



# CREATING AND EXECUTING A **DIGITAL MARKETING PLAN**

PRIMA 2017

VISIONPOINTMARKETING.COM | @AHATONY | @VISPOINT

# VISIONPOINT MARKETING

## BY THE NUMBERS

16

YEARS (AND COUNTING)

23

FT EMPLOYEES

4

STATES:  
NC, FL, CO AND MD



98%

REVENUE IN HIGHER ED

#4

ON NORTH CAROLINA  
TOP EMPLOYERS LIST

11

CONFERENCE  
PRESENTATIONS  
IN PAST YEAR





# ABRIDGED CLIENT LIST

AMERICAN UNIVERSITY

ANNE ARUNDEL COMMUNITY COLLEGE

AUGUSTA UNIVERSITY

BALL STATE UNIVERSITY

BOSTON COLLEGE

CALIFORNIA WESTERN SCHOOL OF LAW

CAMPBELL UNIVERSITY

CARROLL COMMUNITY COLLEGE

COLLEGE OF THE ALBEMARLE

COLLEGE OF SOUTHERN MARYLAND

COLLEGE OF SOUTHERN  
MARYLAND FOUNDATION

COMMUNITY COLLEGE OF  
BALTIMORE COUNTY

CORNELL UNIVERSITY

DALTON STATE COLLEGE

DE ANZA COLLEGE

DUKE UNIVERSITY

FOOTHILL COLLEGE

GARDNER-WEBB UNIVERSITY

GEORGE MASON UNIVERSITY

GEORGIA TECH

JOHNS HOPKINS UNIVERSITY ENGINEERING FOR  
PROFESSIONALS

MEREDITH COLLEGE

MISSION COLLEGE

NC STATE UNIVERSITY

NORTH ORANGE COUNTY COMMUNITY COLLEGE  
DISTRICT SCHOOL OF CON ED

NORTHERN ESSEX COMMUNITY COLLEGE

NORTHERN VIRGINIA COMMUNITY COLLEGE

TEXAS TECH UNIVERSITY HEALTH  
SCIENCES CENTER

TIDEWATER COMMUNITY COLLEGE

TRIDENT TECHNICAL COLLEGE

UNC CHARLOTTE

UNC CHARLOTTE ADMISSIONS

UNC CHARLOTTE BELK COLLEGE OF BUSINESS

UNC CHARLOTTE EXECUTIVE EDUCATION

UNC CHARLOTTE FOUNDATION

UNC CHARLOTTE PROFESSIONAL SCIENCE  
MASTERS IN BIOINFORMATICS

UNC CHARLOTTE MARCHING BAND

UNC PEMBROKE

UNC GREENSBORO ALUMNI ASSOCIATION

UNIVERSITY OF CALIFORNIA  
EDUCATION ABROAD PROGRAM

UNIVERSITY OF CALIFORNIA SANTA BARBARA

UNIVERSITY OF THE CUMBERLANDS

UNIVERSITY OF ILLINOIS  
CHAMPAIGN-URBANA

UNIVERSITY OF MARYLAND ROBERT  
H. SMITH SCHOOL OF BUSINESS

UNIVERSITY OF MASSACHUSETTS SCHOOL  
OF PUBLIC HEALTH AND HEALTH SCIENCES

UNIVERSITY OF NEW HAVEN

UNIVERSITY OF VIRGINIA

UNIVERSITY OF VIRGINIA CURRY  
SCHOOL OF EDUCATION

VIRGINIA TECH

WAKE TECH COMMUNITY COLLEGE

WEST VALLEY COLLEGE

WESTERN CAROLINA UNIVERSITY

WESTERN PIEDMONT COMMUNITY COLLEGE



# ABRIDGED CLIENT LIST // COMMUNITY COLLEGES

AMERICAN UNIVERSITY

ANNE ARUNDEL COMMUNITY COLLEGE

AUGUSTA UNIVERSITY

BALL STATE UNIVERSITY

BOSTON COLLEGE

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SCHOOL OF EDUCATION

VIRGINIA TECH

WAKE TECH COMMUNITY COLLEGE

WEST VALLEY COLLEGE

WESTERN CAROLINA UNIVERSITY

WESTERN PIEDMONT COMMUNITY COLLEGE



**AN HONEST**

# **CONFESSION**

What Interests You

EARN A DEGREE OR CERTIFICATE

TRANSFER TO A 4-YEAR UNIVERSITY



## REDEFINE YOURSELF

Discover The Vast Amount of Courses Anne Arundel Community College

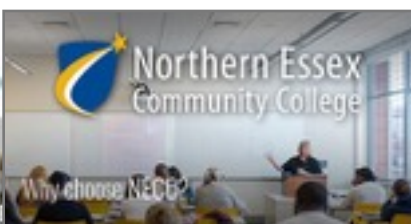


SCHOOL OF BUSINESS AND LAW



CONTINUING EDUCATION

Why choose NECC?



myWebAdvisor Calendar News Locations Library Directory Gmail myCourses Tech Support Contact Us

Programs & Courses Costs & Paying for College Apply & Register Student Resources About Us For the Community

Info For...



### Earn a Degree or Get College Credits

Lorem ipsum dolor amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.

LEARN MORE



EARN A DEGREE OR GET COLLEGE CREDITS

EARN JOB TRAINING

TAKE CLASSES FOR FUN

EARN COLLEGE CREDIT WHILE IN HIGH SCHOOL

LEARN BASIC SKILLS

TAKE COURSES ONLINE



SCHOOL OF HEALTH SCIENCES

VIEW

EX



LEARN MORE ABOUT MILITARY OFFERINGS

DeAnza College

## Campus Life

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

EXPLORE CAMPUS LIFE

## Campus Resources

Bookstore



15,000+ Students Enrolled



\$1800 Average Tuition Cost



25-31 Average Student Age

### ARE YOU WAITING FOR?

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Earn a DEGREE or Certificate

SHARPEN YOUR LIFE SKILLS

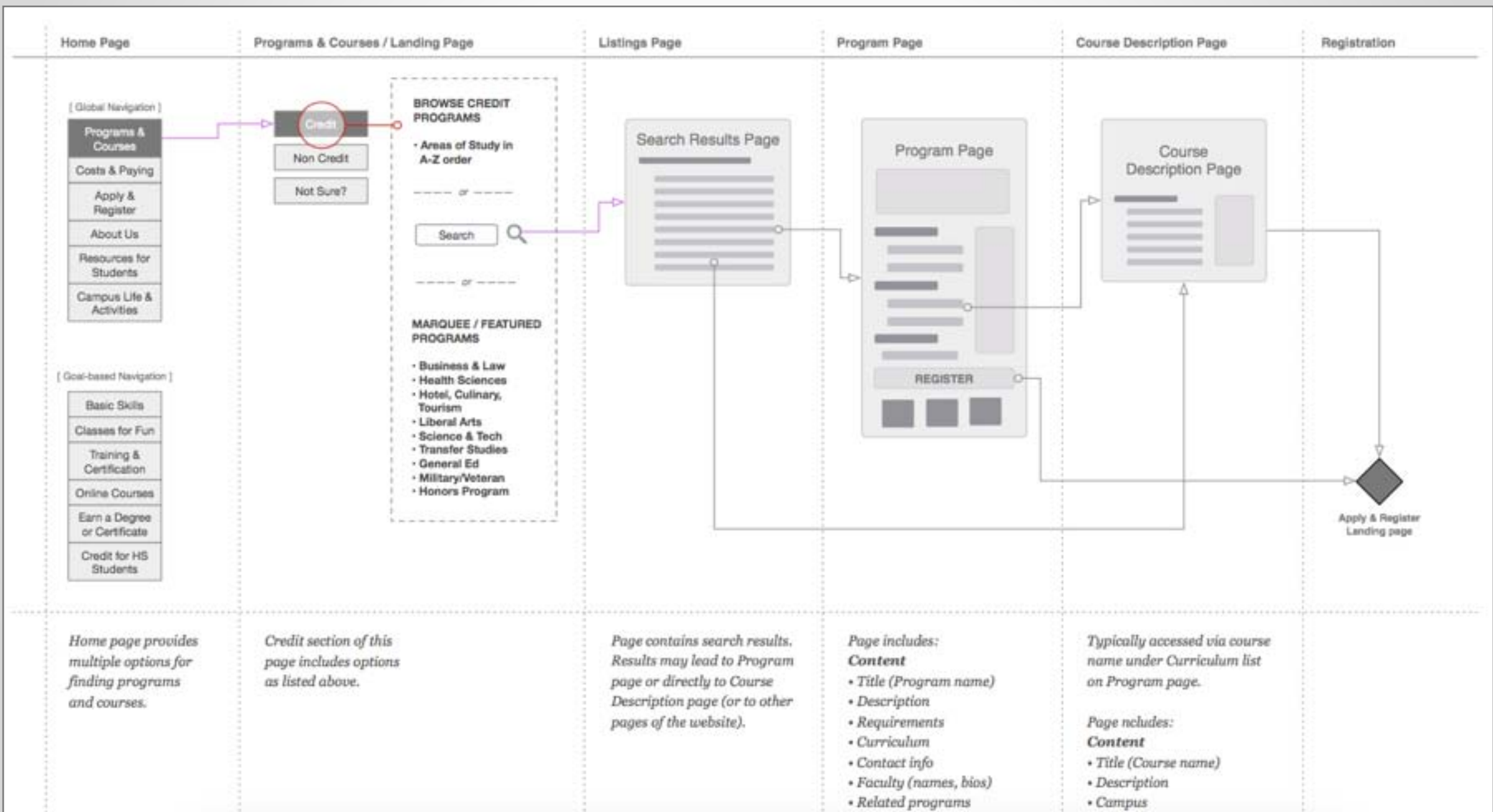
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

FIND OUT HOW



15,000

Students Enrolled



Home page provides multiple options for finding programs and courses.

Credit section of this page includes options as listed above.

Page contains search results. Results may lead to Program page or directly to Course Description page (or to other pages of the website).

Page includes:  
**Content**

- Title (Program name)
- Description
- Requirements
- Curriculum
- Contact info
- Faculty (names, bios)
- Related programs

Typically accessed via course name under Curriculum list on Program page.

Page includes:  
**Content**

- Title (Course name)
- Description
- Campus





# A PERSONA STARTER KIT FOR COMMUNITY COLLEGES

## GETTING TO KNOW YOUR AUDIENCE

Every community college serves a unique audience. In our communications efforts it's important to understand who we are reaching. One of the ways our team does that is by creating personas. We draw inspiration from as we work together to create them.

Of course, creating personas takes time. But based on our years of research with community colleges, we've created a set of personas that can be used as a starting point. Including:

- Degree-Seeking Student
- Continuing Education Student
- Continuing Education Faculty
- Distance/Online Education Student
- Parents of Students
- Faculty and Staff
- Alumni and Donors
- Corporate Partners
- Community Member

But first, let's cover a few basics.

VISIONPOINT MARKETING

A Higher Education Marketer's Guide  
PERSONA STARTER KIT FOR COMMUNITY COLLEGES

A Higher Education Marketer's Guide  
PERSONA STARTER KIT FOR COMMUNITY COLLEGES

A Higher Education Marketer's Guide  
PERSONA STARTER KIT FOR COMMUNITY COLLEGES

### Tim Martin, Prospective College Student

Age: 58

Family Situation: Wife, one son  
Occupation: Unemployed, former construction worker  
Household Income: Will collect unemployment

Tim worked for several years in the construction industry. Early in his career he worked on mainframes and so on. He worked for a major consumer electronics company and worked for employees. Tim's new machines. At a national chain and...

Tim has been successful in his career, but lacks the skills to get back into the workforce. He is actively looking for courses to improve his skills.

### Hailey Bucknell, Prospective Enrichment Student/Alumna/Parent of Prospective Degree Student

Age: 58

Family Situation: Divorced, one daughter aged 20  
Occupation: ER Nurse  
Household Income: \$50,000

Degree/Certificate conferred: R.N. licensure

Hailey attended the community college to earn her licensure as a registered nurse. She has worked happily in this career since leaving the college and is hopeful her daughter, Eliza, will have the opportunity to benefit from higher education as she did. Eliza graduated in 2015 and worked to work for a few years to save up for school. Now, though, she is ready to take the next step in her education. Hailey thinks that the community college she attended would be a great place for Eliza to continue her studies, but knows that higher education has become much more complicated since her own graduation. She is unfamiliar with the course offerings, registration process, and other options provided.

In addition to her interest in Eliza's behalf, Hailey is also considering enrolling in a few classes herself. Since her divorce, Hailey has focused her time on her career and parenting Eliza. Now that Eliza will be moving out of the house in the coming months, Hailey is looking for something new to occupy her free time. To stave off the pain of empty nest syndrome, Hailey plans to tutor students hoping to become nurses. While Hailey's employer, a local hospital, provides most of her professional development needs, she is interested in exploring photography, cooking and possibly even a home improvement course.







**COLLEGE OF THE ALBEMARLE**

**BECOME AN AIRPLANE & HELICOPTER MECHANIC**

**EXPLORE CAREERS IN AVIATION**

**COLLEGE OF THE ALBEMARLE**

**SAVE \$40,000 ON COLLEGE**

**EXPLORE TRANSFER PROGRAMS**

**COLLEGE OF THE ALBEMARLE**

**TURN YOUR PASSION INTO PURPOSE**

**EXPLORE CULINARY CAREERS**



**COLLEGE OF THE ALBEMARLE**

**ONE STEP AT COA CAN TRANSFORM YOUR TOMORROW**

**EXPLORE COLLEGE AND CAREER POSSIBILITIES**



**COLLEGE OF THE ALBEMARLE**

qui debentur quibusque...  
 Complimentary Class,  
 Francis W. Beckwith  
 Director of Creative Services





### Engagement Funnel



TOP



MIDDLE



BOTTOM

### Digital Channels



Programmatic Placement



Native Advertising



Search



Mobile Apps



List Retargeting



Email Nurturing Campaigns







**"SETTLE FOR"**  
 more  moolah

LOW TUITION  
 unless you'd rather WASTE that \$40K+

BIG PAYOFF  
 STAND OUT FROM THE PACK

over



**"SETTLE FOR"**  
 COMPETING JOB OFFERS

BE READY  
 IN AN EVER-CHANGING JOB MARKET

A SPRING BOARD TO  
 JOBS

PROMOTIONS  
 PROFESSIONAL



**"SETTLE FOR"**  
 COMPETING JOB OFFERS

BE READY  
 IN AN EVER-CHANGING JOB MARKET

Gain PRACTICAL Knowledge + Experience

TURN YOUR PASSIONS INTO A CAREER

A SPRING BOARD TO  
 JOBS

PROFESSIONAL GROWTH AND...  
 FINANCIAL SECURITY

SOUNDS GOOD, HUH? \$0.000

GET STARTED TODAY @

**BOLDLY-NOVA** Northern Virginia Community College  
[WWW.BOLDLYNOVA.COM](http://WWW.BOLDLYNOVA.COM)



It's COLLEGE AT A FRACTION PRICE

IT RAIN!

GET STARTED

**BOLDLY-NOVA** Northern Virginia Community College



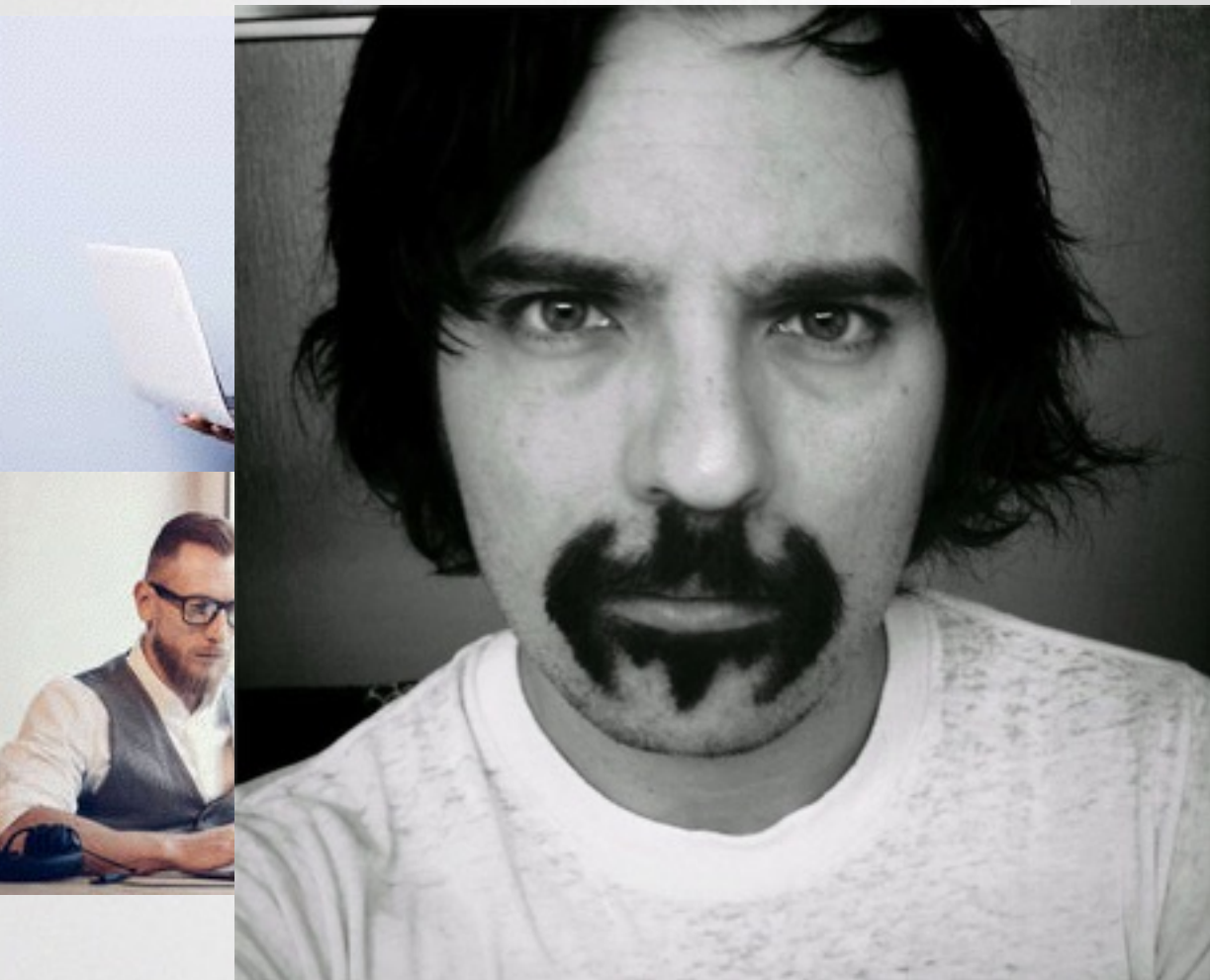


**WHAT ABOUT YOU?**





## A “CREATIVE GUY” TALKING ABOUT SPREADSHEETS & DATA!?





## **AGENDA**

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*Steps to creating Digital Marketing Plan*

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*What does your funnel look like?*

---

*Matching your Funnel against Digital Channels*

---

*Digital Media Planning Worksheet*

---

*3 Case Studies*

---

*Q&A*

---





**CREATING YOUR**

# **DIGITAL MARKETING PLAN**



*What are we trying to achieve here?*



• **FACEBOOK ADVERTISING, DIGITAL VIDEO, RETARGETING, GEOFENCING, SOCIAL MEDIA, CONTENT MARKETING, MOBILE APPS, YOUTUBE, SEARCH MARKETING, EMAIL NURTURING, STREAMING RADIO, EMAIL LIST RETARGETING, DISPLAY ADVERTISING, SPOTIFY VIDEO**



# STRATEGY



**WHERE TO INVEST**

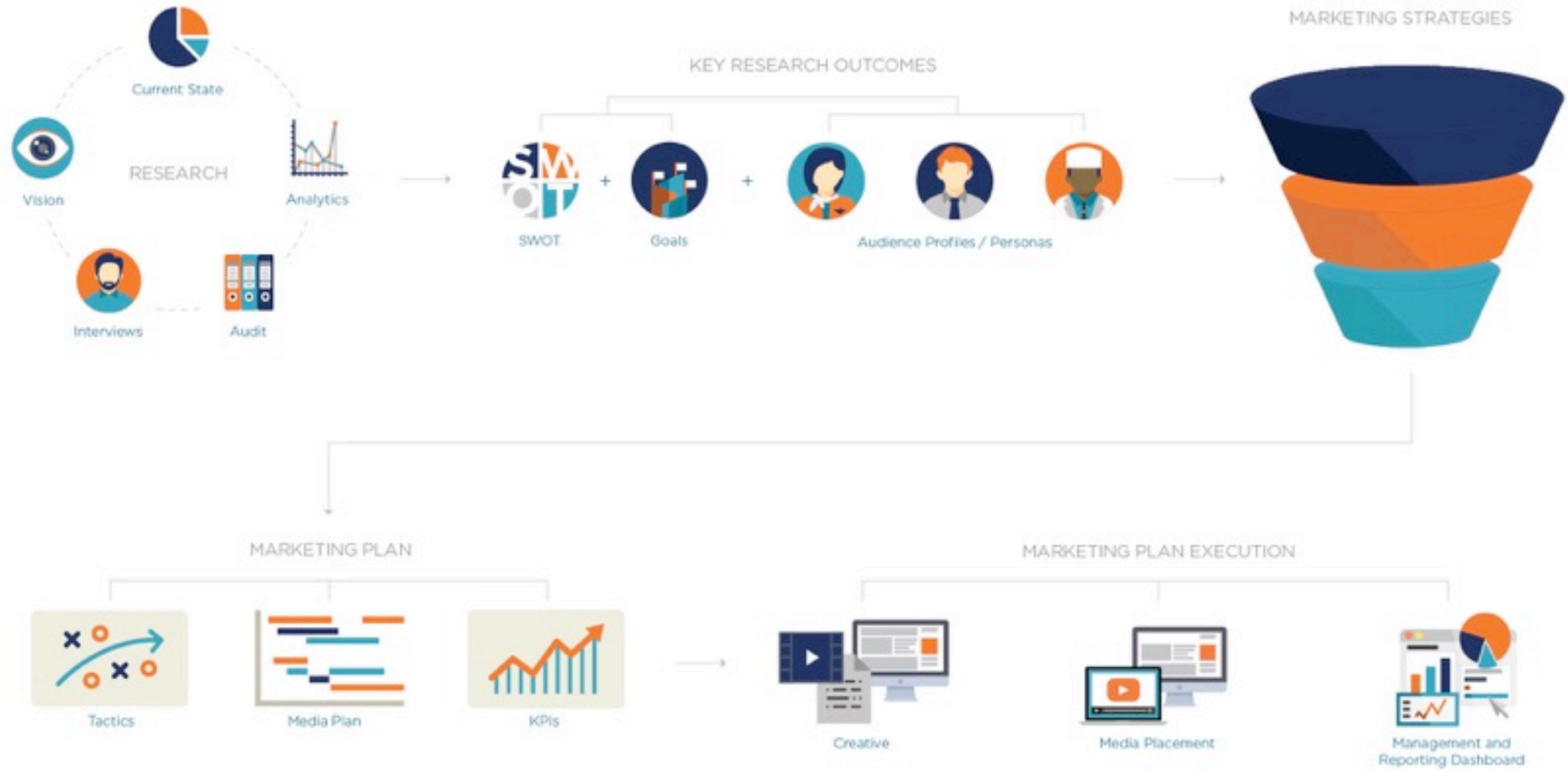
**&**

**WHERE NOT TO INVEST**

*Okay, so how do you do that?*







# *Funnel Approach to Media Planning*





# ENGAGEMENT FUNNEL







# DIGITAL MARKETING CHANNELS

Engagement Funnel



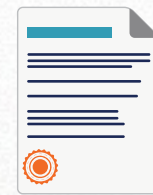
Digital Channels



Display



Video Channels

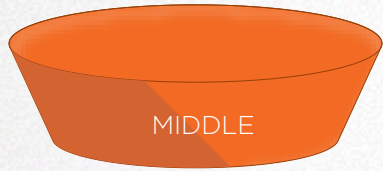


Content Marketing



Streaming Radio





Search



Retargeting /  
Remessaging



Mobile Apps

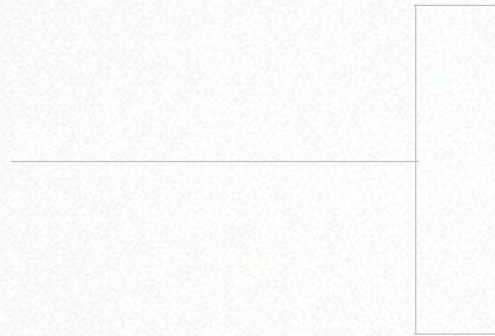
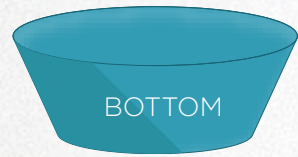


Social Media



List Retargeting





Email Nurturing  
Campaigns



Retargeting - Time  
Sensitive Creative

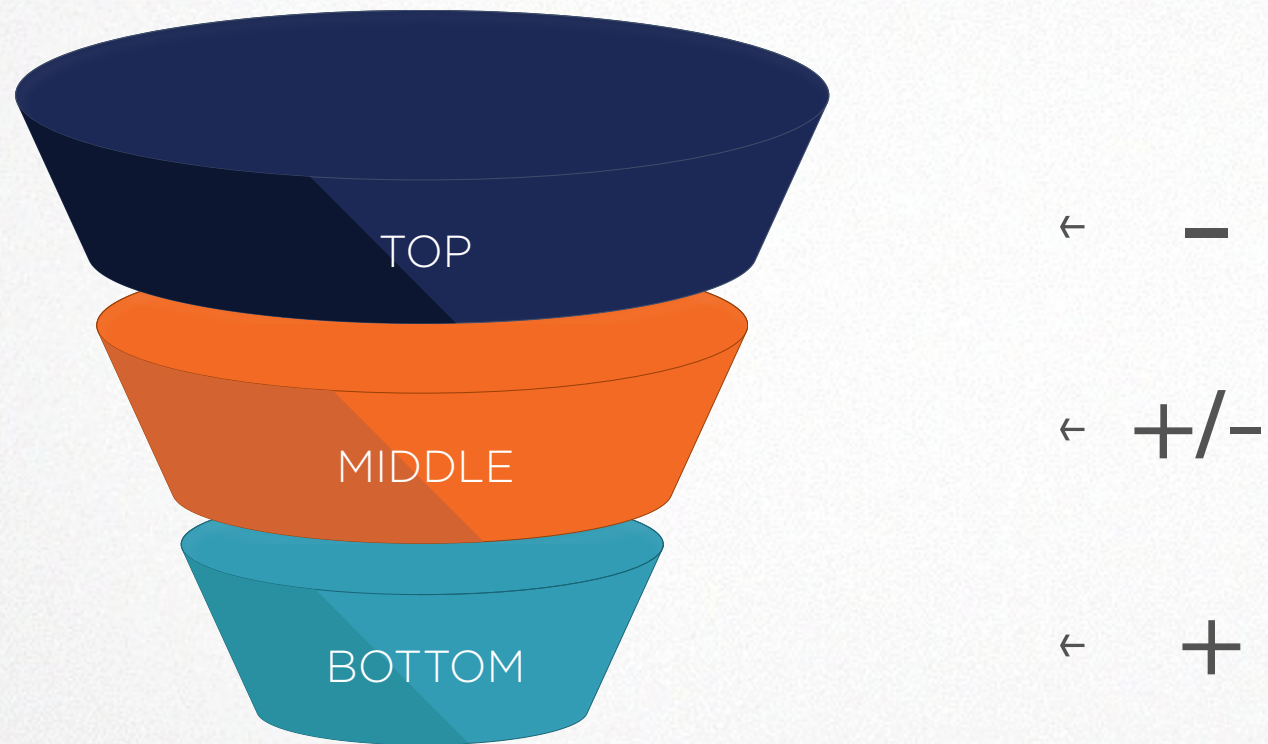


**GOAL:**  
**DRIVE ENROLLMENT INTO**  
**4-YEAR TRANSFER PROGRAM**  
**VIA DIGITAL MARKETING**

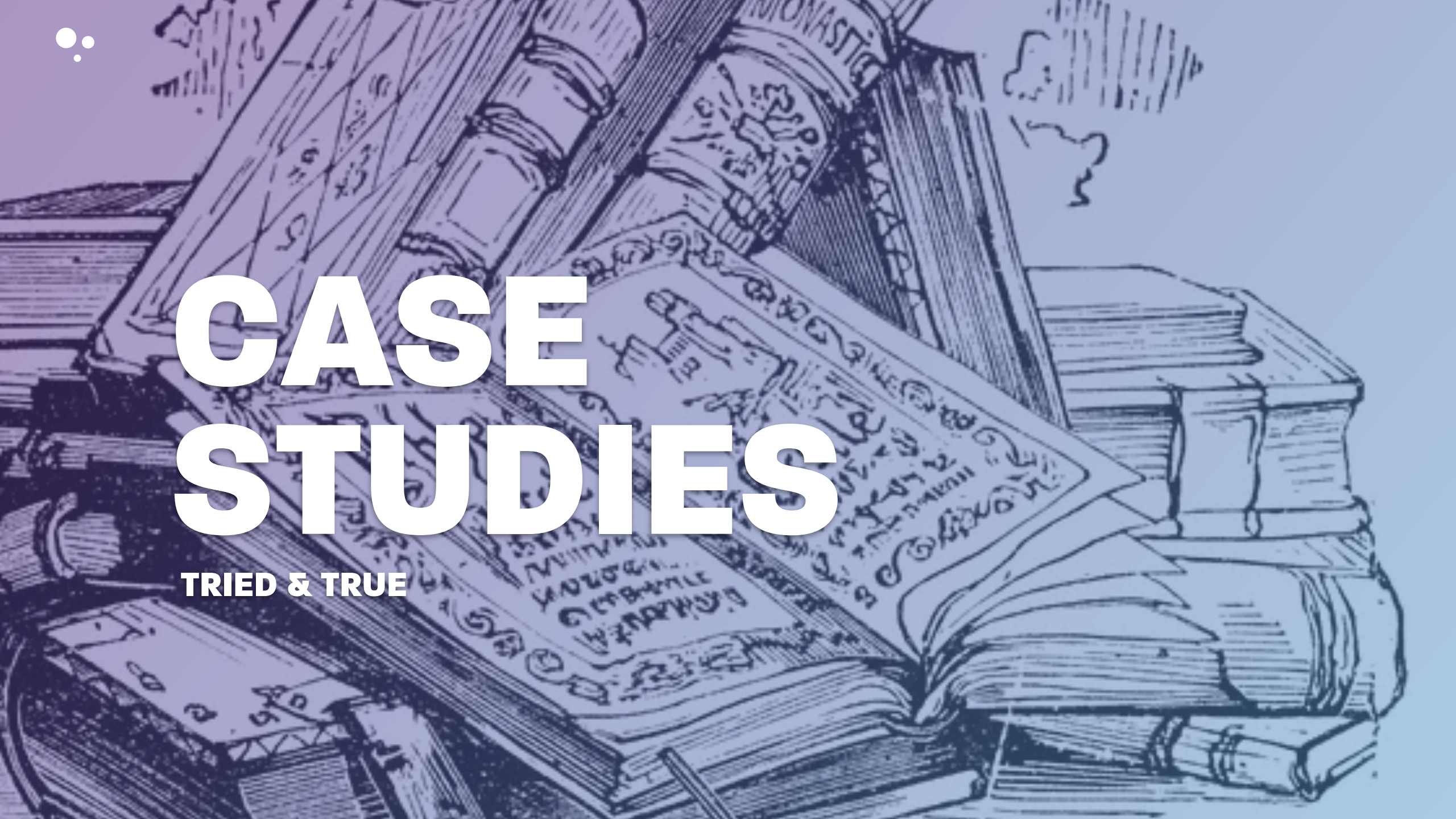




# ENGAGEMENT FUNNEL







# CASE STUDIES

TRIED & TRUE





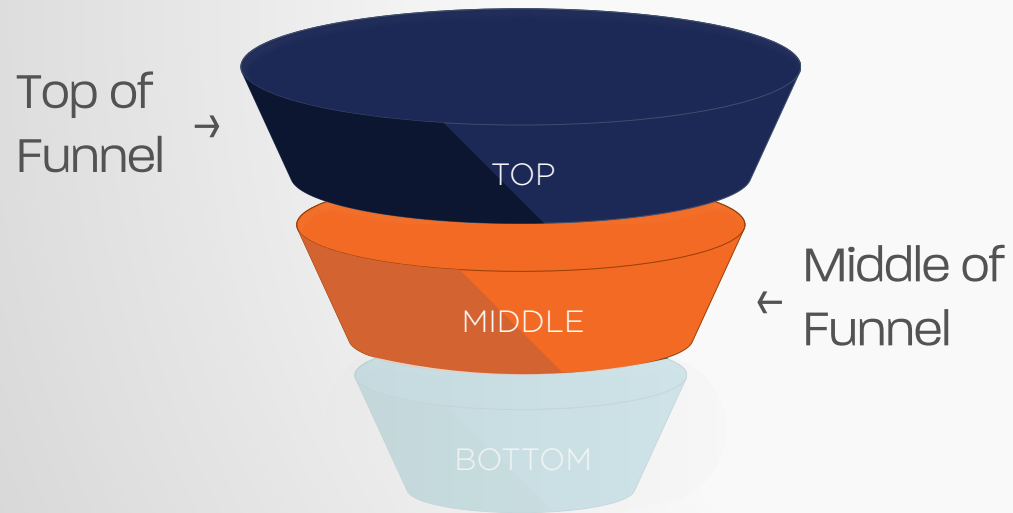
UNC CHARLOTTE





Client:

## UNC CHARLOTTE MBA



## MARKETING CHALLENGES:

- Highly competitive program
- Formidable competitors as neighbors
- Strong University awareness, medium program awareness





UNC CHARLOTTE  
BELK COLLEGE of BUSINESS

ONE OF  
AMERICA'S  
TOP MBA  
PROGRAMS IN  
AMERICA'S  
2ND LARGEST  
FINANCIAL  
CITY.

LEARN MORE NOW

UNC CHARLOTTE  
BELK COLLEGE of BUSINESS

TOP 20  
RANKED  
PART-TIME  
MBA  
PROGRAM  
IN AMERICA

LEARN MORE NOW

UNC CHARLOTTE  
BELK COLLEGE of BUSINESS

ONE OF AMERICA'S  
TOP MBA PROGRAMS  
IN AMERICA'S  
2ND LARGEST  
FINANCIAL CITY.

LEARN MORE NOW

UNC CHARLOTTE  
BELK COLLEGE of BUSINESS

NOV. 12TH  
PREVIEW DAY  
FOR AMERICA'S  
#20 PART-TIME  
MBA

SIGN UP NOW



## RESULTS

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**1.65M IMPRESSIONS**

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**.35% CLICK THROUGH RATE**

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**4.2% LANDING PAGE CONVERSION RATE**

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**\$33.25 COST PER ACQUISITION**

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UNC CHARLOTTE

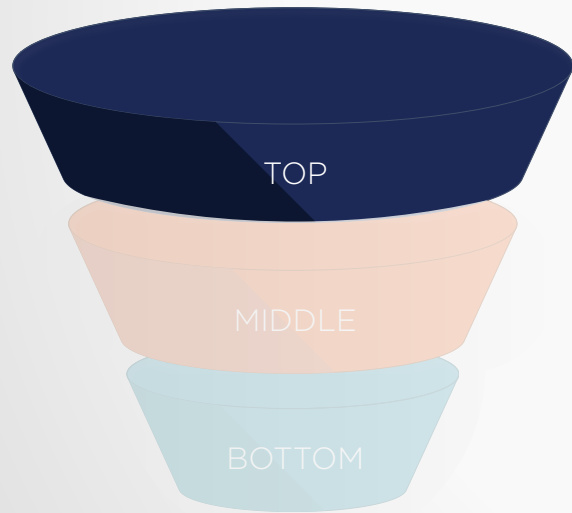


Client:

**UNC CHARLOTTE**

**Master's in Bioinformatics**

Top of  
Funnel →



## **MARKETING CHALLENGES:**

- Relatively new program at UNC Charlotte
- Few people understand what “bioinformatics” is
- Target audience could have any number of undergraduate degrees
- Current undergrads as well as recent grads
- Very limited budget





# BIOLOGY + BIG DATA = **BIOINFORMATICS**

*MODEL A PANDEMIC, STOP ZIKA*

LEARN

# BIOLOGY + BIG DATA = **BIOINFORMATICS**

*SEQUENCE 1000 HUMAN GENOMES, MAKE SMARTER PHARMACEUTICALS*

LEARN MORE AT [BIOINFORMATICS.UNCC.EDU/MASTERS](http://BIOINFORMATICS.UNCC.EDU/MASTERS)



UNC CHARLOTTE

## **MASTER'S IN BIOINFORMATICS**

# STILL ACCEPTING APPLICATIONS

TALK TO AN  
ADVISOR TODAY



UNC CHARLOTTE

## **MASTER'S IN BIOINFORMATICS**

# DECODE THE LANGUAGE OF LIFE

[LEARN MORE](#)



UNC CHARLOTTE

## **MASTER'S IN BIOINFORMATICS**

# DECODE THE LANGUAGE OF LIFE

[LEARN MORE >](#)

TRY  
AVAILAB

[LEARN MORE >](#)



## RESULTS

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**3.7M IMPRESSIONS**

---

**.22% CLICK THROUGH RATE**

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**\$1.37 COST PER CLICK**

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COLLEGE OF THE ALBEMARLE

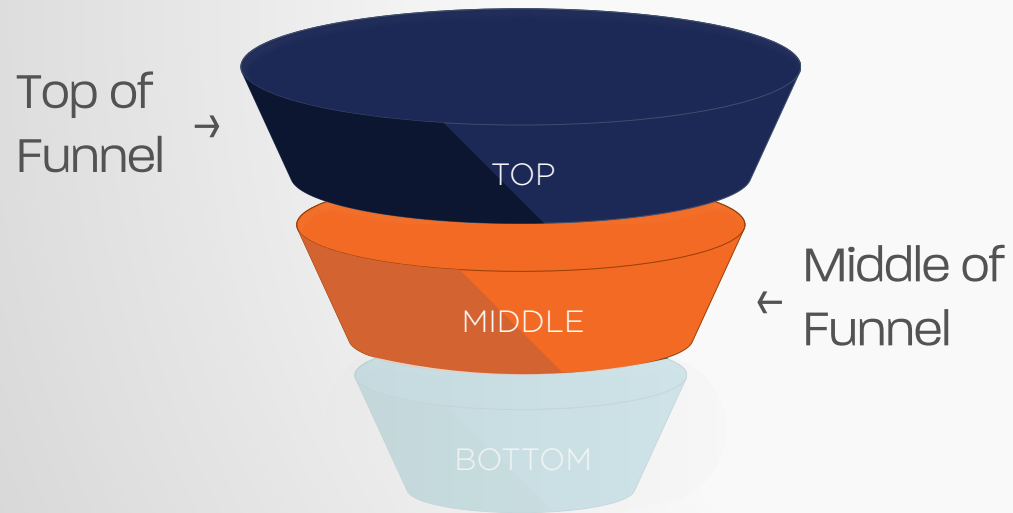


COLLEGE <sup>OF THE</sup>  
ALBEMARLE



Client:

## College of The Albemarle All Programs



## MARKETING CHALLENGES:

- High general awareness but...
- Educating audience on broad offerings
- Aligning programs with possibilities
- Increasing inquiries
- Then nurturing them
- Very limited budget





 COLLEGE OF THE ALBEMARLE

BECOME AN AIRPLANE & HELICOPTER MECHANIC

EXPLORE CAREERS IN AVIATION

This advertisement features a background image of students working on an aircraft. The text is overlaid in white and orange.

 COLLEGE OF THE ALBEMARLE

SAVE \$40,000 ON COLLEGE

EXPLORE TRANSFER PROGRAMS

This advertisement features a background image of a smiling student in a blue graduation cap and gown holding a diploma. The text is overlaid in white and orange.

 COLLEGE OF THE ALBEMARLE

This advertisement features a background image of a smiling student in a white chef's coat and black apron in a kitchen setting. The logo and text are overlaid in white on a blue background.

 COLLEGE OF THE ALBEMARLE

ONE STEP AT COA CAN TRANSFORM YOUR TOMORROW

EXPLORE COLLEGE AND CAREER POSSIBILITIES

This is a wide banner advertisement with a blue background. It features the college logo on the left, the main message in the center, and a call to action in an orange box on the right.






COLLEGE OF THE ALBEMARLE

EVERY JOURNEY STARTS WITH ONE STEP

Classes start JANUARY 8<sup>TH</sup>



REGISTER NOW



COLLEGE OF THE ALBEMARLE



WHAT'S NEXT?  
TRANSFORM YOUR TOMORROW

EXPLORE THE POSSIBILITIES



COLLEGE OF THE ALBEMARLE



TRANSFORM YOUR PASSION INTO PURPOSE

EXPLORE CAREERS IN BUSINESS



COLLEGE OF THE ALBEMARLE

ONE STEP AT COA CAN TRANSFORM YOUR TOMORROW

EXPLORE COLLEGE AND CAREER POSSIBILITIES



COLLEGE OF THE ALBEMARLE

WHAT IF HELPING OTHERS WAS MORE THAN A HOBBY?



EXPLORE CAREERS IN HEALTH SCIENCES AND WELLNESS



COLLEGE OF THE ALBEMARLE

LAUNCH YOUR CAREER IN INDUSTRIAL TECHNOLOGY



EXPLORE THE POSSIBILITIES

TRANSFORM YOUR TOMORROW

TOUR THE CAMPUS





COLLEGE OF THE ALBEMARLE

WHAT'S NEXT?  
TRANSFORM YOUR TOMORROW



EXPLORE THE POSSIBILITIES

# Explore Your Possibilities

Whatever your talents and passions, there is a meaningful, satisfying career or college path that taps into your full potential. Explore the possibilities below to see how you can transform your tomorrow.

[PUBLIC SERVICES CAREERS](#)

[INDUSTRIAL TECH CAREERS](#)

[BUSINESS & TECHNOLOGY CAREERS](#)

[HEALTH SCIENCES & WELLNESS CAREERS](#)

[TRANSFER TO A 4-YR COLLEGE](#)







# Health Sciences & Wellness Careers

Whether you're interested in nursing and patient care or running a medical office, a meaningful, purpose-driven career in healthcare or wellness is just one program, one degree, one certificate away.

REGISTERED NURSE

LICENSED PRACTICAL NURSE

SURGICAL TECHNOLOGIST

NURSE AIDE

MEDICAL ASSISTANT

MEDICAL LABORATORY TECHNICIAN

PHLEBOTOMIST

HEALTHINFORMATICS SPECIALIST

HEALTH SERVICES MANAGER

SOCIAL WORKER

DENTAL ASSISTANT

## Registered Nurse



From hospitals to health agencies, doctors' offices to public health organizations, Registered Nurses (RNs) work with integrated healthcare teams to recognize and assess illnesses, provide treatments, educate patients and communities, and offer care and support to patients and families.

Hospitals

Home Health

Community Health

Doctors' Offices

Nursing Care Facilities

Schools

COA Programs

## Salary in NC

Entry

Median

Experienced



\$43,000

\$78,000

## Job Outlook

**+20% Growth**  
2019-2029





COLLEGE OF THE  
ALBEMARLE

# Four-Year Transfer

Save thousands of dollars. Improve your chances for admission and scholarships to your dream school. Learn from excellent, passionate professors. Discover your academic passion. Get a head start on your career. Whatever your motivations, launching your four-year degree journey at College of The Albemarle will transform your future.

## Save Thousands on College



Given the rising costs of college, starting your four-year journey at COA can help you save tens of thousands of dollars in costs, minimizing the burden of costly student loans.

On average, students who earn two-year degrees at COA before transferring **save \$30,000** compared to students who attend NC public institutions, and **that number rises to as high as \$70,000** compared to those who attend private and out-of-state schools.

[LEARN MORE](#)

Save  
**\$30K-\$70K**  
on college, depending on your four-year institution



## RESULTS

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**.31%, .76%, 2.85% CLICK THROUGH RATE**

---

**\$.73, \$.47, \$2.62 COST PER CLICK**

---

**.23%, .8%, 7% CONVERSION RATE**

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## RESULTS

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**SUCCESSFUL BRAND LAUNCH THAT  
GENERATED A TON OF ENTHUSIASM**

---

**GREAT ROI WITH ABOVE AVERAGE CLICK-  
THROUGH, CPC, CPM RATES**

---

**STRONGER PARTNERSHIP THAN EVER  
BETWEEN MARKETING AND ENROLLMENT**

---

**5% ENROLLMENT NET INCREASE IN THE  
FIRST YEAR, REVERSING A 5-YEAR SLIDE!**

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# **DIGITAL MEDIA CALCULATOR**

**MATCHING YOUR BUDGET WITH YOUR GOALS**





## DETERMINING YOUR LANDING PAGE TRAFFIC

Goal: # of Students Enrolled	
Accepted to Enrolled (Enrollment Rate)	
# of Accepted Students	
Accepted vs. Applied Rate (Acceptance Rate)	
Applications Needed	
Inquiry to Application Rate	
Inquiries Needed	
Landing Page Conversion Rate	
# of Visitors to Landing Page Needed	



## DETERMINING YOUR LANDING PAGE TRAFFIC

Goal: # of Students Enrolled	40
Accepted to Enrolled (Enrollment Rate)	
# of Accepted Students	
Accepted vs. Applied Rate (Acceptance Rate)	
Applications Needed	
Inquiry to Application Rate	
Inquiries Needed	
Landing Page Conversion Rate	
# of Visitors to Landing Page Needed	





## DETERMINING YOUR LANDING PAGE TRAFFIC

Goal: # of Students Enrolled	40
Accepted to Enrolled (Enrollment Rate)	70%
# of Accepted Students	57
Accepted vs. Applied Rate (Acceptance Rate)	
Applications Needed	
Inquiry to Application Rate	
Inquiries Needed	
Landing Page Conversion Rate	
# of Visitors to Landing Page Needed	



## DETERMINING YOUR LANDING PAGE TRAFFIC

Goal: # of Students Enrolled	40
Accepted to Enrolled (Enrollment Rate)	70%
# of Accepted Students	57
Accepted vs. Applied Rate (Acceptance Rate)	70%
Applications Needed	82
Inquiry to Application Rate	
Inquiries Needed	
Landing Page Conversion Rate	
# of Visitors to Landing Page Needed	



## DETERMINING YOUR LANDING PAGE TRAFFIC

Goal: # of Students Enrolled	40
Accepted to Enrolled (Enrollment Rate)	70%
# of Accepted Students	57
Accepted vs. Applied Rate (Acceptance Rate)	70%
Applications Needed	82
Inquiry to Application Rate	20%
Inquiries Needed	408
Landing Page Conversion Rate	
# of Visitors to Landing Page Needed	





## DETERMINING YOUR LANDING PAGE TRAFFIC

Goal: # of Students Enrolled	40
Accepted to Enrolled (Enrollment Rate)	70%
# of Accepted Students	57
Accepted vs. Applied Rate (Acceptance Rate)	70%
Applications Needed	82
Inquiry to Application Rate	20%
Inquiries Needed	408
Landing Page Conversion Rate	3.5%
# of Visitors to Landing Page Needed	<b>11,662</b>



# SELECTING YOUR CHANNELS & FORECASTING YOUR BUDGET



	NATIVE ADS*	DISPLAY	FACEBOOK	FACEBOOK VIDEO	SEARCH	RETARGETING
% Total Landing Page Traffic						
# Visitors to Landing Page Needed						
Average click through rate						
Total # of impressions						
Average CPM						
Average CPC						
Total Media Budget Required						



# SELECTING YOUR CHANNELS & FORECASTING YOUR BUDGET

← TOP OF THE FUNNEL → ← MIDDLE OF THE FUNNEL →

	NATIVE ADS*	DISPLAY	FACEBOOK	FACEBOOK VIDEO	SEARCH	RETARGETING
% Total Landing Page Traffic	0%	20%	10%	5%	40%	25%
# Visitors to Landing Page Needed						
Average click through rate						
Total # of impressions						
Average CPM						
Average CPC						
Total Media Budget Required						





# SELECTING YOUR CHANNELS & FORECASTING YOUR BUDGET

← TOP OF THE FUNNEL → ← MIDDLE OF THE FUNNEL →

	NATIVE ADS*	DISPLAY	FACEBOOK	FACEBOOK VIDEO	SEARCH	RETARGETING
% Total Landing Page Traffic	0%	20%	10%	5%	40%	25%
# Visitors to Landing Page Needed	0	2332	1166	583	4665	2915
Average click through rate						
Total # of impressions						
Average CPM						
Average CPC						
Total Media Budget Required						



# SELECTING YOUR CHANNELS & FORECASTING YOUR BUDGET

← TOP OF THE FUNNEL → ← MIDDLE OF THE FUNNEL →

	NATIVE ADS*	DISPLAY	FACEBOOK	FACEBOOK VIDEO	SEARCH	RETARGETING
% Total Landing Page Traffic	0%	20%	10%	5%	40%	25%
# Visitors to Landing Page Needed	0	2332	1166	583	4665	2915
Average click through rate	0.08%	0.21%	0.83%	1.56%	5.00%	0.28%
Total # of impressions						
Average CPM						
Average CPC						
Total Media Budget Required						



# SELECTING YOUR CHANNELS & FORECASTING YOUR BUDGET

← TOP OF THE FUNNEL → ← MIDDLE OF THE FUNNEL →

	NATIVE ADS*	DISPLAY	FACEBOOK	FACEBOOK VIDEO	SEARCH	RETARGETING
% Total Landing Page Traffic	0%	20%	10%	5%	40%	25%
# Visitors to Landing Page Needed	0	2332	1166	583	4665	2915
Average click through rate	0.08%	0.21%	0.83%	1.56%	5.00%	0.28%
Total # of impressions	0	1,110,648	140,504	37,378	93,294	1,041,233
Average CPM						
Average CPC						
Total Media Budget Required						





# SELECTING YOUR CHANNELS & FORECASTING YOUR BUDGET

← TOP OF THE FUNNEL → ← MIDDLE OF THE FUNNEL →

	NATIVE ADS*	DISPLAY	FACEBOOK	FACEBOOK VIDEO	SEARCH	RETARGETING
% Total Landing Page Traffic	0%	20%	10%	5%	40%	25%
# Visitors to Landing Page Needed	0	2332	1166	583	4665	2915
Average click through rate	0.08%	0.21%	0.83%	1.56%	5.00%	0.28%
Total # of impressions	0	1,110,648	140,504	37,378	93,294	1,041,233
Average CPM		\$2.00	\$6.00	\$11.75	\$98.00	\$6.50
Average CPC						
Total Media Budget Required						



# SELECTING YOUR CHANNELS & FORECASTING YOUR BUDGET

← TOP OF THE FUNNEL → ← MIDDLE OF THE FUNNEL →

	NATIVE ADS*	DISPLAY	FACEBOOK	FACEBOOK VIDEO	SEARCH	RETARGETING
% Total Landing Page Traffic	0%	20%	10%	5%	40%	25%
# Visitors to Landing Page Needed	0	2332	1166	583	4665	2915
Average click through rate	0.08%	0.21%	0.83%	1.56%	5.00%	0.28%
Total # of impressions	0	1,110,648	140,504	37,378	93,294	1,041,233
Average CPM		\$2.00	\$6.00	\$11.75	\$98.00	\$6.50
Average CPC						
Total Media Budget Required	<b>\$0.00</b>	<b>\$2,221.30</b>	<b>\$843.02</b>	<b>\$439.19</b>	<b>\$9,142.86</b>	<b>\$6,768.01</b>



# SELECTING YOUR CHANNELS & FORECASTING YOUR BUDGET

← TOP OF THE FUNNEL → ← MIDDLE OF THE FUNNEL →

	NATIVE ADS*	DISPLAY	FACEBOOK	FACEBOOK VIDEO	SEARCH	RETARGETING
% Total Landing Page Traffic	0%	20%	10%	5%	40%	25%
# Visitors to Landing Page Needed	0	2332	1166	583	4665	2915
Average click through rate	0.08%	0.21%	0.83%	1.56%	5.00%	0.28%
Total # of impressions	0	1,110,648	140,504	37,378	93,294	1,041,233
Average CPM		\$2.00	\$6.00	\$11.75	\$98.00	\$6.50
Average CPC	\$0.84	\$0.95	\$0.72	\$0.75	\$2.50	\$2.32
Total Media Budget Required	<b>\$0.00</b>	<b>\$2,221.30</b>	<b>\$843.02</b>	<b>\$439.19</b>	<b>\$9,142.86</b>	<b>\$6,768.01</b>





## DIGITAL MEDIA PLAN SUMMARY

# Visitors to Landing Page Needed	<b>11,662</b>
Average click through rate	0.48%
Total # of impressions	2,423,057
Average CPM	\$8.01
Average CPC	\$1.66
Total Media Budget Required	<b>\$19,414.38</b>



# KEY TAKE AWAYS

**WARNING: DO TRY THIS AT HOME**



# Key Takeaways

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*Do research and understand your SWOT and audience*

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*Determine weaknesses in the funnel*

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*Focus media buys, don't spread too thin*

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*Personalize the spreadsheet with your own KPIs*

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**THOUGHTS,**  
**Q & A**

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