O142™

University of Georgia Online

The objective of the University of Georgia Online campaign was to **drive program awareness and generate leads** for select programs offered by the university's online arm. The campaign targeted specific demographics and psychographics to create program-based personas and effectively promote the university's diverse master's programs and graduate certificates.

STRATEGY

A campaign was developed to effectively reach potential students by creating targeted personas for each program. This involved analyzing the demographics of higher education prospects and program-specific psychographics to understand their characteristics and interests. By tailoring the messaging and selecting appropriate marketing channels, the campaign aimed to engage the target audience effectively.

EXECUTION

1 Program Persona Development
Extensive research was conducted to identify each program's key demographics and psychographics. This information created program-based personas, allowing for more targeted and personalized marketing efforts.

2 Paid Social Media Marketing
Social media platforms were leveraged to reach and engage the target audience. Highly targeted ads were created and displayed on platforms like Facebook and Instagram, focusing on each program's persona's specific interests and characteristics.

3 In-Need Targeting
The campaign used in-need targeting to identify individuals actively searching for higher education opportunities by analyzing data and user behavior. This approach allowed the drive to reach individuals seeking relevant programs, increasing the chances of generating qualified leads.

4 PPC (Pay-Per-Click) Advertising
Paid search advertising was implemented to capture individuals searching for specific program-related keywords. This strategy is aimed to increase the visibility of the University of Georgia's online programs in search engine results and direct interested individuals to the designated landing pages.

5 Display Advertising
Display ads were placed on relevant websites and online platforms to increase program awareness further. These ads were designed to catch the target audience's attention and drive traffic to the campaign's landing pages.

6 Website Retargeting
Retargeting techniques were employed to reach individuals who had previously shown interest in the University of Georgia's online programs. By serving personalized ads to these prospects across various websites, the campaign aimed to increase brand recall and encourage prospects to revisit the designated landing pages.

RESULTS

The University of Georgia Online campaign successfully drove program awareness and generated leads for the designated programs.

NEARLY 5 MILLION

impressions were served to identified target audiences.

OVER 59,000

qualified clicks to the designated landing page.

ALMOST 4,200

qualified leads were generated in the 2023 academic year.

UGA Online experienced a **23.8% increase** in leads in 2023 and a **45% increase** in applications for enrollment.

CONCLUSION

The University of Georgia Online campaign effectively utilized targeted marketing tactics to raise program awareness and attract qualified leads. The campaign successfully reached the intended audience and generated substantial leads by leveraging paid social media marketing, in-need targeting, PPC, display advertising, and website retargeting.

These results highlight the importance of understanding the demographics and psychographics of the target audience and tailoring marketing efforts accordingly. The campaign's success demonstrates the effectiveness of combining strategic targeting with personalized messaging to achieve specific marketing objectives.

Get in touch to find out more.

UNIVERSITY OF GEORGIA

"Our goal was to showcase the high-quality online programs offered by the University of Georgia and attract qualified leads. Strategic targeting and personalized messaging are aimed at engaging prospective students and providing them with valuable information about our diverse range of online graduate programs."

— **Martha Dennis, Online Learning Marketing and Communications, University of Georgia Online.**

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