

LMarketing Communications PubliciAffairs: -..

Strategy Update 2016-18

For Board of Trustees

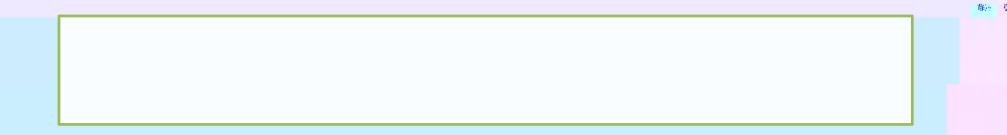
Executive Committee

Di Saunders, AVP Communications & Public Affairs

Addressing enrollment from multiple angles

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Strategic Advertising

Goal: increase enrollment and name recognition

Engaged ad agency

Used data, analytics to target, hone approaches, channels

Digital, terrestrial, retargeting, search engine optimization

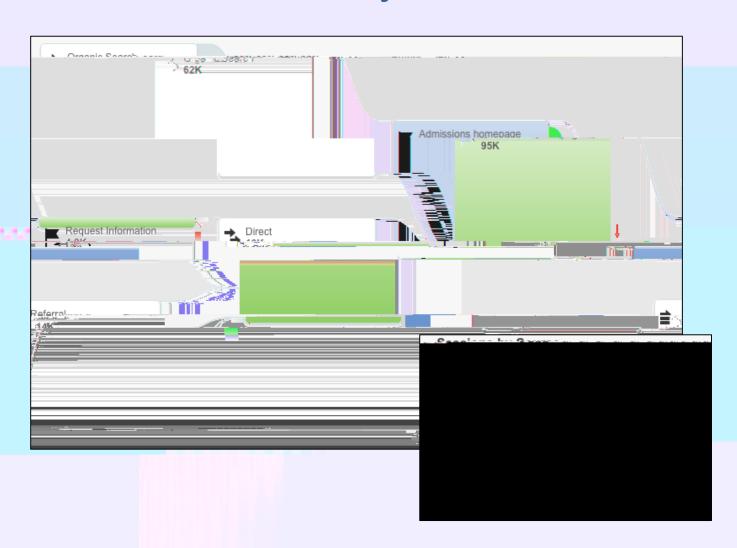
Website Traffic Sources/ Medium

In 2015 traffic sources were dominated by organic Google searches, which is common.

While Facebook drove most referral traffic (second only to oit.edu sites) Bing and Yahoo



Conversion Path by Source



This conversion path visualizes how traffic sources contribute to achieving website activity goals.

The goal for this is for users to request information from the Admissions webpage.

had a 4.65% conversion rate in 2015.

2016 Advertising Approach

Display Advertising / Retargeting

Event

Print

Radio

Search Marketing (PPC)

SEO

Social Media

1) Recruitment, **Enrollment**

2) Name recognition, reputation

























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Began website overhaul project, focus on academic pages Identifying priorities for academic segments Hiring new resource focused on academic sites and On-line website Under-going search engine optimization





Working with Admissions to make

potential students

More division by audience segment Content approach matches typical viewer behaviors

New materials launch this summer, early fall





Advocacy and Institutional Profile

Supported Government Relations advocacy and outreach for Oregon Tech and OPUs for 2016 Short Session: messaging, materials

Increased media outreach

Examples: Academic programs in media; leadership meetings with media; faculty commentary pieces; reporter meetings

