Social Network Optimization: Strategies to Increase ROI in Higher Education

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Who is online?

Who’s online? The internet by age groups

- Teens 12-17: 93%
- Young adults 18-29: 93%
- Adults 30-49: 81%
- Adults 50-64: 70%
- Adults 65+: 38%
On which social platforms?

These five account for more than 1.84 billion active monthly users
Why use social networking tools?

• Improved Brand Awareness – Gain exposure
• Ability to reach & build relationships with a specific target audience
• Understand the demographics of your audience
• Discover market segments relevant to you
• Increase your traffic – Website & Events
• Ability to measure results of campaigns
• It’s relatively inexpensive
Your campaign objective will be based on your overall goal.
Defining the target audience: Filter Selection

TOO BROAD
Defining the target audience: Filter Selection

**Targeting**

- **Saved Audience:** Extended Hours

**Audience Details**
- **Location:** United States: Allen (+50 mi), Arlington (+50 mi), Caddo Mills (+50 mi), Commerce (+50 mi), Corsicana (+25 mi), Dallas (+50 mi), Garland (+50 mi), Greenville (+50 mi), McKinney (+50 mi), Melissa (+50 mi), Mesquite (+50 mi), Paris (+50 mi), Pflugerville (+50 mi), Quinlan (+50 mi), Rockwall (+50 mi), Royse City (+50 mi), Sulphur Springs (+50 mi), Wylie (+50 mi), Texas
- **Age:** 17 - 25

**Budget**
- **Lifetime Budget:** $200.00 USD

**Schedule**
- **Start:** 08/20/2015 1:05pm
- **End:** 01/20/2016 6:00 PM

**Extended Hours Campaign**
- **Website Clicks**
- **Audience Definition:** Your audience is defined.
- **Potential Reach:** 1,300,000 people

**Estimated Daily Reach**
- 2,600 - 6,900 people on Facebook

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

**Specific Ad Placement, Budget & Schedule**
Texas A&M University-Commerce

We are extending hours to assist you with last minute questions and registration needs.

We are here to help!
Visit us Monday, Jan. 11th - Friday, Jan. 15th, 8am - 5pm at
www.tamuc.edu

Learn More

Website URL
http://www.tamuc.edu/admissions/extendedhours.aspx
Let your campaign run!

Texas A&M University-Commerce
Written by Lion's Roar - January 14 at 1:47pm

We are extending hours to assist you with last minute questions and registration needs.

We are here to help!
Visit us Monday, Jan. 11th - Friday, Jan. 15th from 8:00 a.m. to 6:00 p.m., Saturday, Jan. 16th from 9:00 a.m. to 12:00 p.m. and Tuesday, Jan. 19th - Wednesday, January 20th from 8:00 a.m. to 6:00 p.m.

WWW.TAMUC.EDU

34,142 people reached

Learn More

Boost Post
• CPC for this Campaign was: 0.14 cents

• CPC ➖ ROI, improved results by over 1000%

• If your CPC is too high, tweak your campaign filters until your results improve
Result Analytics

Performance by Gender

1,414 Results: Website Clicks  37,742 Reach

All Women
42% (594)
49% (18,340)

$0.15
Cost per Result

All Men
58% (820)
51% (19,296)

$0.14
Cost per Result

Performance by Device

<table>
<thead>
<tr>
<th>Device</th>
<th>13-17</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
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$0.00
Cost per Result

$44.99
$0.42

$155.01
$0.12

$0.00
Cost per Result
TWITTER: Building a campaign

Specific Ad Placement, Budget & Schedule
Detailed targeting example

**AUDIENCE PROFILE**

- **Select locations (required)**
  - Search for locations, e.g. United States
  - Import multiple locations
- **Metro area**
  - Dallas-Fort Worth TX, US
- **Postal code**
  - 75087, TX, US
  - 75428, TX, US
  - 75142, TX, US
  - 78002, TX, US

- **Select gender**
  - Any gender
  - Male
  - Female

**SELECT Twitter Handles to Target similar users**

- Tyler Junior College: @TylerJrCollege
- Eastfield College: @EFCOnline
- Cedar Valley College: @CVCOnline
- Navarro College: @NavarroCollege
- Plano SHS: @PSHSWildcats
- Mesquite ISD: @mesquiteisdtx
- Commerce ISD: @Commerce_ISD
- McKinney High School: @MHSLions
Let your campaign run!

We’re open for your last minute registration needs! Saturday, Jan. 16 from 9am to 2 pm. bit.ly/1TWrlI1

Finish your business with EXTENDED Student Services hours. 8am-6pm, Jan. 11-15 & Jan 19-20. bit.ly/1TWrlI1
### Campaign Results and Twitter Analytics

<table>
<thead>
<tr>
<th>Summary</th>
<th>Engagements</th>
<th>Conversions</th>
<th>Media Views</th>
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#### Campaign totals

<table>
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<tr>
<th>Start</th>
<th>Spend</th>
<th>Impressions</th>
<th>Tweet Engagements</th>
<th>Tweet engagement rate</th>
<th>Cost per engagement</th>
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<tbody>
<tr>
<td></td>
<td>$200.00</td>
<td>16,788</td>
<td>580</td>
<td>3.45%</td>
<td>$0.34</td>
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**A&M-Commerce @tamuc**

14 Jan 2016

We're open for your last minute registration needs! Saturday, Jan. 16 from 9am to 2 pm. bit.ly/1TwRi1
pic.twitter.com/ZaFMiMK01

**A&M-Commerce @tamuc**

14 Jan 2016

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pic.twitter.com/RvHEdkBFMy

#### Demographic

<table>
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<th>Spend</th>
<th>Impressions</th>
<th>Tweet Engagements</th>
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<tr>
<td>Campaign totals</td>
<td>$200.00</td>
<td>16,788</td>
<td>580</td>
</tr>
<tr>
<td>Male</td>
<td>$131.35</td>
<td>10,363</td>
<td>365</td>
</tr>
<tr>
<td>Female</td>
<td>$63.33</td>
<td>5,716</td>
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<tr>
<td>Unknown</td>
<td>$5.32</td>
<td>709</td>
<td>19</td>
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</table>
Thank you for your time!

Any questions?