



Trends in Digital Media

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Agenda

- Self-Serve Streaming Ads
- Leading with Values in Ads
- Inclusive Media Planning
- Short Form Video and Authenticity Rule
- Micro Influencer Marketing
- Search Beyond the SERP

Streaming

78%

**Share of U.S. households that subscribe to at least one
or more streaming services.**

- Forbes

Americans spend an average of 13 hours
and 11 minutes a day using digital media.

- Forbes



**82 million
Americans pay
for streaming
music services**

- Forbes

**32% of music
streamers use Spotify**

- Forbes

As of 2023, 42% of Americans ages 12 and older
have listened to a podcast in the past month
- Edison Research



Platform Snapshot: Spotify

Spotify is the #1 most popular podcast streaming service – ([Reuters Digital News Report](#))

Spotify offers a self-serve advertising platform that allows marketers to build their own ad campaigns and a free ad creation voiceover tool .

Spotify offers Music ads and Podcast ads, and allows for audience targeting by location, age, interest, and has options to ensure your ads do not run alongside ads from other schools.





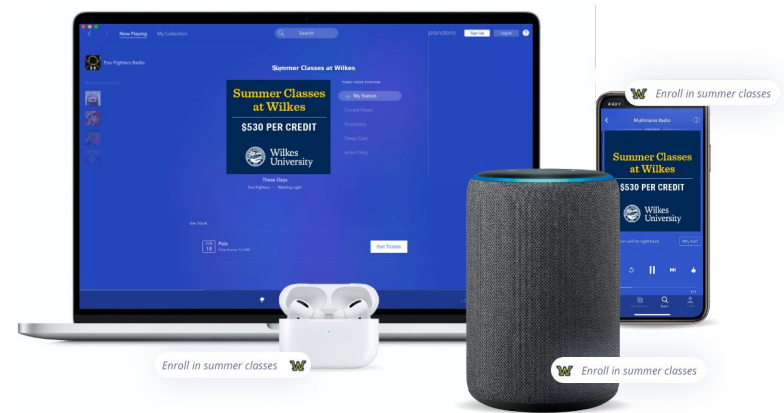
Focus-, study-, and work-related playlist streams have increased by 57% YoY globally among ad-supported Spotify listeners
– Spotify

Platform Snapshot: AudioGo

AudioGo offers an inventory across streaming services including SiriusXM, Stitcher, Pandora, SoundCloud, iHeart Radio, TuneIn, Univision and more.

If you do not have a video or audio ad to use, the platform will create audio ads for a very low fee based on a script you provide, allowing you to select voice talent and music.

Audience targeting options include location, age, date and time, language (Spanish or English), device, podcast audience affinity, podcast topics, music genre, user status including education level and employment status, and behavioral segmentation such as those in-market for student loans.



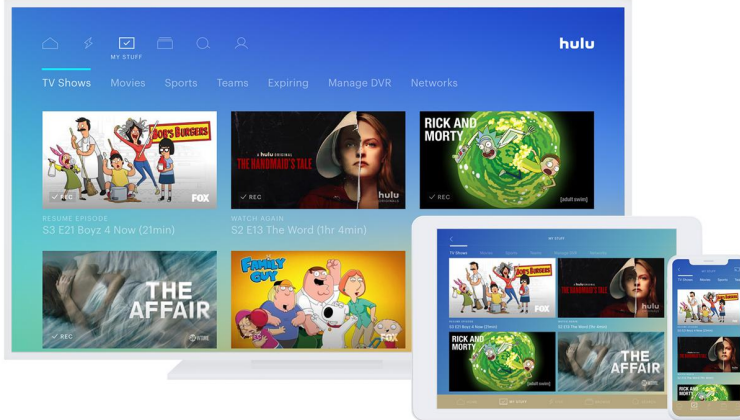
Platform Snapshot: Hulu

Hulu is the #4 most-used video streaming service – ([Forbes](#))

Hulu offers a self-serve advertising platform that allows marketers to build their own ad campaigns.

Hulu has advanced targeting options, defining audiences such as “Parent of teens with an interest in college” and “Young Professionals” that allows you to hone in on a very specific audience and refine it by layering in other attributes such as location, age, genre of content, interests, and household income.

Hulu offers college students ad-supported plans at just \$1.99/month



Coming Soon: LinkedIn Streaming Ads

LinkedIn is working on a video advertising product that would allow marketers to target users of the professional networking site while they watch content on streaming services.

- ([Reuters](#))



Values in Ads

Mission as Branding



Younger generations are drawn to brands that align with their personal values.

Colleges and universities are particularly well-positioned to use their mission and values in their marketing messaging to stand out from the competition and make a memorable impression.

Examples

[Notre Dame](#)

[Vanderbilt University](#)



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Inclusive Media Planning

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Inclusivity in ads goes beyond just representation

Advertisers often fall into a trap where biases and assumptions inform the keywords, placements, and channels we exclude while making campaign optimizations.

Google's tips for improving inclusivity in campaigns:

#1

Regular audit cadence on negative topics, keywords, and channels. It is important to look at what controls are currently running.

People often surprised by what's excluded, especially if these excluded keywords aren't reviewed on a regular basis.

An audit of negative keywords and exclusions is a must for brands that want to reach diverse audiences.

Invest in Culturally Relevant Media

An ongoing commitment to multicultural marketing means an intentionally allocated budget to culturally relevant media.

Channels like TikTok and YouTube have incredibly diverse audiences with options allowing you to target hashtags and content lineups to culturally relevant or affinity topics.

Schools also have more opportunities than ever to work with social influencers and micro-influencers on campus to support and partner with diverse creators who are already part of their community.

Short Form Video

Short Form Video Dominates

- Short-form videos are the most effective format, according to **85% of marketers**.
- In 2022, US adults used TikTok for an average of **45.8 minutes** long.

- Exacta Media

- YouTube Shorts now has **1.5 billion** monthly active users -Google



The most effective short form videos are those that authentically convey your message to your audience in a way that's quick, engaging and show the [real people](#) and [places](#) involved in your school or program.

Options Abound

Use Short Form Video Ads across

- TikTok
 - Let the algorithm find your audience
 - Meta
 - Retargeting and list marketing options
 - YouTube
 - Reach search users via custom intent audiences
-

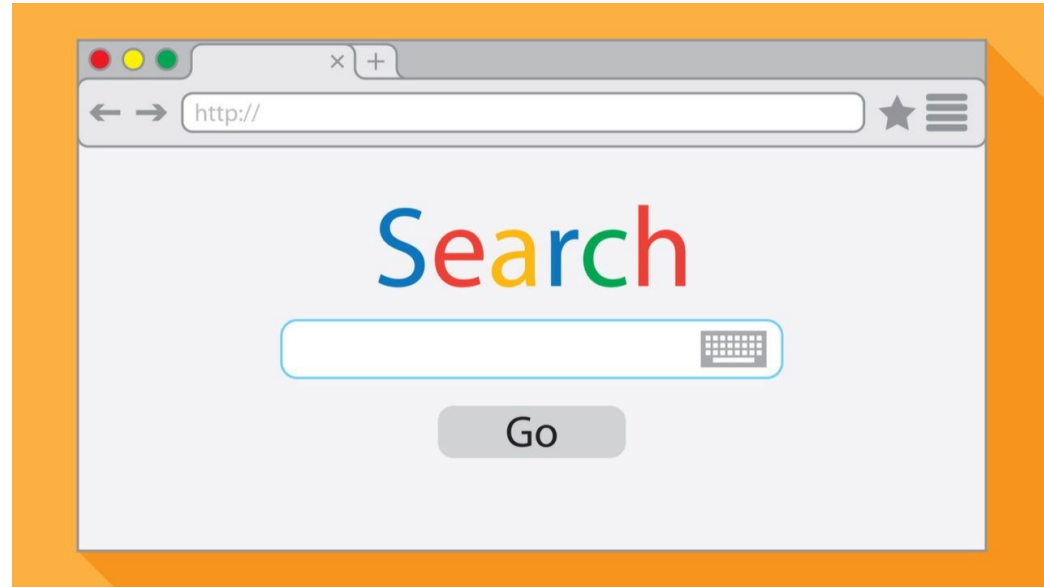
Tips for effective short-form video:

- Choose one, clear message
- Aim for authenticity
- Keep it moving
- Keep the top and bottom 3rd clear
- Don't forget your CTA

Search Beyond the SERP

Search Advertising is Increasingly Competitive

With paid search becoming ever-more competitive and Google search ad costs increasing on average by 5% recently, it is becoming important to diversify your media mix to help lower costs and target search users outside of search.



Reaching searching across the web

New custom audience

Include people with following interests or behaviors ⓘ

People with any of these interests or purchase intentions ⓘ

People who searched for any of these terms on Google ⓘ
Only on campaigns running on Google properties. On other campaigns, terms will be used as interests or purchase intentions.

Add Google search terms

or people who visited these places ⓘ

Add places

With Google custom intent audiences, you can target users whose previous search or location behavior includes your best-performing keywords and serve them banner and video ads across the web as they browse.

Video and search

Did you know?

YouTube is the second-most popular search engine right after Google

YouTube ads also can target Google custom intent audiences, or, you can target users by their search behavior within YouTube.



Voice Search Optimization



Voice search services (like smartphone assistants and smart speakers) are growing in use and becoming a faster way for users to find information rather than typing out a query in a search bar.

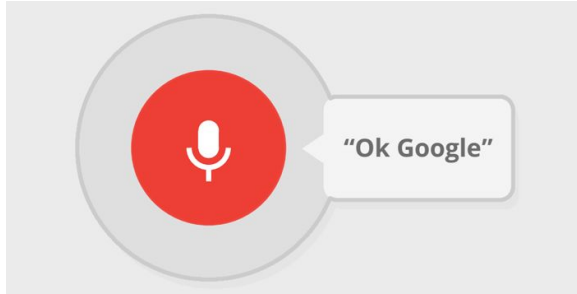
According to Google:
20% of searches in the Google app are now done by voice.

There are 4.2 billion voice assistants in use as of 2023. This number will reach 8.4 billion by 2024.

- Statista

41% of US adults and 55% of US teens use voice search daily.

- Google Mobile Voice Survey



Hey Siri



"alexa..."

Voice Search Optimization

What comes up if people are voice searching for your school with questions like "What's the best MBA program in my state?" or "What is Boston College known for?"

To improve voice search optimization and rankings:

- Make sure that your entire website is mobile-compatible and optimized for different types of devices.
- Include common questions in your content or optimize content to answer these questions by keeping sentences concise and easy to read.
- Keep your profiles on Google My Business and Bing Places for Business up-to-date – Amazon Echo/Alexa uses Bing as a search engine, while Apple and Google devices use Google search.