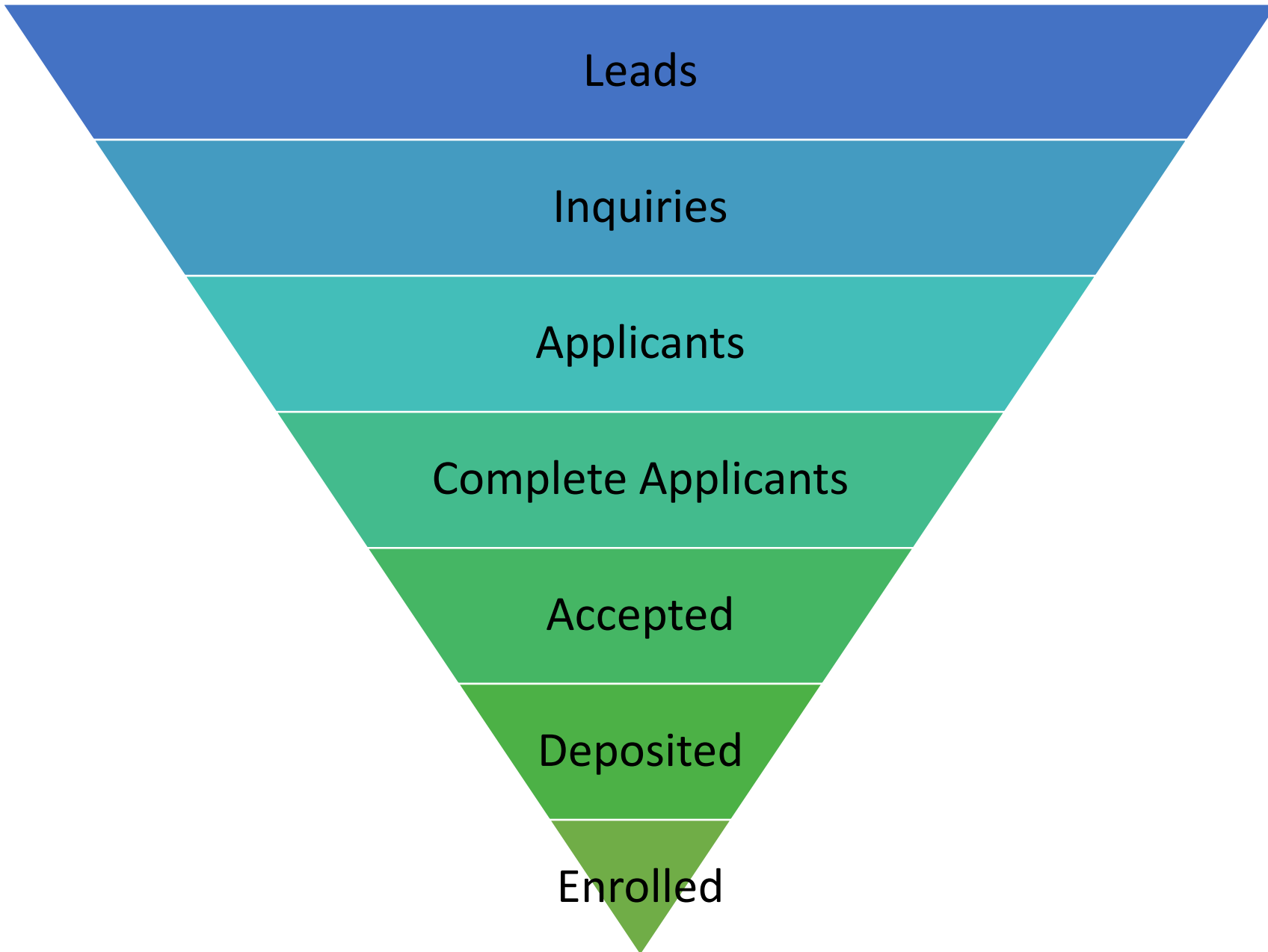


# Marketing in a Digital World



Melissa Fruscione  
Director of Admission-Graduate Programs  
Saint Mary's College





Your School Here



● ..... awareness  
● ..... Interest  
● ..... desire  
● ..... action



# 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



**Saint Mary's College Graduate Programs**  
Sponsored · 🌐

We are pleased to announce that the Higher Learning Commission has approved a new graduate program at Saint Mary's College – the Master of Autism Studies (MAS). This interdisciplinary, campus-based program,...

grad.saintmarys.edu  
**Master of Autism Studies (MAS) | Interdisciplinary Program | Saint Mary's**



**SAINT MARY'S COLLEGE**  
NOTRE DAME, IN

Application Deadline 2/1. Submit your application and interview today.

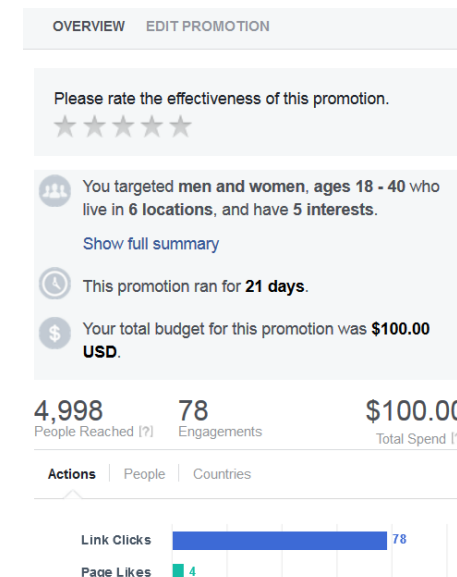
**Master of Science in Speech Language Pathology**



Where nursing meets social entrepreneurship

**Doctor of Nursing Practice**

**SAINT MARY'S COLLEGE**  
NOTRE DAME, IN



OVERVIEW EDIT PROMOTION

Please rate the effectiveness of this promotion.  
★★★★★

**111** You targeted men and women, ages 18 - 40 who live in 6 locations, and have 5 interests.  
[Show full summary](#)

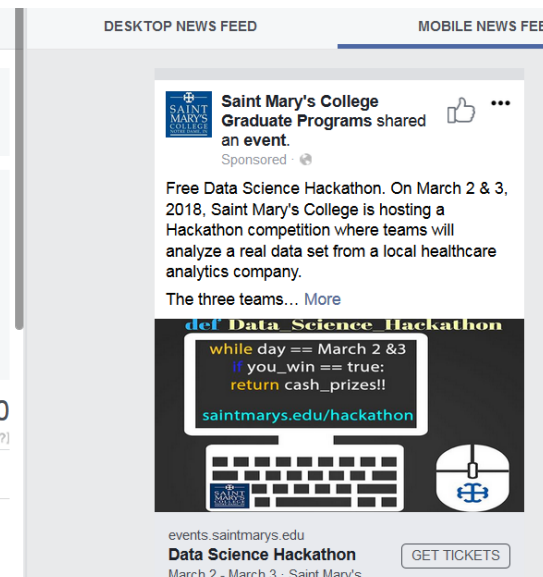
**🕒** This promotion ran for **21 days**.

**💰** Your total budget for this promotion was **\$100.00 USD**.

**4,998** People Reached [?] **78** Engagements **\$100.00** Total Spend [?]

Actions | People | Countries

Link Clicks **78**  
Page Likes **4**



**SAINT MARY'S COLLEGE**  
Graduate Programs shared an event.  
Sponsored · 🌐

Free Data Science Hackathon. On March 2 & 3, 2018, Saint Mary's College is hosting a Hackathon competition where teams will analyze a real data set from a local healthcare analytics company.  
The three teams... [More](#)

```
del Data Science Hackathon
while day == March 2 & 3
if you_win == true:
return cash_prizes!!
saintmarys.edu/hackathon
```

**SAINT MARY'S COLLEGE**  
events.saintmarys.edu  
**Data Science Hackathon**  
March 2 - March 3 · Saint Mary's ... [GET TICKETS](#)