

Update on Department Advertising - Perkins Program Level Marketing Phase 1 Summary
02/19/2016

It was a pleasure working with you on the first batch of program-level marketing, funded by the Perkins grant.

I have some results to share, but first **here's a summary** of what has passed over the past few months:

- Marketing reviewed your website with the department chair or designee
- Marketing added a "Call to Action" so students had a next step, from exploring a program to learning the steps to apply and enroll
- Marketing rewrote/edited home pages to showcase what made program special and lead visitors inside
- Marketing adjusted some menus and web pages to make it easier to skim or navigate
- Marketing provided departments an opportunity to provide feedback and edits on their web pages
- Marketing programmed the Mt. SAC search so your program came up first for certain key words
- Marketing created/edited your home page parameters (title, description, keywords) so your program organically shows up in external website searches
- Reach Local created and placed FB/Instagram ads
- Reach Local created and placed SEM ads
- Marketing provided a summary of results after the campaign
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PLEASE NOTE: For this special project, Marketing and Communication reviewed/edited your website to ensure that advertising visitors knew what to do next. Due to staffing constraints (we have 1 writer/photographer), this is currently outside the regular duties of the staff. Website content is the ongoing responsibility of departments, though Web Services continues to offer its support to you on an as-needed basis.

In the attachment, you'll see **the results for each program**, which I think are quite good. Each program got several hundred extra visitors to your website. In total:

- Ads were delivered 12.4-million times
- 7,800 people visited your web pages

I would LOVE to know if you have noticed any impact on your departments. Dawn Waters mentioned she is getting fewer calls about how to apply and enroll after we placed the Steps to Apply and Enroll button on her site. Have you noticed anything with your departments?

If you have any questions, let me know.

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