Social Network Optimization: Strategies to Increase ROI in Higher Education

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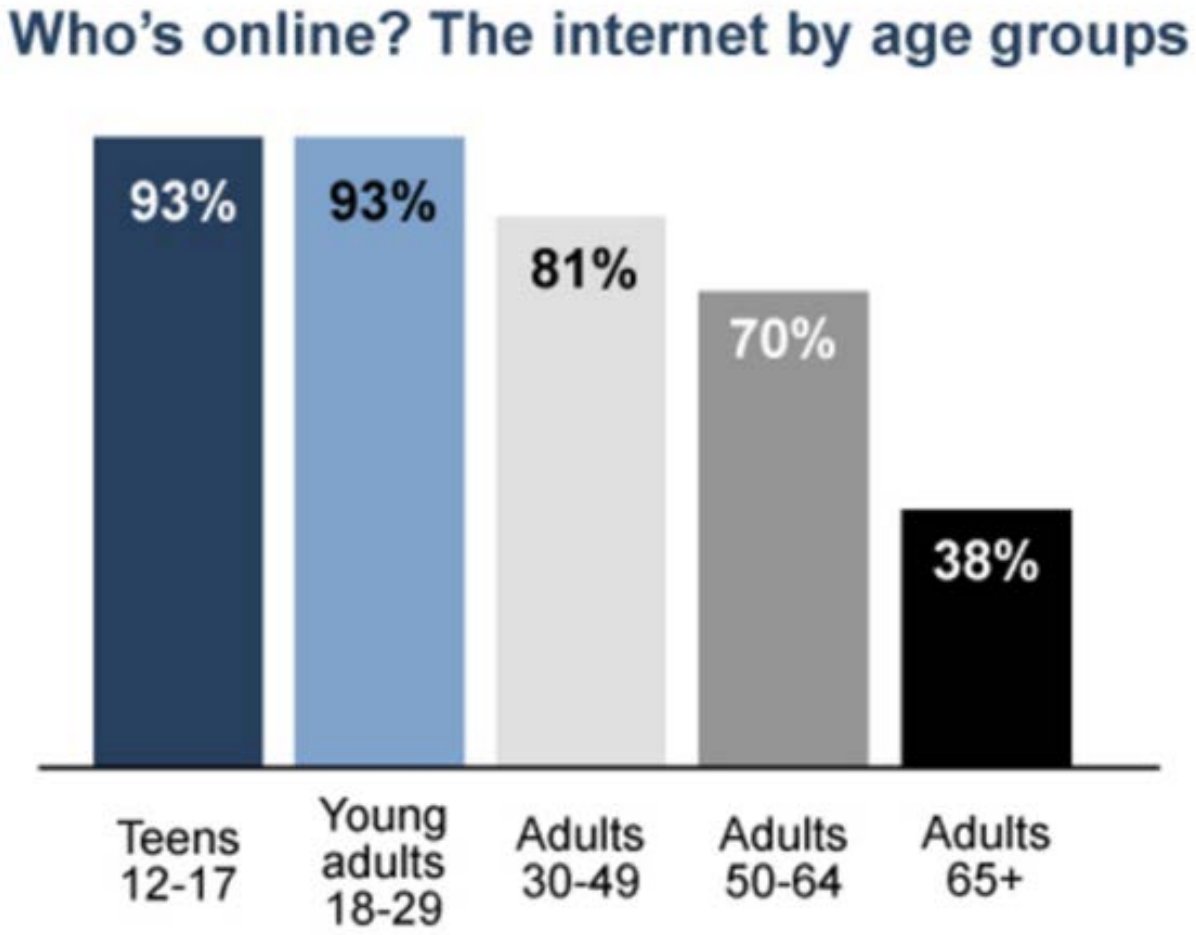
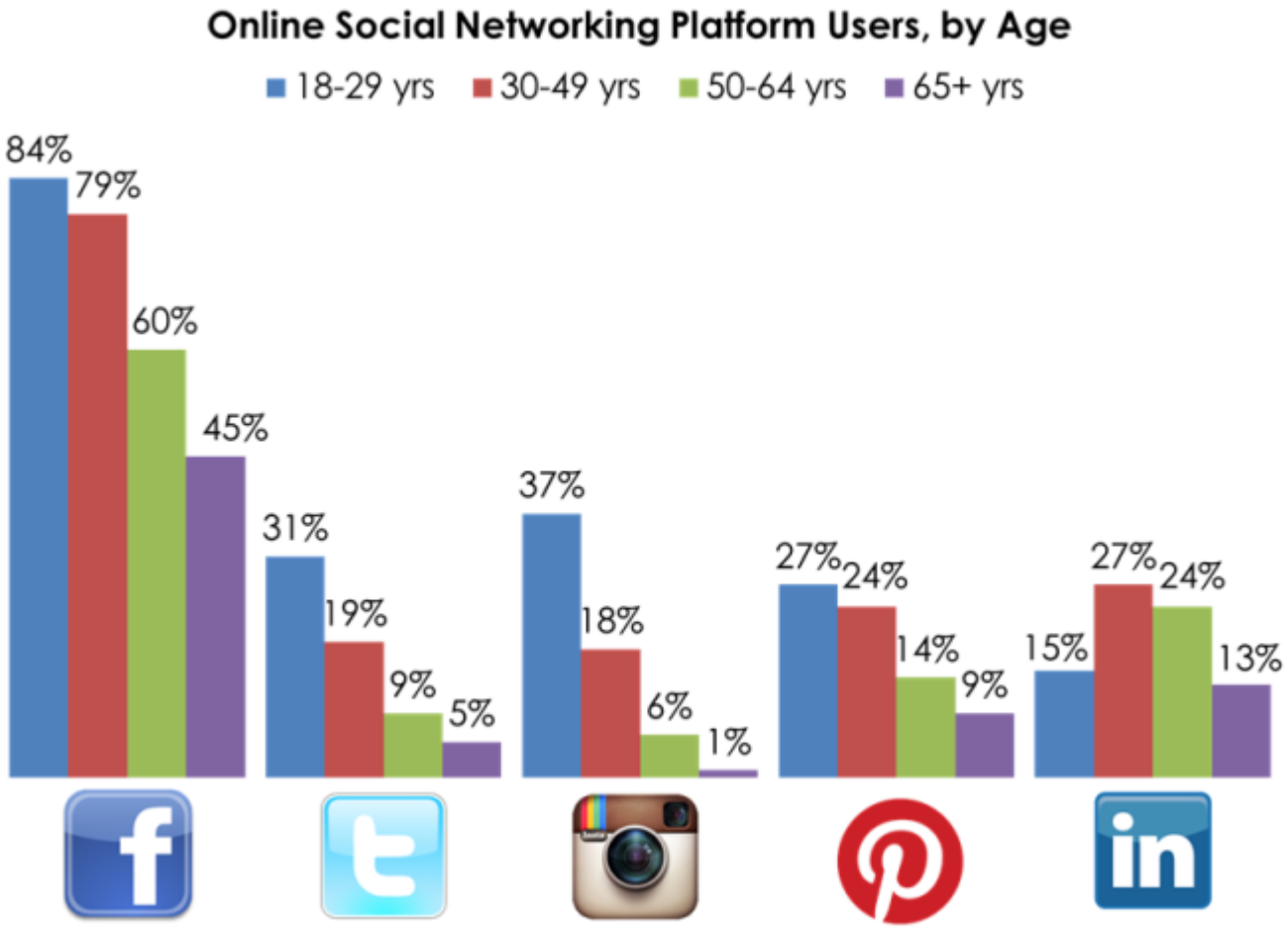
Who is online?



On which social platforms?

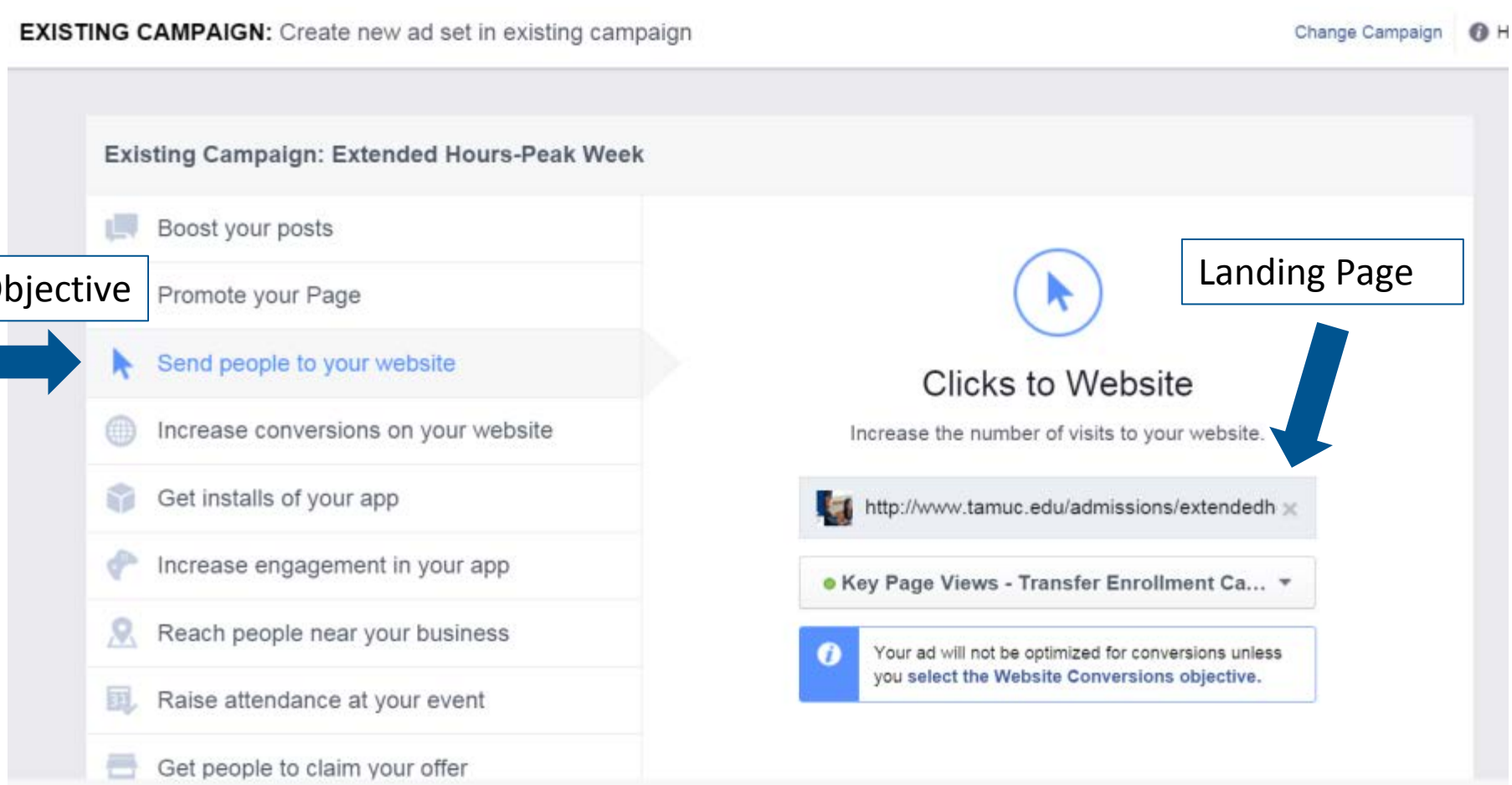


These five account for more than 1.84 billion active monthly users

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

FACEBOOK: Building a campaign

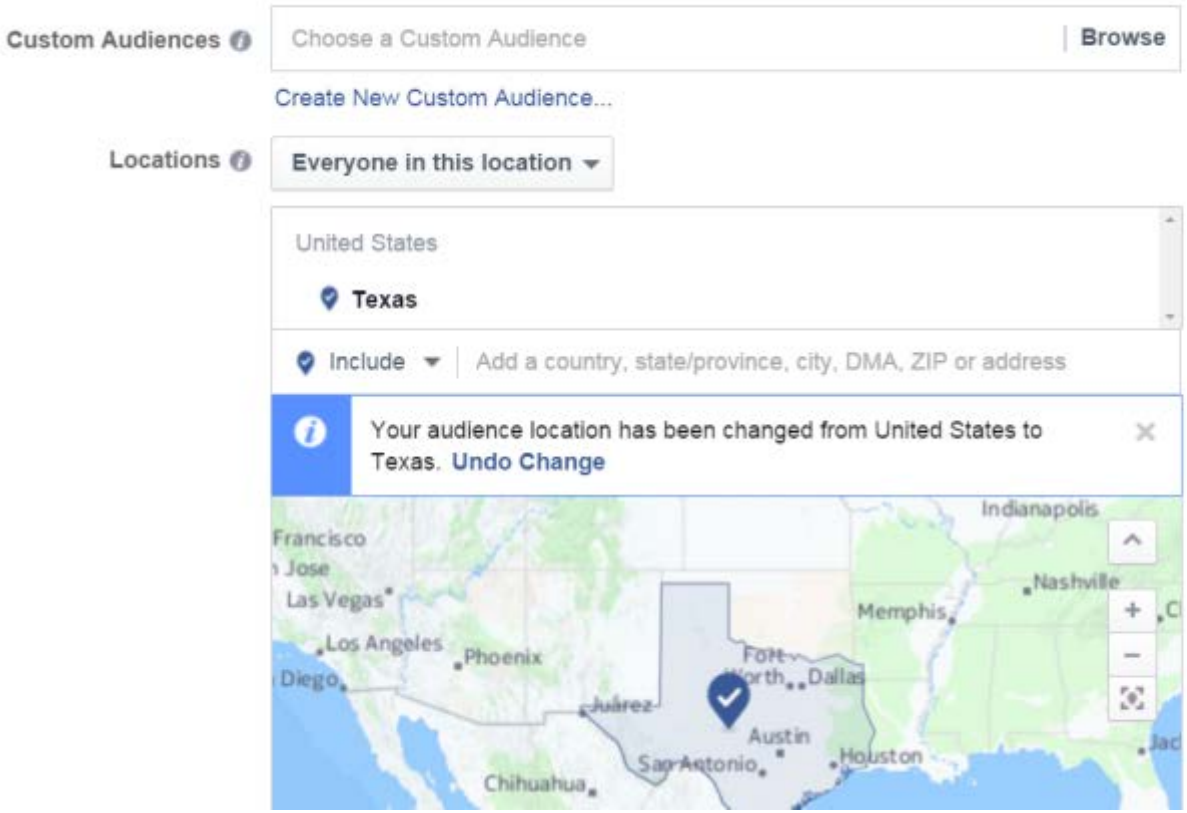


Objective

Landing Page

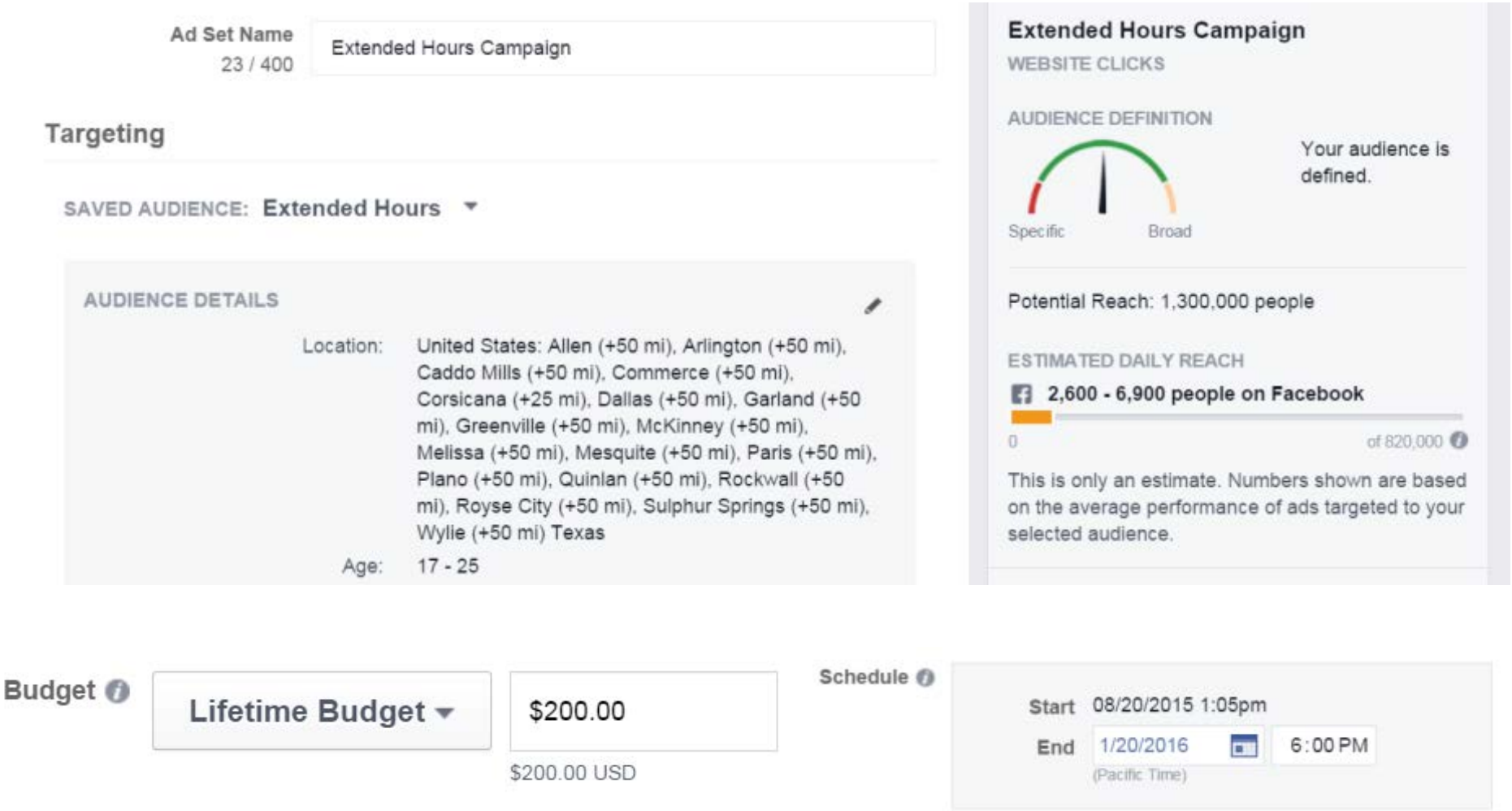
Your campaign objective will be based on your overall goal

Defining the target audience: Filter Selection



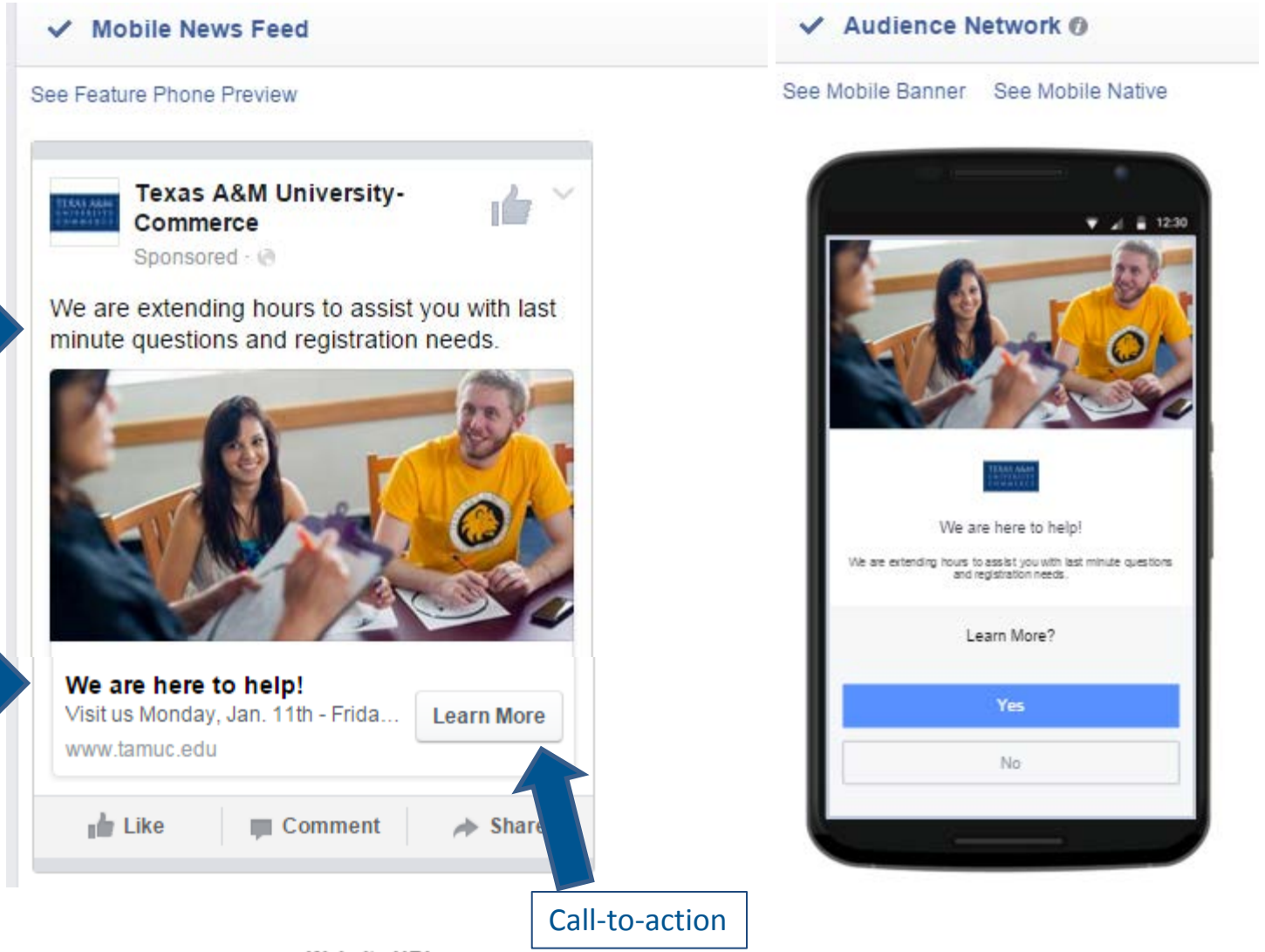
TOO BROAD

Defining the target audience: Filter Selection



Specific Ad Placement, Budget & Schedule

Curate images/content



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

Learn More

34,142 people reached

Boost Post

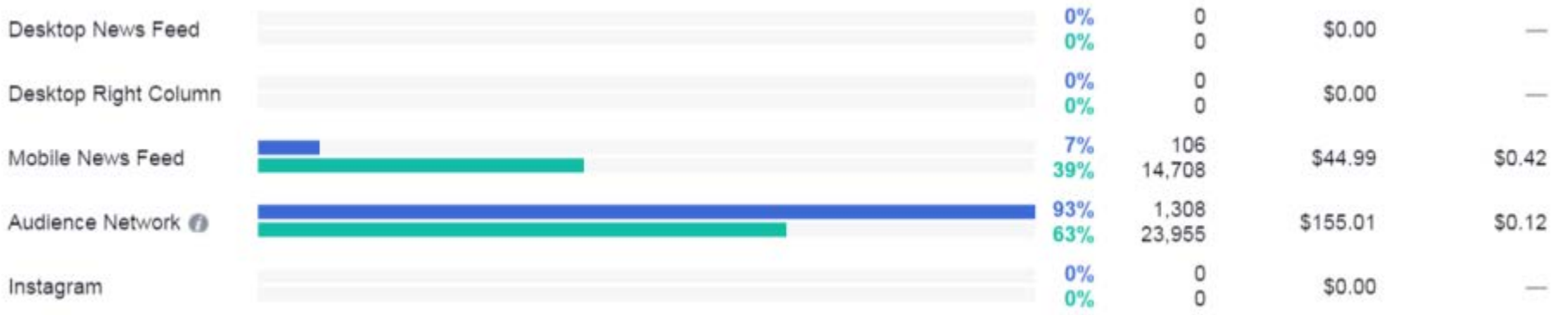
Campaign Results

- 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

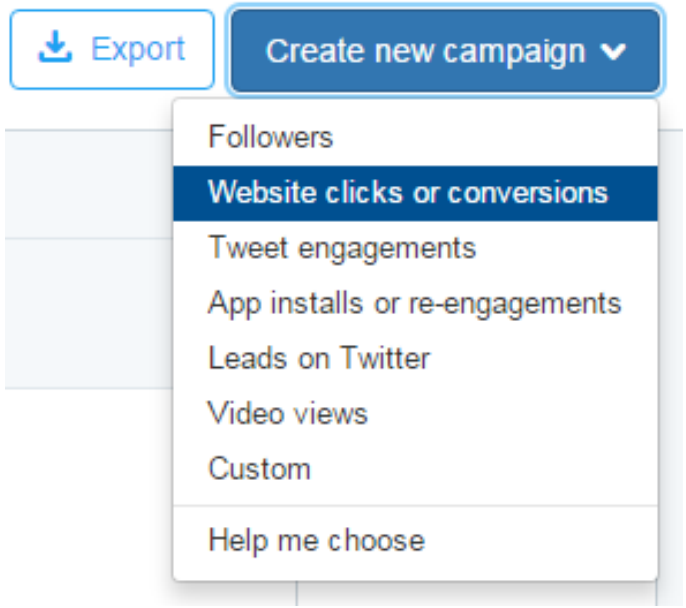
Result Analytics

Performance by Gender

Performance by Device



TWITTER: Building a campaign



Name your campaign

Spring2016-Extended Hours- Awareness

Choose a funding source.

Credit/debit card

REMAINING BUDGET
N/A

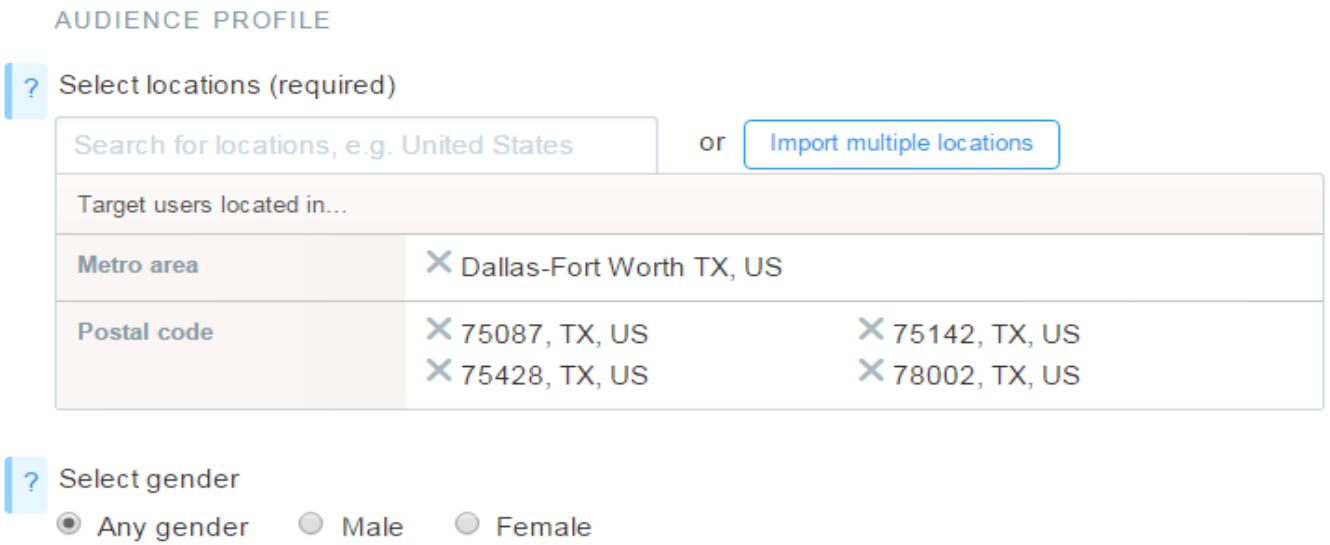
RUNS
From Aug 26, 2013, 9:12 PM

? When do you want to run this campaign?

Run continuously Set start and end dates

Specific Ad Placement, Budget & Schedule

Detailed targeting example



Colleges

SELECT Twitter Handles to Target similar users

High Schools

- 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!

A&M-Commerce
@tamuc

We're open for your last minute registration needs! Saturday, Jan. 16 from 9am to 2 pm. bit.ly/1TWrll1

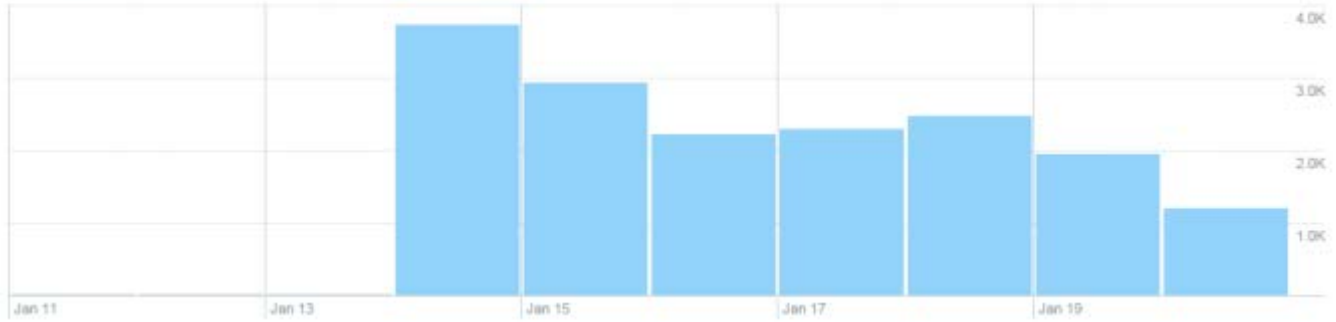
A&M-Commerce
@tamuc

Finish your business with EXTENDED Student Services hours. 8am-6pm, Jan. 11-15 & Jan 19-20. bit.ly/1TWrll1

Campaign Results and Twitter Analytics

16.8K	580	$200.00	$0.34	0
IMPRESSIONS	ENGAGEMENTS	SPEND	ECPE	CONVERSIONS

Campaign totals



Summary | Engagements | Conversions | Media Views

Tweet	Start	Spend	Impressions	Tweet Engagements	Tweet engagement rate	Cost per engagement
Campaign totals	-	$200.00	16,788	580	3.45%	$0.34
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/1TWrll1 pic.twitter.com/ZaFfMiMK01	14 Jan	$144.34	10,880	405	3.72%	$0.36
A&M-Commerce @tamuc 14 Jan 2016 Finish your business with EXTENDED Student Services hours. 8am-6pm, Jan. 11-15 & Jan 19-20. bit.ly/1TWrll1 pic.twitter.com/RvHEdK8Mfy	14 Jan	$55.66	5,908	175	2.96%	$0.32

Demographic	Spend	Impressions	Tweet Engagements
Campaign totals	$200.00	16,788	580
Male	$131.35	10,363	365
Female	$63.33	5,716	196
Unknown	$5.32	709	19

Thank you for your time!

Any questions?