

## Summer 2015 Advertising Summary

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### Advertising Methods

We used a multipronged approach to increase enrollment for Summer 2015. Different messages were used for each audience.

Method	Notes	Clicks / Reach	Cost
<b>Pennysaver</b>	Back covers of publication delivered to every door in low participation areas.	NA / 52,513	\$1,616
<b>Facebook</b>	Ads geotargeted and narrowed by age, interest in higher education, continuing education.	3,485 / 186,353	\$1,500
<b>Emails - Internal</b>	Emails to students who didn't register. Emails to students who missed registration appointment.	NA / 50,000+	\$0 (except staff time)
<b>Emails - External</b>	Purchased email lists: Parents of older teens within 15 miles and Adults 18-25 interested in higher education within 15 miles. Two emails one week apart.	2,026 / 100,000	\$8,300
<b>Radio</b>	For brand awareness on stations popular with youths: KAMP, KEARTH. This program is for 120 ads that are first in the commercial break.	NA / 846,000 (reach only lists number of 18-25 year olds.)	\$15,000
<b>TOTAL</b>			\$26,416

### Advertising Impact on Summer Website Visits

One of the best ways we can see the effectiveness of advertising is in comparing the number of web visitors to the Summer Intersession web page during the same time of year. Many of the online advertisements linked to this page. This year, an additional 10,960 people visited the site to learn about Summer at Mt. SAC.

	2014 Summer Web Site	2015 Summer Web Site	Difference
<b>Page Views*</b>	28,728	53,798	+25,070 (+87%)
<b>Unique Page views*</b>	23,583	34,543	+10,960 (+46%)

\*from Jan. 1 through May 20 of that year

We also saw a drastic increase in the number of people who visited the website to learn about **Applying to Mt. SAC** during the advertising period. Some advertisements linked to this page. It would also be the common point of interest for people who are new to learning about Mt. SAC.

	2014 Apply Web Site	2015 Apply Web Site	Difference
Page Views*	17,248	60,328	+43,080 (+249%)
Unique Page views*	12,965	42,141	+29,176 (+225%)

\*from April 1 through May 26 of that year