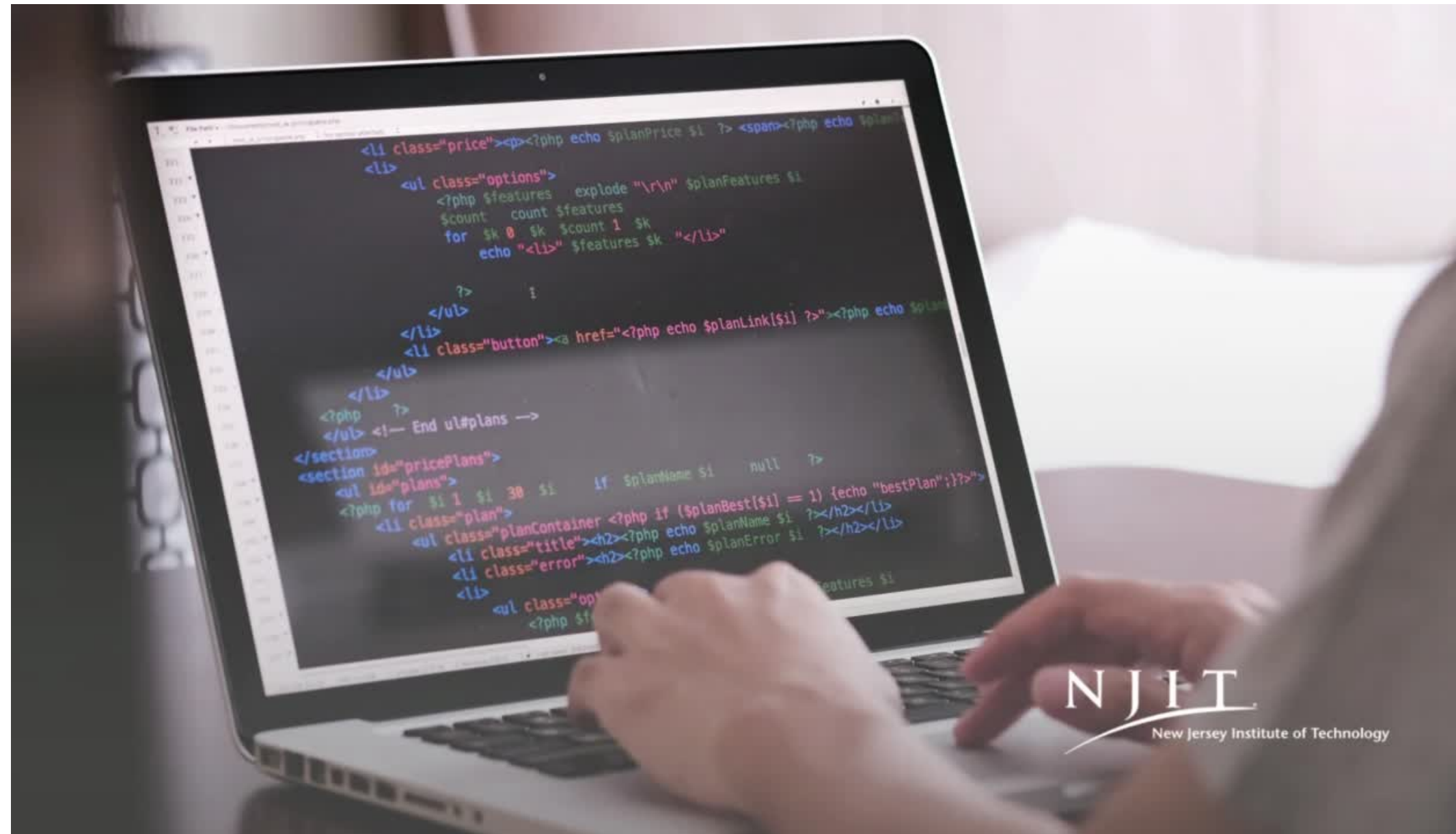
B



C



New 6-second looped video



- Yielded a 60% increase in leads in 2 weeks
- Rolling this concept out for all program ads in next phase (FY23)

Nurture Campaign

- Targeted leads from campaign inception that have not yet applied
- Content Rich Marketing
 - Ads with blog stories, news articles, top rankings, faculty excellence stories, etc.
 -

Apr 27, 2022 - Jun 16, 2022

LANDING PAGE METRICS

NURTURE

LANDING PAGE METRICS

Total Sessions

12.2K

"Learn More" Button Clicks

106

"Apply Now" Button Clicks

286

Sessions with Significant Scrolls

1,099

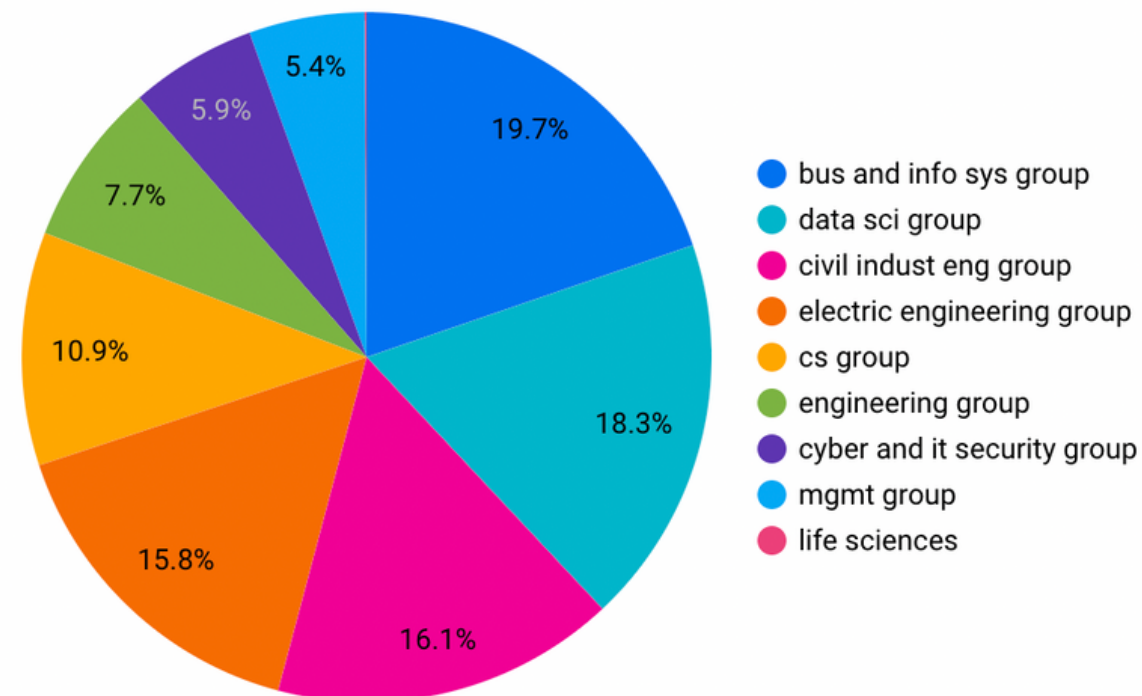
Avg. Time on Page

03:24

Bounce Rate

17.0%

Traffic Breakdown by Lead Group



Top Pages from Visitors

ONLINE.NJIT.EDU

Page Title	Sessions
NJIT Maintains Top Spot for Return on Investment	2,053
US News and World Report Ranks NJIT Online Programs To...	1,079
NJIT Ranked Top 100 Engineering Grad School by US News ...	853
Engineering Professor Helps Invent New Methods of Data M...	606
NJIT Machine Learning Expert Pan Xu Combats COVID Vacc...	588

NEWS.NJIT.EDU

4 Thrilling Projects You Can Do as an Elect...	291
5 Benefits of an Online Accelerated B.S. in ...	259
What Can You Do With an MBA in Finance?...	193
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What is an Industrial Engineer? Online Pro...	158

Video Analytics



Views	to 25%	to 75%	to 100%
1,451	770	131	73



Views	to 25%	to 75%	to 100%
4,358	54	22	20

POLL

Q2

What level are you currently tracking your digital marketing?

- a--Haven't started yet
- b--Just the basic ad
- c--lead tracking in slate
- d--full fledged tracking leads to application

Slate Integration

- RFI Forms (Request for Information)
- Pull digital advertising directly into slate with Zapier webhooks
- Drip Campaign Emails
- Google Data Studio
- Hidden UTM Fields (Universal Tracking Module)

Zapier--Digital ad programs

- Mapping each individual program in Slate

Facebook Leads Source Format

Field Mappings

Source Field =sample value

Ad Name =Lead-Gen_Static_Arch_A

AdSet Name =CitiesList_O_CyberSecurity_Non-M...

Campaign Name =NJIT_LeadGen_Cities_O_Cyber...

Created Time =2022-03-04T00:47:26+0000

Email =adlin2111997@gmail.com

First Name =abdul sattar

ID =1133134820793245

Last Name =Barlaan

Phone Number =+13108000506

UTM Source

UTM Medium

Set Destination

Source

Destination

Overwrite

Unsafe Override

Group

Destination #2

Destination #3

Null Handling

UTM Medium

UTM Data

☐ Do not overwrite existing values

☐ Enable unsafe import to this destination

1

☐ Enable custom null handling

Web Service Post from zapier (500000100)

Folder	
User	Zapier Service Account
Format	Facebook Leads Source
Status	Completed
Rows Imported	1 of 1
File Size	0.00 MB
Uploaded	03/07/2022 9:50:50 AM
Load Runtime	03/07/2022 9:53:49 AM
Remap Runtime	03/07/2022 9:53:58 AM

Records

Row	Record
0	NJIT_test_lastname, NJIT_test_first name

Slate by Technolutions (New Jersey Institute of Technology)

Row Details

Row	0
Record	NJIT_test_lastname, NJIT_test_first name
Created	03/07/2022 09:53:49 AM
Imported	03/07/2022 09:53:58 AM
Ad Name	Lead-Gen_Video_O_MBA_F
AdSet Name	CitiesList_O_OnlineMBA_Model
Campaign Name	NJIT_LeadGen_Cities_O_OnlineMBA_Non-Model [Online - Jan-Jun '22]
Created Time	2022-03-07T14:47:33+0000
Email	njittest@gmail.com
First Name	NJIT_test_first name
ID	634762324495031
Last Name	NJIT_test_lastname
Phone Number	+18888888888
UTM Source	facebook
UTM Medium	social

Close

Sample of Prospective Student Timeline from FB Ad to Application

01/01 1:42:31 AM

Sent Message

Rezwana, thank you for applying to NJIT!

01/01 1:42:20 AM

Ping (+6, 1m 0s)

connect.njit.edu/apply/review

01/01 1:42:19 AM

Ping (+6, 9s)

connect.njit.edu/apply/frm?08cdd399-2a04-4dd8-af4c-5c285183f9c0

01/01 1:42:18 AM

Ping (+6, 44s)

connect.njit.edu/apply/ref

01/01 1:42:16 AM

Ping (+6, 40s)

connect.njit.edu/apply/frm?750f0ee4-57c9-4bcf-87bc-525edbfccc68

01/01 1:42:15 AM

Ping (+6, 2m 31s)

connect.njit.edu/apply/job

01/01 1:42:13 AM

Ping (+7, 7m 35s)

connect.njit.edu/apply/frm?783e0545-86a4-415f-b278-6932c19dfec4

01/01 1:42:11 AM

Ping (+6, 34s)

connect.njit.edu/apply/frm?4074c1d2-6025-4215-a5c5-8525c055c743

01/01 1:41:50 AM

Ping (+6, 49s)

connect.njit.edu/apply/fr

01/01 1:34:55 AM

Ping (+5, 9m 55s)

connect.njit.edu/app

01/01 1:16:43 AM

Ping (1m 4s)

connect.njit.edu/account/

01/01 1:16:04 AM

Email Link Clicked

New Jersey Institute of

01/01 1:16:02 AM

Email Opened

New Jersey Institute of Tec

01/01 1:16:01 AM

Ping (30s)

connect.njit.edu/account/log

01/01 1:15:37 AM

Sent Message

New Jersey Institute of Tec

01/01 1:15:12 AM

Ping (24s)

connect.njit.edu/account/res

01/01 1:15:06 AM

Ping (+1, 32s)

connect.njit.edu/account

01/01 12:13:51 AM

Email Opened

Thank you for your Inquiry!

2021 December

12/31 11:24:37 PM

Ping (59s)

connect.njit.edu/apply/frm?4

12/31 11:24:14 PM

Ping (22s)

connect.njit.edu/apply/frm?1

12/31 11:18:31 PM

Ping (5m 42s)

connect.njit.edu/apply/p

12/31 11:18:28 PM

Ping (2s)

connect.njit.edu/apply/?id=ed

12/31 11:18:08 PM

Ping (+1, 27s)

connect.njit.edu/apply/

12/31 11:16:43 PM

Ping (1m 25s)

connect.njit.edu/account

12/31 11:16:42 PM

Login

12/31 11:15:10 PM

Ping (42s)

connect.njit.edu/account/log

12/31 11:15:10 PM

Email Link Clicked

New Jersey Institute of

12/31 11:15:00 PM

Email Opened

New Jersey Institute of Tec

12/31 11:14:37 PM

Sent Message

New Jersey Institute of Tec

12/31 11:13:41 PM

Ping (56s)

connect.njit.edu/account/reg

12/31 11:11:24 PM

Form Submitted

RFI for university

12/31 11:04:48 PM

Form Submitted

RFI for university

12/31 10:58:05 PM

Sent Message

Thank you for your Inquiry!

12/31 10:58:03 PM

Form Submitted

MS Biology of Health RFI Form

iPhone

Queens, NY, United States

iPhone

Queens, NY, United States

iPhone

Queens, NY, United States

iPhone

Queens, NY, United States

iPhone

Queens, NY, United States

iPhone

Queens, NY, United States

iPhone

Queens, NY, United States

Display Response

Registrant

Loppa (Loppa), Rezwana Hug

Form

MS Biology of Health RFI Form

Submitted

12/31/2021 at 10:58:03 PM

Last Updated

12/31/2021 at 10:58:03 PM

Created

12/31/2021 at 10:58:03 PM

Status

Registered

Referrer

https://msbiologyofhealth.njit.edu/?utm_source=facebook&utm_medium=social&utm_campaign=njit-grad...

UTM Source

facebook

UTM Medium

social

UTM Content

Lead-Gen_Static_O_BiologyofHealt

UTM Campaign

njit-graduate-online-aug-dec-202

Email Address

games.g4mes@gmail.com

Phone Number

+1 718-213-7416

First Name*

Rezwana

Last Name*

Loppa

* denotes required field

Return

Display

Edit

Cancel Registration

Export PDF

POLL

Q3

How do you feel when you see Facebook's ad algorithms working in your personal life?

a--doesn't phase me

b--weirds me out a little

c--awesome from my job perspective, but creepy in my personal life

Our Next Steps

- Continue Nurture campaign for all programs
- Continue to work on the slate integration and capturing all leads to applications
- Finalize the Google Data Studio Report