



A&M  
COMMERCE

# Social Network Optimization: Strategies to Increase ROI in Higher Education

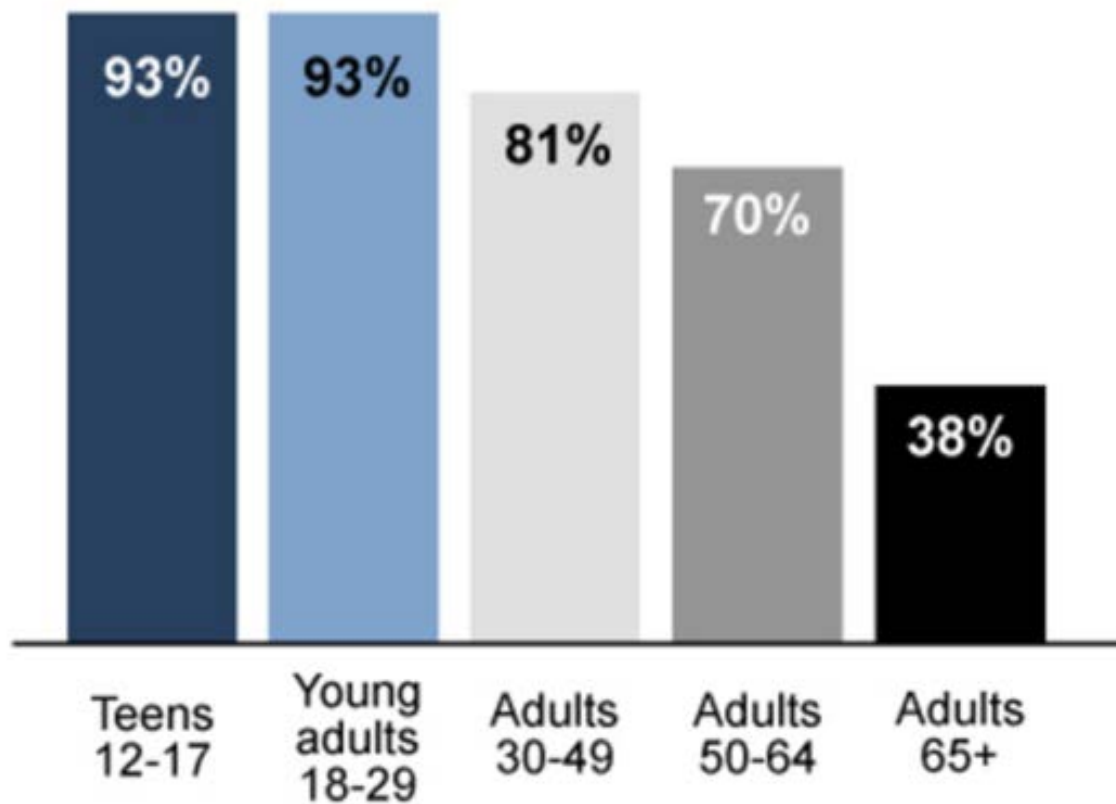
**Moyosore Odebiyi<sup>1</sup>, Carlos Rivers<sup>2</sup>, Dr. Shonda Gibson<sup>2</sup>**

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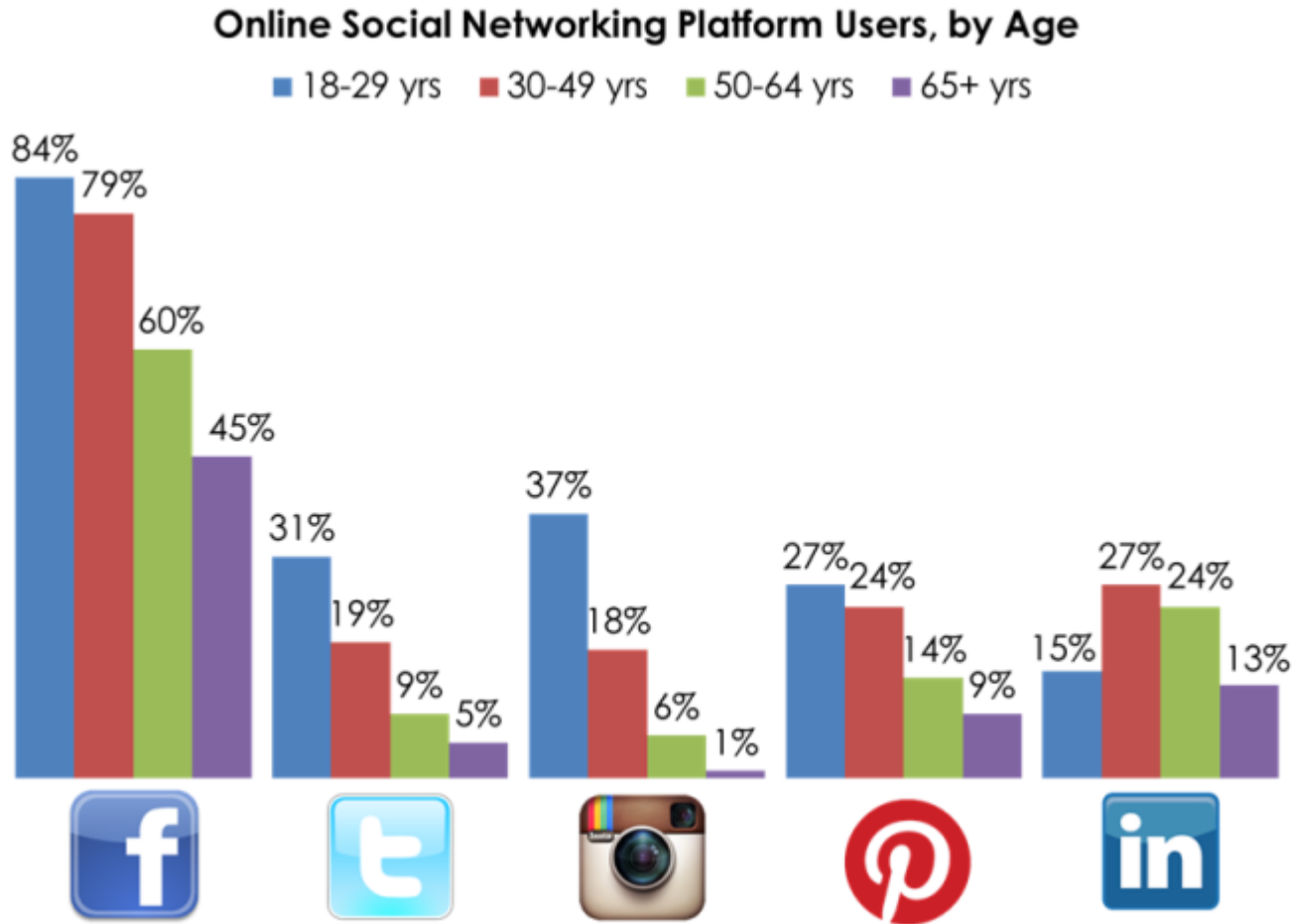
<sup>2</sup>Institute for Competency-Based Education, Texas A&M University–Commerce

# Who is online?

## Who's online? The internet by age groups



# 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

EXISTING CAMPAIGN: Create new ad set in existing campaign

Change Campaign ⓘ H

Existing Campaign: Extended Hours-Peak Week

Boost your posts

Promote your Page

Send people to your website

Increase conversions on your website

Get installs of your app

Increase engagement in your app

Reach people near your business

Raise attendance at your event

Get people to claim your offer



Landing Page

Clicks to Website

Increase the number of visits to your website.

<http://www.tamuc.edu/admissions/extendedh> x

● Key Page Views - Transfer Enrollment Ca... ▾

ⓘ Your ad will not be optimized for conversions unless you select the Website Conversions objective.

Objective

Your campaign objective will be based on your overall goal

# Defining the target audience: Filter Selection

Custom Audiences ⓘ

Choose a Custom Audience

Browse

Create New Custom Audience...

Locations ⓘ

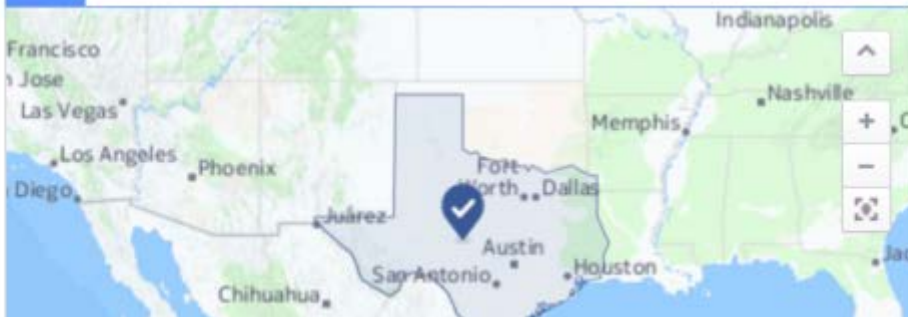
Everyone in this location ▼

United States

📍 Texas

📍 Include ▼ | Add a country, state/province, city, DMA, ZIP or address

📘 Your audience location has been changed from United States to Texas. Undo Change



## Audience Definition



Your audience selection is fairly broad.

## Audience Details:

- Location:
  - United States: Texas
- Age:
  - 18 - 65+

Potential Reach: 19,000,000 people

**TOO BROAD**

# Defining the target audience: Filter Selection

Ad Set Name  
23 / 400

Extended Hours Campaign

## 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), Plano (+50 mi), Quinlan (+50 mi), Rockwall (+50 mi), Royse City (+50 mi), Sulphur Springs (+50 mi), Wylie (+50 mi) Texas

Age: 17 - 25

## Extended Hours Campaign

WEBSITE CLICKS

### AUDIENCE DEFINITION

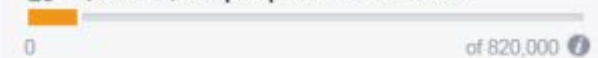


Your audience is defined.

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.

Budget ⓘ

Lifetime Budget ▼

\$200.00

\$200.00 USD

Schedule ⓘ

Start 08/20/2015 1:05pm

End 1/20/2016 6:00 PM

(Pacific Time)

Specific Ad Placement, Budget & Schedule

# Curate images/content

✓ Mobile News Feed

See Feature Phone Preview



A screenshot of a Facebook mobile news feed post. The post is from Texas A&M University-Commerce and is sponsored. It features a photo of three people sitting at a table, looking at documents. The text of the post reads: "We are extending hours to assist you with last minute questions and registration needs." Below the photo is a headline: "We are here to help!" followed by "Visit us Monday, Jan. 11th - Frida..." and the website URL "www.tamuc.edu". There is a "Learn More" button. At the bottom of the post are icons for "Like", "Comment", and "Share".

Text

Headline

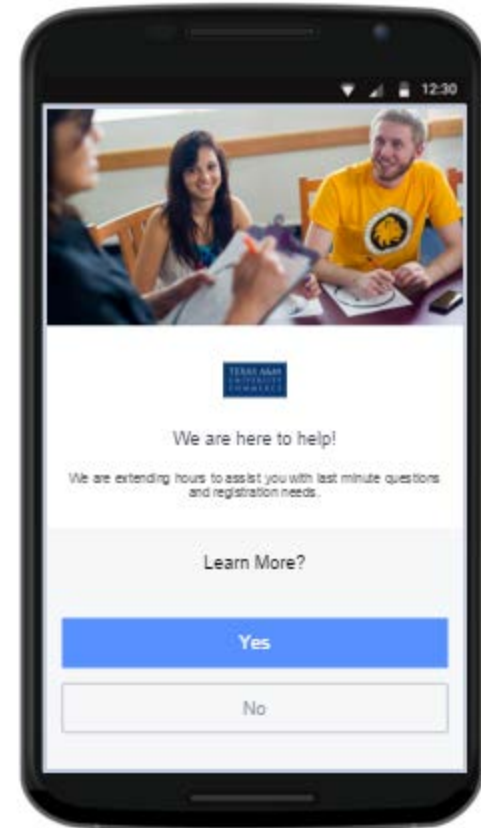
Call-to-action

Website URL

<http://www.tamuc.edu/admissions/extendedhours.aspx>

✓ Audience Network

See Mobile Banner See Mobile Native



A screenshot of a mobile banner for Texas A&M University-Commerce. The banner features a photo of three people sitting at a table, looking at documents. Below the photo is the Texas A&M University-Commerce logo, followed by the text: "We are here to help!" and "We are extending hours to assist you with last minute questions and registration needs." There is a "Learn More?" link, a blue "Yes" button, and a "No" button.



# 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](http://WWW.TAMUC.EDU)

[Learn More](#)

34,142 people reached

[Boost Post](#)

# Campaign Results

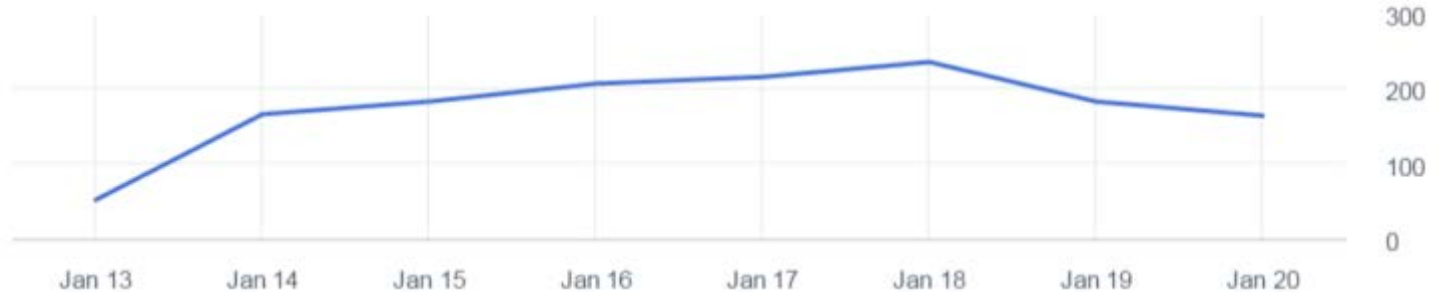
Performance Audience Placement

**1,414**  
Results: Website Clicks

**37,742**  
People Reached

**\$200.00**  
Amount Spent

1,414 Results: Website Clicks \$0.14 Cost per Result 1.64% Result Rate



- 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

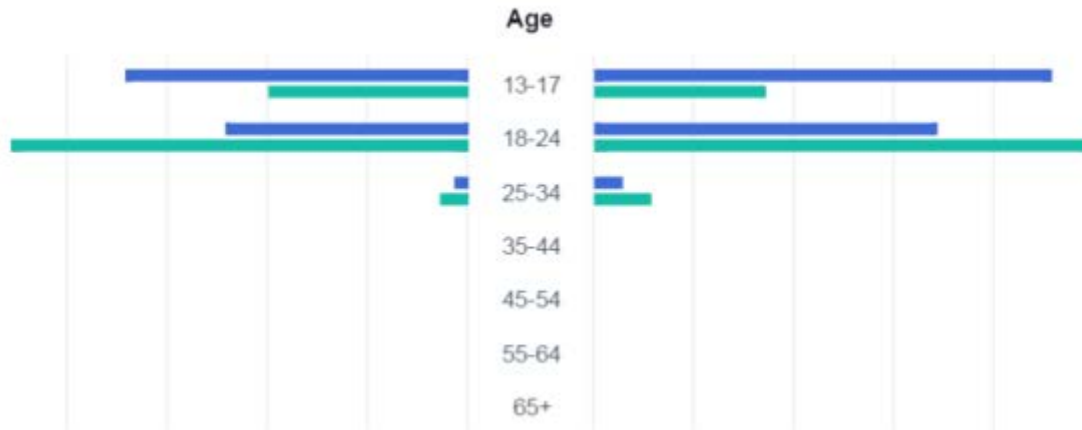
## Performance by Gender

1,414 Results: Website Clicks ▾ 37,742 Reach ▾

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

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**\$0.15**  
 Cost per Result



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


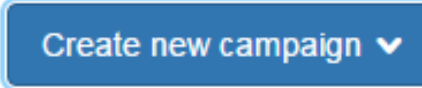
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**\$0.14**  
 Cost per Result

## Performance by Device

Device	Website Clicks (%)	Website Clicks (Count)	Reach (%)	Reach (Count)	Cost per Result	Cost per Reach
Desktop News Feed	0%	0	0%	0	\$0.00	—
Desktop Right Column	0%	0	0%	0	\$0.00	—
Mobile News Feed	7%	106	39%	14,708	\$44.99	\$0.42
Audience Network ⓘ	93%	1,308	63%	23,955	\$155.01	\$0.12
Instagram	0%	0	0%	0	\$0.00	—

# TWITTER: Building a campaign

- Followers
- Website clicks or conversions**
- Tweet engagements
- App installs or re-engagements
- Leads on Twitter
- Video views
- Custom
- Help me choose

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

## AUDIENCE PROFILE

? Select locations (required)

Search for locations, e.g. United States		or	Import multiple locations
Target users located in...			
Metro area	X Dallas-Fort Worth TX, US		
Postal code	X 75087, TX, US	X 75142, TX, US	X 78002, TX, US
	X 75428, TX, US		

? Select gender

Any gender  Male  Female

Colleges

SELECT Twitter Handles to Target similar users

High Schools

x  Tyler Junior College  
@TylerJrCollege

x  Eastfield College  
@EFCOnline

x  Cedar Valley College  
@CVOnline

x  Navarro College  
@NavarroCollege

x  Plano SHS  
@PSHSWildcats

x  Mesquite ISD  
@mesquiteisdtx

x  Commerce ISD  
@Commerce\_ISD

x  McKinney High School  
@MHS Lions

# 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/1TWrl1](http://bit.ly/1TWrl1)

The advertisement features a woman with her hand raised in front of a green "OPEN" sign. To the right, a blue box contains the text "EXTENDED HOURS at the One Stop!" followed by a message about helping with to-do lists before the spring semester and a "CLICK TO LEARN MORE!" link.

**EXTENDED HOURS  
at the One Stop!**

Do you need to check some items off your to-do list before the spring semester? We're here to help!

[CLICK TO LEARN MORE!](#)



**A&M-Commerce**

@tamuc

Finish your business with EXTENDED Student Services hours. 8am-6pm, Jan. 11-15 & Jan 19-20. [bit.ly/1TWrl1](http://bit.ly/1TWrl1)

# Campaign Results and Twitter Analytics

16.8K  
IMPRESSIONS

580  
ENGAGEMENTS

\$200.00  
SPEND

\$0.34  
ECPE

0  
CONVERSIONS

Campaign totals



Summary Engagements Conversions Media Views

Tweet	Start	Spend	Impressions	Tweet Engagements	Tweet engagement rate	Cost per engagement
<b>Campaign totals</b>	-	\$200.00	16,788	580	3.45%	\$0.34
<b>A&amp;M-Commerce</b> @tamuc We're open for your last minute registration needs! Saturday, Jan. 16 from 9am to 2 pm. <a href="https://bit.ly/1TWrl1">bit.ly/1TWrl1</a> <a href="https://pic.twitter.com/ZaFMiMK1">pic.twitter.com/ZaFMiMK1</a>	14 Jan	\$144.34	10,880	405	3.72%	\$0.36
<b>A&amp;M-Commerce</b> @tamuc Finish your business with EXTENDED Student Services hours. 8am-6pm, Jan. 11-15 & Jan 19-20. <a href="https://bit.ly/1TWrl1">bit.ly/1TWrl1</a> <a href="https://pic.twitter.com/RvHEdK8Mfy">pic.twitter.com/RvHEdK8Mfy</a>	14 Jan	\$55.66	5,908	175	2.96%	\$0.32

Demographic	Spend	Impressions	Tweet Engagements
<b>Campaign totals</b>	\$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?***