

ASPPH Presents Webinar Series

***Student Services Spotlight:
Digital Marketing***

Thursday, June 30, 2016
1:00 pm-2:00 pm Eastern

ASPPH.ORG

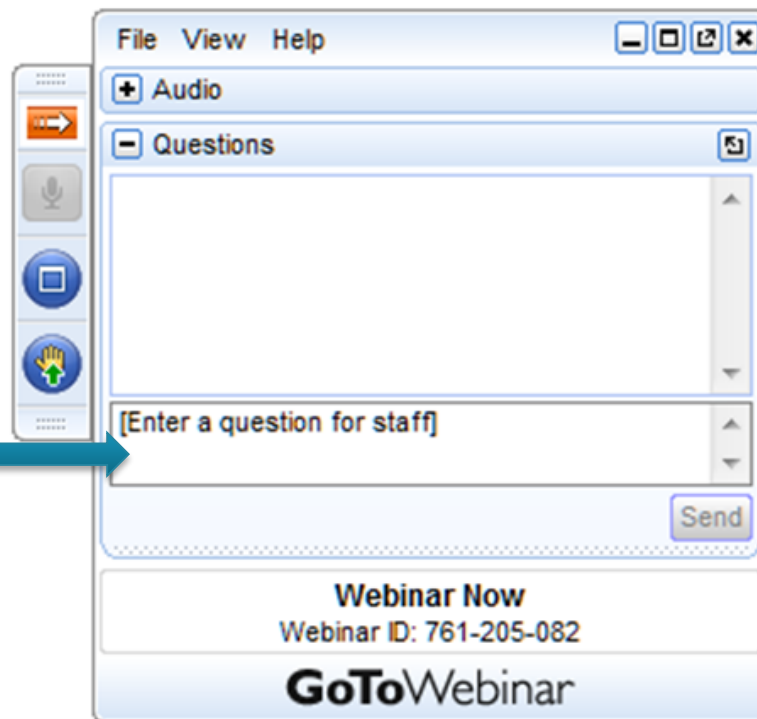
1900 M Street NW, Suite 710
Washington, DC 20036
Tel: (202) 296-1099
Fax: (202) 296-1252

ASPPH Presents
 **WEBINAR**

Method for Submitting Questions

Join the Conversation...

- You can ask questions in writing anytime during the webinar.
- Simply type them in the “Questions” field on the right side of your screen.



ASPPH Presents
WEBINAR

Today's Presenters



Owen Landon III
President, Echo-Interactive LLC



Dee Boling
Director of Communications,
Tulane University School of
Public Health and Tropical
Medicine



Christopher Aldrich
Marketing Manager, Northeastern
University

***Echo-targeting:
an online recruitment solution
for ASPPH members***

*Echo-Interactive LLC
Owen Landon III*

You've already experienced it

What is echo-targeting?

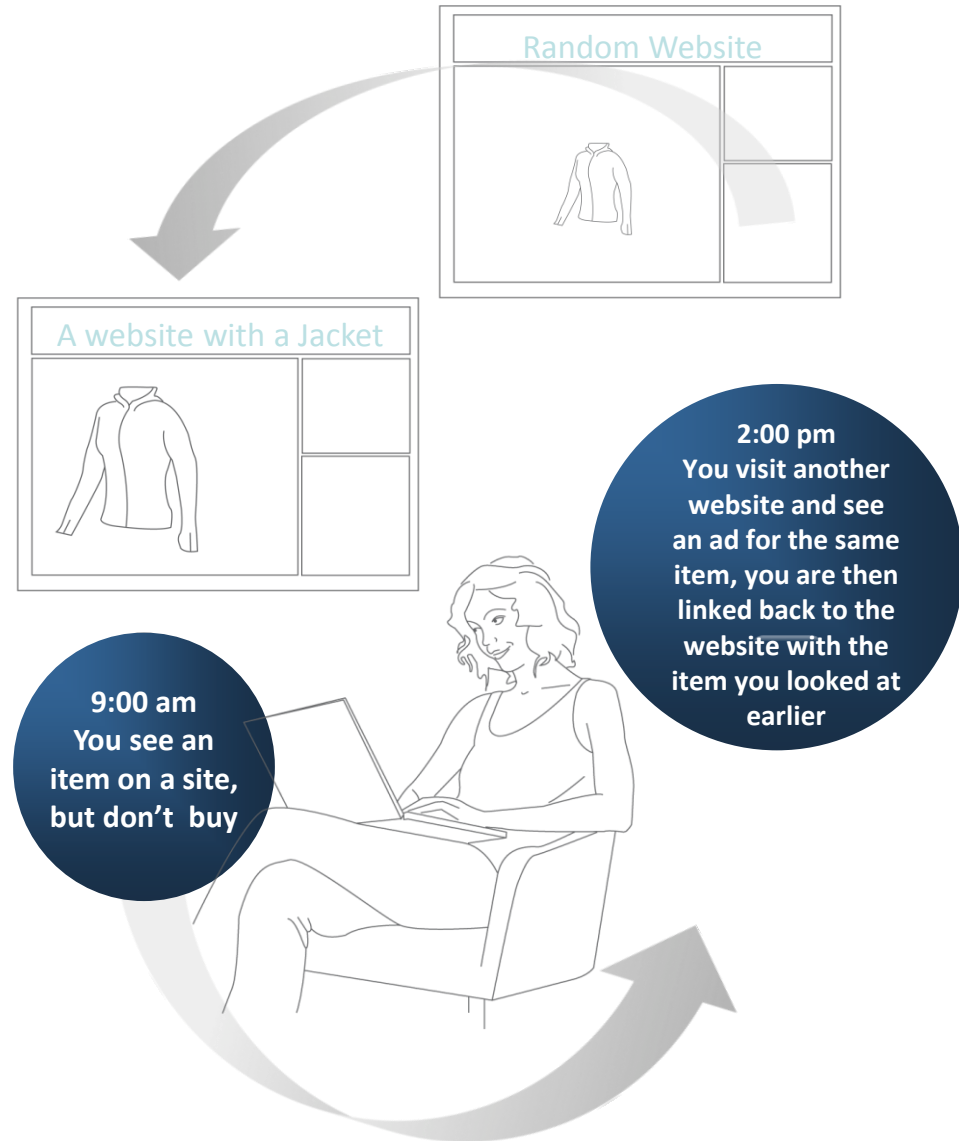
Without knowing it, you've very likely already experienced it. Online retailers commonly employ the tool to reach their customers with offers / promotions as those customers are surfing the internet and visiting other websites. If you've ever abandoned your online shopping cart and subsequently saw those same items being promoted by that same retailer on various websites you happened to visit...it wasn't a coincidence.

Why is it important?

Echo-targeting will allow ASPPH member schools to market themselves to prospective students in an extremely targeted, affordable, and completely turn-key way.

With echo-targeting ASPPH members can...

- Reach only the public health prospects who have visited the ASPPH and / or the SOPHAS website.
- Affordably reach prospects in the medium they prefer...online.
- Reach these prospective public health students on their favorite websites, such as Facebook, Yahoo, magazine sties, social media sites, etc.



Echo-targeting diagram:

1

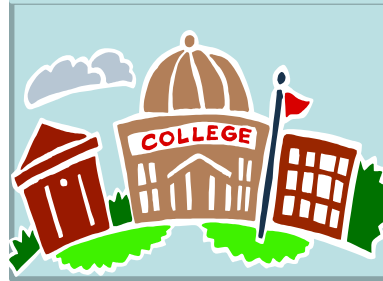
Bob is thinking of pursuing a degree in Public Health, so he visits the ASPPH or SOPHAS website. Utilizing code on those pages, ASPPH builds its audience of prospective Public Health students.



ASPPH.org



YourUniversity.edu

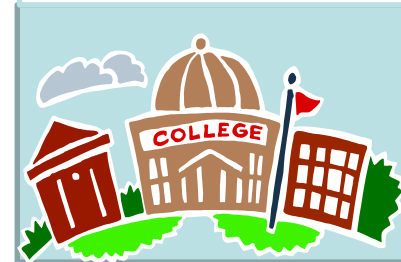


3

Bob sees your School of Public Health banner, clicks it, and is directed to your SoPH homepage or whatever page you choose as your landing page.

Later, Bob is online and visits the NY Times website. If the page Bob is visiting has ad availability, instantly, our program finds "Your University's ad" and runs it on the page downloading on Bob's screen.

NY Times.com



2



Presenter



Dee Boling

Director of Communications,
Tulane University School of
Public Health and Tropical
Medicine

Bending the Laws of Attraction

Tulane University
School of Public Health and Tropical Medicine



Tulane SPHTM

- ▶ Over 100 years of global public health education
- ▶ Excellent reputation
- ▶ Ideal location



A More Competitive Landscape

► ASPH



► ASPPH



Old Ways



A New Approach



Echo Marketing

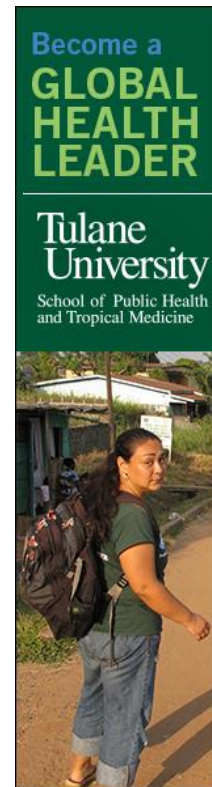
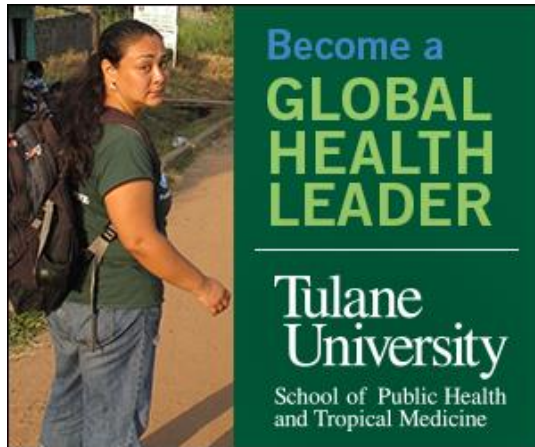


A calendar grid showing dates from 4 to 31. The days of the week are Sun, Mon, Tue, Wed, Thu, and Fri. A rolled-up sheet of paper is placed over the calendar, partially obscuring the dates. Many dates are crossed out with red X's.

Sun	Mon	Tue	Wed	Thu	Fri
			4	5	
5	6			11	12
12	13			18	19
19	20	21	22	25	26
26	27	28	31		



First Ad Set



Second Ad Set

GET EXACTLY WHAT YOU WANT
6 Departments • 15 Master's Degrees • 7 Doctoral Degrees

1 GREAT PUBLIC HEALTH EDUCATION

BSPH • MPH • MSPH • MHA • PhD • DrPH



GET EXACTLY WHAT YOU WANT

6 Departments
15 Master's Degrees
7 Doctoral Degrees

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1 GREAT PUBLIC HEALTH EDUCATION




Custom Landing Pages

[Email](#) [Gibson Online](#) [MyTulane](#)



School of Public Health and Tropical Medicine

[About](#) [Academics](#) [Admissions](#) [Information for:](#)




Let New Orleans be your classroom

There's no better location to earn a degree in public health. Tulane's School of Public Health and Tropical Medicine offers:


- World-renown faculty actively involved in research that cuts to the heart of the world's public health issues.
- Extensive ties both locally and world-wide. Students participate in local research, summer travel courses, and practicum opportunities on nearly every continent.
- A globally focused curriculum that doesn't just offer a course in global health. All of our programs consider public health from a global perspective.
- A supportive and engaging learning environment.
- A strong alumni network. The school has a 95% career outcomes rate and our graduates go on to become the leaders in global health initiatives in organizations that make a lasting difference.
- A vibrant, affordable city with excellent opportunities for hands-on learning.

Learn more:




**APPLICATION
TIMELINE**

Start in August, January, or June. Learn about our [rolling admissions](#).



**WEBINAR
RECORDINGS**

Curious about which program is right for you? Our [webinars](#) let you virtually meet faculty and staff while hearing about the programs.



OPEN HOUSES

There's no substitute for being here. Regular [Open Houses](#) introduce you to the school, scheduled around popular New Orleans events.


First Name:


Last Name:

Email Address:

SUBMIT

When you click submit, you'll receive the SPHTM Fact Sheet with information on all of our programs plus other facts about the school.





Tracking Page Visits

Crazy Egg

Future Student Echo B

http://sph.tulane.edu/publichealth/prospective-students/futurestudentechob.cfm

Heatmap Scrollmap Confetti Overlay Lis

111 days 5 hours 15 mins 637 visits 581 clicks

The screenshot shows the website for the Tulane School of Public Health and Tropical Medicine. The page features a navigation bar with links for Email, Gibson Online, and MyTulane. The main header includes the school's logo and name. Below the header is a navigation menu with links for About, Academics, Admissions, and Information for. The main content area has a large image of a city skyline and a body of water. To the right of the image is a form with fields for First Name, Last Name, Email, and Address, and a Submit button. Below the image is a section titled "Let New Orleans be your classroom" with a paragraph and a bulleted list of features. The Crazy Egg heatmap overlay shows high engagement (red and yellow) on the navigation menu, the city image, and the form fields.

Let New Orleans be your classroom


There's no better location to earn a degree in public health. Tulane's School of Public Health and Tropical Medicine offers:

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- A globally focused curriculum that doesn't just offer a course in global health. All of our programs consider public health from a global perspective. And with 15 master's and seven doctoral programs offered from six departments, we have a **program to suit your academic interests**.
- A **supportive and engaging** learning environment.
- A strong alumni network. The school has a **95% career outcomes rate** and our graduates go on to become the leaders in global health initiatives in organizations that make a lasting difference.




New Contacts

[Email](#) [Gibson Online](#) [MyTulane](#)



School of Public Health and Tropical Medicine

[About](#) [Academics](#) [Admissions](#) [Information for...](#)




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WEBINAR

Curious about which program is right for you? Our [webinars](#) let you virtually meet faculty and staff while hearing about the programs.



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Last Name:

Email Address:

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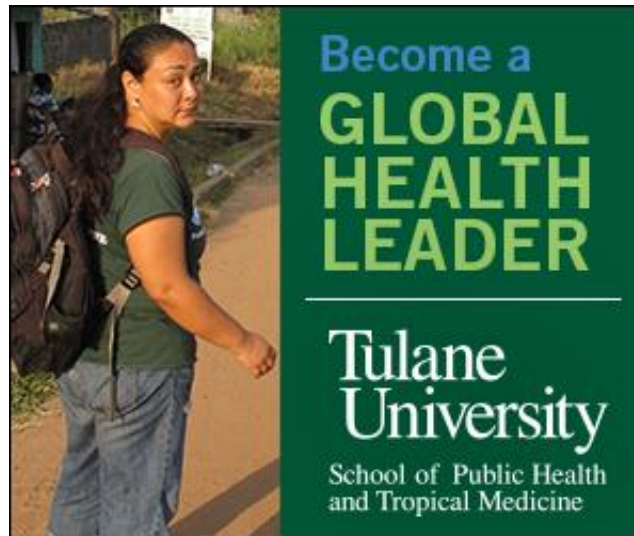
When you click submit, you'll receive the SPHTM Fact Sheet with information on all of our programs plus other facts about the school.





Data

- ▶ First Ad Set
 - ▶ Duration: 177 days
 - ▶ Visits: 2,005 visits to page
 - ▶ Clicks: 1,797
 - ▶ Leads: 175 new contacts



Data

- ▶ Second Ad Set
 - ▶ Duration: 121 days
 - ▶ Visits: 714 visits to page
 - ▶ Clicks: 676
 - ▶ Leads: 46 new contacts



GET EXACTLY
WHAT YOU WANT

6 Departments
15 Master's Degrees
7 Doctoral Degrees

BSPH · MPH · MSPH · MHA · PhD · DrPH

1 GREAT PUBLIC HEALTH
EDUCATION

Tulane University
School of Public Health
and Tropical Medicine



Data

► Overall:

- 1,004,553 Ads Fed
- 2,196 clicks to page
- 0.22% click through rate



Challenges

- ▶ Developing ads that appeal to our entire audience.
- ▶ Determining why one ad gets better response over another.
- ▶ Unbalanced demographic response.



Benefits

- ▶ ASPPH/SOPHAS - our market, interested audience
- ▶ New qualified leads
- ▶ Cost effective

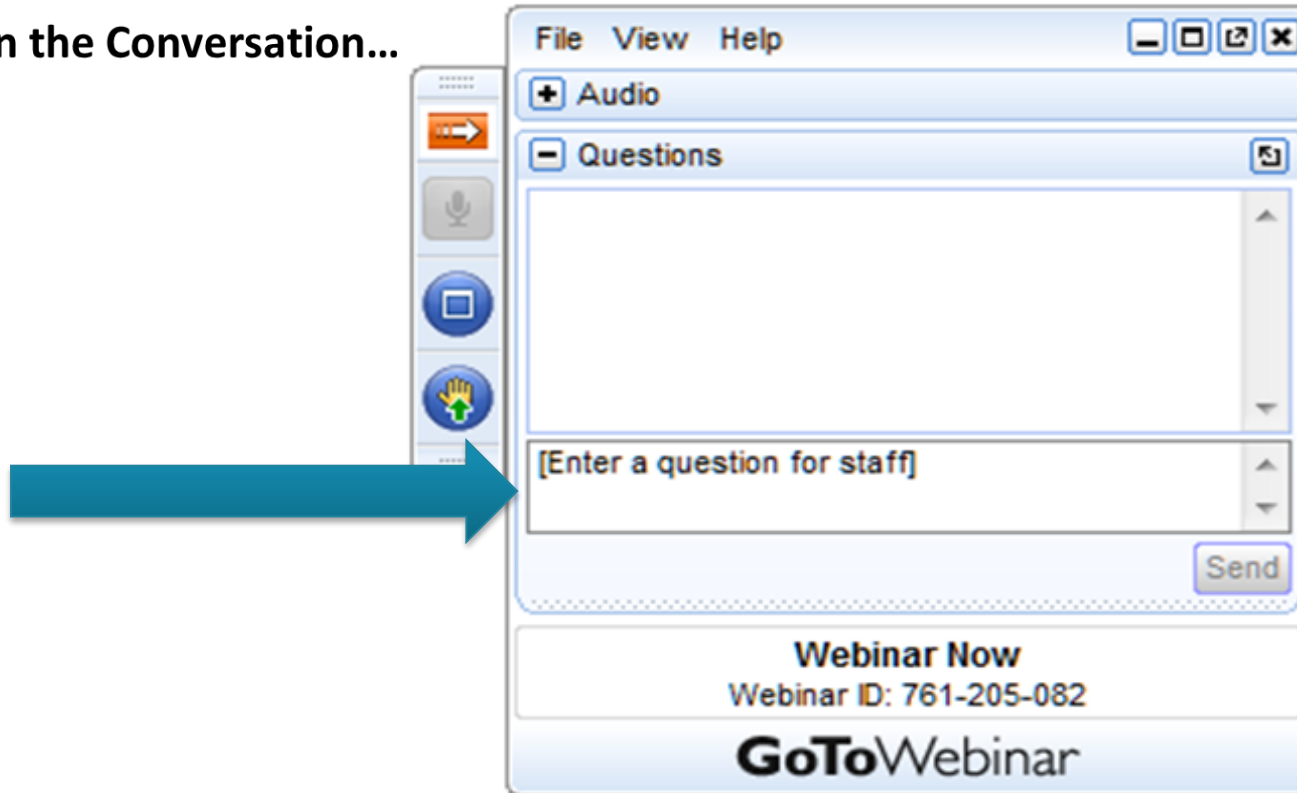


Thank you!



Questions or Comments?

Join the Conversation...



Presenter



Christopher Aldrich
Marketing Manager, Northeastern
University



NORTHEASTERN UNIVERSITY'S MASTER OF PUBLIC HEALTH IN URBAN HEALTH

Retargeting as a Digital Marketing Tool

Chris Aldrich, Marketing Manager

ABOUT NORTHEASTERN'S MPH IN URBAN HEALTH

- > Founded in 2008, a member of Northeastern's Bouve College of Health Sciences
- > Unique focus on urban health and diversifying the public health work force
- > Pedagogy rooted in social justice and urban health equity
- > Course modalities include 100% online, on-campus, and hybrid.
- > 37 inter-disciplinary faculty members: ranging from fields such as medicine and law to business and engineering



WHY DO WE UTILIZE RETARGETING AS A MARKETING TACTIC?

Retargeting allows us to engage an audience of prospective students who have indicated interest in a graduate public health program, but may (or may not) have been aware of Northeastern's MPH in Urban Health.

- > Northeastern introduced a 100% online modality for its MPH in Urban Health program in March 2015, so we launched marketing for the program that targeted a national audience for the first time.
- > Our goal is to capture contact (or “lead”) information for as many of these interested students as possible in order to get them into our lead nurturing pipeline.
- > We identified retargeting or “remarketing” as a cost-effective tactic that could have an immediate impact on our efforts to reach this audience.

NORTHEASTERN'S RETARGETING MARKETING FUNNEL

Student is served our ad and clicks to learn more



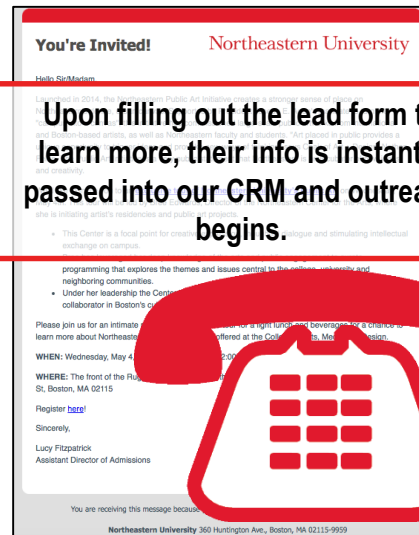
Prospective student visits ASPPH or SOPHAS website(s) to explore public health grad school options.



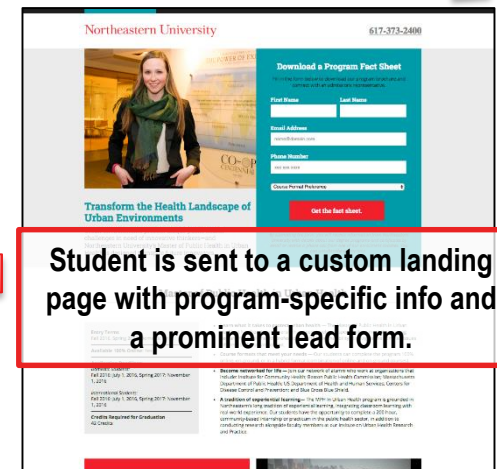
Ultimate success is judged by students who eventually submit an application via SOPHAS (and hopefully enroll).



Upon filling out the lead form to learn more, their info is instantly passed into our CRM and outreach begins.

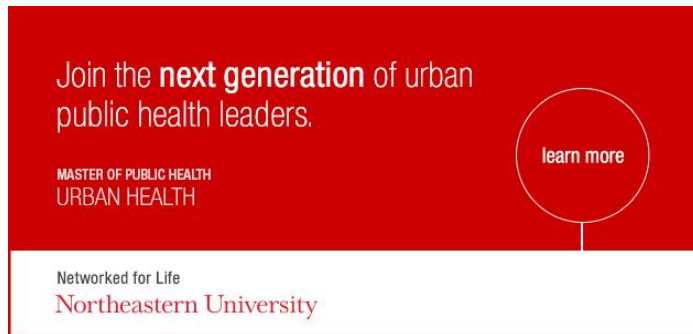
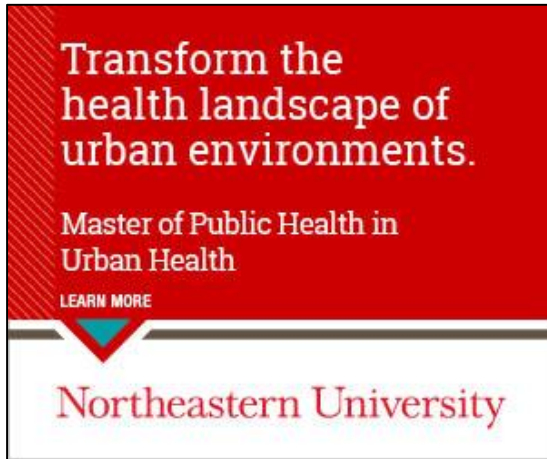


Student is sent to a custom landing page with program-specific info and a prominent lead form.



Northeastern University

CREATIVE EXAMPLES



Banner Ads

- > Attention grabbing headline, but not too much text
- > Calls to Action: Learn More, Request Info, etc.
- > Our best practice is to introduce new creative every 4-6 months

CREATIVE EXAMPLES

Program Landing Page

- > Prominent lead form to capture student's information
- > Succinct, high-level program information
- > Application and other program deadlines are key pieces of info
- > Includes digital assets (videos and downloadable PDF) to help improve conversion rates

Northeastern University

617-373-2400



Transform the Health Landscape of Urban Environments

Urban environments present unique public health challenges in need of innovative thinkers—and Northeastern University's Master of Public Health in Urban Health is designed to inspire future innovators.

Download a Program Fact Sheet

Fill in the form below to download our program brochure and connect with an admissions representative.

First Name Last Name

Email Address

Phone Number

Course Format Preference

Get the fact sheet.

By submitting the form, you will receive information from Northeastern University with details about our degree programs and certificates by email or receive a phone call from one of our enrollment coaches. You can unsubscribe at any time.

Master of Public Health in Urban Health

Entry Terms

Fall 2016, Spring 2017 (Domestic Only)

Available 100% Online: Yes

Application Deadlines:

Domestic Students:
Fall 2016: July 1, 2016, Spring 2017: November 1, 2016

International Students:
Fall 2016: July 1, 2016, Spring 2017: November 1, 2016

Credits Required for Graduation
42 Credits

- **Learn what it takes to protect urban health** — The Master of Public Health in Urban Health at Northeastern University has been developed specifically to meet the growing demand for public health professionals who have the ability to navigate the complex issues inherent to the urban context.
- **Course formats that meet your needs** — Our students can complete the program 100% online, on-ground, or in a hybrid format (combination of online and on-ground courses).
- **Become networked for life** — Join our network of alumni who work at organizations that include: Institute for Community Health; Boston Public Health Commission; Massachusetts Department of Public Health; US Department of Health and Human Services; Centers for Disease Control and Prevention; and Blue Cross Blue Shield.
- **A tradition of experiential learning** — The MPH in Urban Health program is grounded in Northeastern's long tradition of experiential learning, integrating classroom learning with real-world experience. Our students have the opportunity to complete a 200-hour, community-based internship or practicum in the public health sector, in addition to conducting research alongside faculty members at our Institute on Urban Health Research and Practice.

Northeastern University

HOW WE MEASURE SUCCESS

Below are a few of the key metrics that we look at when determining success of our digital campaigns.



**CLICKS
/CTR**

How many people who saw our ad clicked and visited our landing page?

**LEAD
VOLUME**

How many total leads did we generate for the program?

CPL

Average Cost Per Lead

APPS

Total applications generated and the cost per application.

Northeastern University

OUR RESULTS

Implemented our first retargeting campaign with Echo Interactive and ASPPH in Spring 2015. This data spans two enrollment intakes for our program.

8,500

Unique Landing Page Views

400+

Leads Generated

12

Applications Generated

3

Enrollments



Very Low CPL and CPA's

THANK YOU



Chris Aldrich

Marketing Manager

Northeastern University

(617) 373-7643

c.aldrich@northeastern.edu

Benefits to ASPPH members

- Targeted: only reach prospects who have taken the trouble to visit the ASPPH or SOPHAS websites. Past research shows that nearly 100% of future Public Health students will visit the SOPHAS website.
- Affordably Raise Awareness: members can promote themselves to prospects in a very targeted fashion and do so very affordably:
 - \$250 per month buys about 40,000 banner ads to prospects
 - \$500 per month buys about 90,000 banner ads to prospects
 - \$1,000 per month buys about 200,000 banners to prospects
- Relevant: as the banner ads are only seen by future SoPH students on their favorite sites, the university ads are relevant and of interest.

Turnkey solution

- The ASPPH has created a nearly turnkey recruitment solution for its members. All a member institution needs to provide is:
 - URL of the desired landing page
 - the monthly budget
 - 1 banner ad creative in 5 different ad sizes
 - 300x250 728x90 468x60 160x600 320x50
 - 150k max file size for any single ad size
 - Ad files can be accepted in jpg, gif, png, or swf file formats

ASPPH / Echo-Interactive LLC

- ASPPH has partnered with Echo-Interactive to make this program possible to its members.
- Echo-Interactive is handling all of the day to day customer support, program administration, and billing activities on behalf of ASPPH.
- Please be in touch with Owen Landon at Echo-Interactive to learn more about this exciting recruitment program:
 - owen@echo-interactivellc.com
 - phone: 617–877-6327

Thank you to today's Presenters



Owen Landon III
President, Echo-Interactive LLC



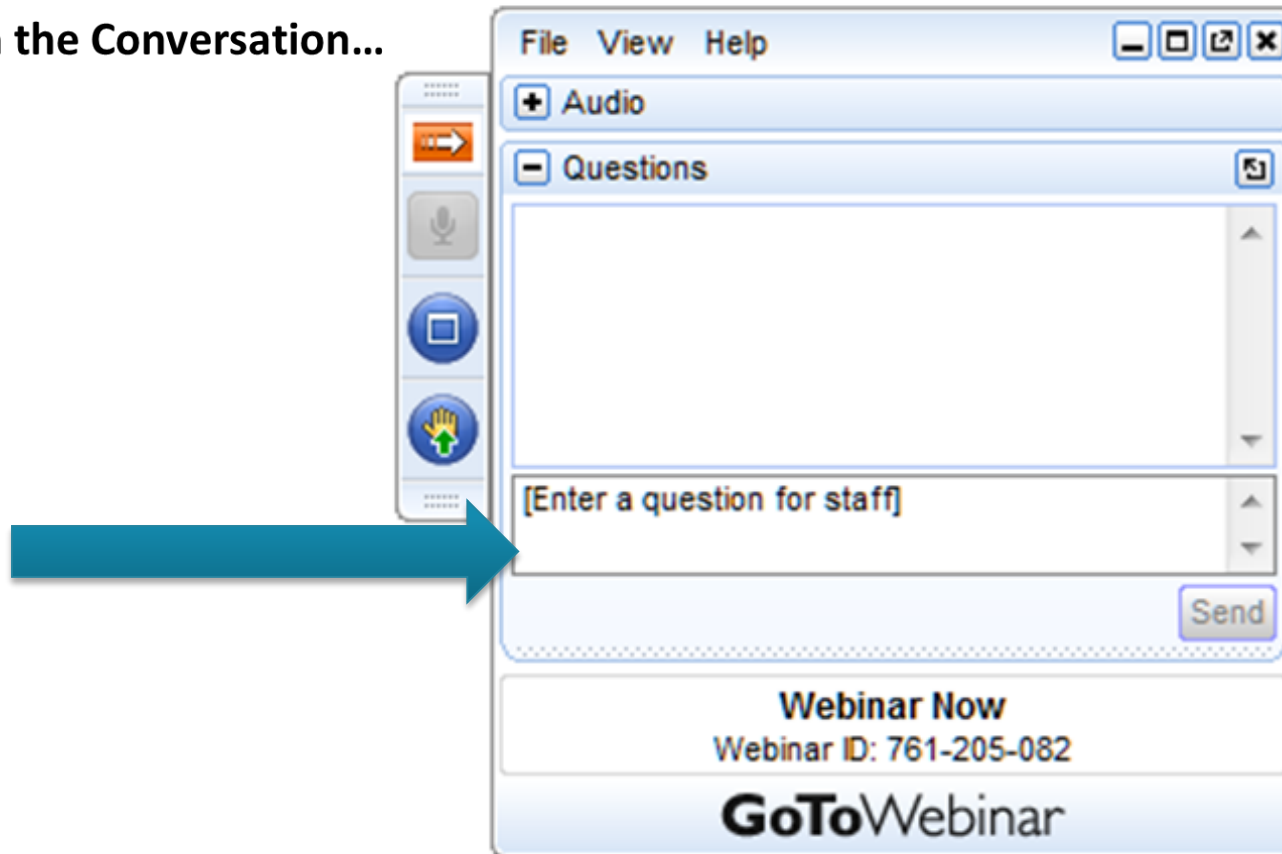
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Marketing Manager, Northeastern
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Questions or Comments?

Join the Conversation...



Today's Presenters

Now taking questions.



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President, Echo-Interactive LLC



Dee Boling
Director of Communications,
Tulane University School of
Public Health and Tropical
Medicine



Christopher Aldrich
Marketing Manager, Northeastern
University

Thank You!

See the webinar event page on the ASPPH website for a link to the **archived webinar**:

<http://www.aspph.org/aspph-presents-webinar-student-services-spotlight-digital-marketing/>

Contact: webinars@aspph.org



Coming Attractions...

ASPPH Presents



WEBINAR

ASPPH Presents Webinar: The Future Public Health Workforce: Pipelines and Profiles of SOPHAS Applicants

Monday, June 20, 1:00 – 2:00 p.m. Eastern

ASPPH Presents Student Services Spotlight: Digital Marketing Webinar

Thursday, June 30, 1:00 p.m. – 2:00 p.m. Eastern

For more information about and to register for upcoming webinars, visit the
ASPPH Events page:

<http://www.aspph.org/events/category/webinar/>

Coming Attractions...



2017 ASPPH
ANNUAL MEETING
MARCH 15-17 • ARLINGTON, VA

UNDERGRADUATE
Public Health and Global Health Education
..... SUMMIT
MARCH 15, 2017 • ARLINGTON, VA

Coming Attractions...



CONFERENCE WEBSITE: www.acsa-arch.org/2016-Fall

Registration opens in July

Thank you!