Zoom Chat
Measuring Campaign Results: What You Should Know about Digital Advertising and Campaign KPIs

Valorie Harris: Hello and happy day! Val Harris from Lewis and Clark Community College... Beginner!

Rita Eng: Good Afternoon, Rita Eng

Diann Duke: Diann from Peoria - beginner

Velda Fayz: 😎

Jenny Siegfried (she/her):   If you need to phone in for audio

Dial: 312-626-6799

Webinar ID: 828 4395 8253

Passcode: 978242

Sherri Kulawinski: Hi from Sherri Kulawinski from The Literacy Council

Maryanne Conlin: Hi everyone! I'll be monitoring the chat today and answering all of your questions - so feel free to ask me to expand upon anything you are hearing

Jenny Siegfried (she/her):   A recording of Webinar 2 is available on the Excellence in Adult Ed webpage. We'll put the link in the chat at the end of today's webinar.

Griselda Piedra: What system will you be using to track leads and their data to then retarget them in Q2? or does each platform (Google, FB/IG) have this option?

Maryanne Conlin: OK- here we go - #askmeanything!

Maryanne Conlin: @Griselda - every platform has analytics tracking. For Facebook/Instagram we can build a database or "audience" of those who have responded to a prior ad. (Not names, actually "identifiers" that we can use in the platform

jacqueline lynch: what is a good CTR? We have an ongoing campaign and click through rates Display -> 0.16%. Social -> 0.47%

Griselda Piedra: Wow! I was not aware of that! Will you be showing us how to do that?

Maryanne Conlin: Great question @jacqueline! This number changes a lot, so we use several different source to check the do so monthly - we will have those later in the presentation.

Maryanne Conlin: Conversion rates is also something that you can check what is benchmark

Maryanne Conlin: @Griselda - I will ask Velda to do that!

Griselda Piedra: Thanks! Would love to learn targeting similar audiences, too!

jacqueline lynch: thank you for these benchmarks. The company we are working with tells us these CTR numbers are great!!!

Maryanne Conlin: @griselda - we will be covering some of that later in the presentation!

Maryanne Conlin: Velda is going to be showing you how to do some of this later on in the presentation when we do a little demo of one of the platforms

Maryanne Conlin: You might want to screen shot this slide- these are great questions to ask you agency

Christina Manchen: This sounds very time consuming especially if we are a beginner and have to learn the process. Could a guide or 'cheat sheet' be provided to us as we start out?

Griselda Piedra: @Christina- definitely very time consuming at first, but after a few months it becomes less time consuming.

Maryanne Conlin: @Christina - it IS complicated! It really does take a expertise and time to execute a campaign effectively. What's important for your program campaigns is to focus on specific objectives that can be repeated over and over

Natalie Orwig: Is there a good resource for images to use for ads?

Griselda Piedra: This is just creating the ad and running it. You still have to consider time for actually designing the ad itself!

Griselda Piedra: @Natalie- your constituents make the best images

Maryanne Conlin: @Griselda - you can use internal video and images from your school or from a free site (there are a number...you can Google it)

Megan Jones: What is the recommended "soak" time for a message to be on a platform to get maximized return on investment? It seems like you would want to have an ad run for a limited amount of time and then maybe swap it out for something new so it stays fresh.

Maryanne Conlin: As a general rule 1) groups of people work better 2) action performs better than static images (people doing something)

Kathi Lee: IF you have a personal Facebook page will it be separate?

Maryanne Conlin: @Kathi - yes - it looks different for a personal account - but if you have a "page" - It will look similar to this

Maryanne Conlin: #Megan - we run ads in flights - 6-12 weeks. There is a lot of swapping out of ads, often weekly - if one is not performing, we pull it right away and swap it out

Maryanne Conlin: @Megan - adding on - that's why it is important to watch the CTR's and engagement rates

Sarah McFarlane: Will each AE program create our own ad and this is where our leads will come from? We have to create our own ad before we can get the leads? Or will these leads come from a state-initiated campaign?

Maryanne Conlin: @Daniel - yes- ads do have a cost but it incredibly reasonable if you target carefully

Kathi Lee: Yes on Facebook you can preschedule an ad so will those ads be available to choose from?

Maryanne Conlin: @Daniel Our recommendation, as I mentioned earlier, is to concentrate on targeting geographically - by zip code and by specific behaviors/demographics and with messages like "enroll now". The state Campaign will be handling the bigger "why adult ed" - so you can concentrate om "enroll now"

Maryanne Conlin: @Sarah - The leads will come from the State campaign. This webinar is more as professional development - as we know many programs run ads campaigns- we are sharing some information to help you with your own advertising

Griselda Piedra: YES!!! Very addicting!

Maryanne Conlin: @Rachel - The State campaign will be running ads all year to drive students to your program and you'll receive leads from that campaign. The education we're providing here today is for any programs that have their own specific ad program

Rachel Feldhaus: Thank you, Maryanne!

Tricia Wagner: Unsplash is great.

Amber Fornaciari: Unsplash

Celina Shands: Thanks Amber...

Megan Jones: What kind of budget should we set aside for this local advertising? Any guidance on an ideal ad spend?

Maryanne Conlin: I want to emphasize what Velda is saying! Upload your list of students who were previously enrolled, attended an info session or inquired. These are very, very effective as we already know they are interested!

Velda Fayz: velda@fullcapacitymarketing.net If you have any questions on how to get started, email me :)

Maryanne Conlin: @Megan - it depends on the objective. You can look up the average advertising cost to enroll one student and look at how many students you want to enroll.

Jenny Siegfried (she/her): Register for the January 27th webinar here: https://cvent.me/o75NAK

Velda Fayz: Also follow Celina on Twitter, where we post the latest tips and research on digital advertising for adult ed student recruitment @celinaatFCM

Jenny Siegfried (she/her): You can stay up-to-date on the campaign, view recorded webinars, and register for the next webinars in the Outreach series here: http://www2.iccb.org/excellence/ael-outreach-campaign/

Celina Shands: Additional questions - celina@fullcapacitymarketing.com or maryanne@fullcapacitymarketing.com

Jenny Siegfried (she/her):	Please complete an evaluation of today's webinar: https://forms.gle/CGJgVPy3saxCfRwRA

Griselda Piedra:	Thank you! Looking forward to next session!

Celina Shands:	Thank you!

Laura Sherwood:	If you need a PD certificate for today's webinar, please email Laura Sherwood at lsherwood@cntrmail.org.

Tiffany Olson:	Thank you!

Mandy Dwyer:	Thank you!

Jenny Siegfried (she/her):	Please complete an evaluation of today's webinar: https://forms.gle/CGJgVPy3saxCfRwRA

Sherri Kulawinski:	Thank you very much! From Sherri at The Literacy Council

Karen Oswald:	Thank you!

Maryanne Conlin:	Thank you everyone. It was great!