Marketing in a Digital World

Key Words
- Display Ad
- Online
- Goal Completion
- Click Through Rate
- Sessions
- A/B Testing
- Remarketing
- SEM
- SEO

Digital Advertising
- Cost per Click
- Conversions
- Bounce Rate
- Clicks
- Average Session Duration
- Impressions
- Landing Pages
- Cost per Conversion
- Boosted Post

PPC
- Social Media

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Online Advertising Goals

• Push through funnel
• Create awareness
• Generate interest
  • Become part of considered set
• Inspire engagement
• Prompt action
• Repeat
Online Advertising Considerations

• Extremely expensive
• Define “success” before starting campaigns
• Establish clear measurable and desired metrics
• Landing content more important than ad content
  • Web content resources (new and refresh)
  • Photo and video library
Online Advertising Choices

- Digital Display Ads
- Keyword Ads
- Facebook
  - Targeted ads
  - Boosted posts
  - Abandoned shopping carts
- Banner Ads
- Geotargeting or Geofencing
- Reverse Email or IP