

CAMPAIGN BRIEF

DIGITAL MEDIA BUY: AUBURN EXPERTS TAKE ON CORONAVIRUS

TIE TO STRATEGIC PLAN:

Transformative Research: Elevate research and scholarly impact to address society's critical issues and promote economic development in Alabama and beyond.

Objective:

- Awareness of Auburn University expertise, engagement and actions in response to COVID-19 pandemic.

Goal:

- Expand promotion of Auburn experts' insight via a digital display ad buy targeting business executives and government officials.

Tactics:

- Phase 1 – Expand the creative we've already been using across our own channels, to digital display ads promoting the overall Auburn Experts message, directing to Experts main webpage.
- Phase 2 – Retargeting ads promoting new content availability, with updated creative based on users' specific interest, from Phase 1 tracking of engagement with specific category subpages within Experts site.
 - Categories: Health and Medical, Economic Analysis, Community Impact, Education and Learning Techniques

Audience:

- C-level executives and business owners in the Birmingham, Huntsville and Montgomery DMAs
- Government elected officials in Washington D.C. and Montgomery DMAs

Distribution:

- Mobile and desktop banner ads: 300x250, 160x600, 120x600, 300x50, 728x90 and 320x50
- Coordinated posting of four home page sliders on auburn.edu matching display ad retargeting creative
- Coordinated posting across Auburn social media channels matching display ad retargeting creative

Schedule:

Total campaign in-market timing is April 27 – May 26

- Display ad initial launch to business execs: Mon, April 27 / then retargeting
- Display ad initial launch to government: Mon, May 4 / then retargeting
- Auburn home page and social media channels: to launch in coordination with display ad retargeting timing

Measurement:

- Impressions, CTR, website engagement tracking of main page and category pages (MBI)
- Additional engagement data via Google Analytics heat map (internal)

Results:

- Delivered 3.45 million impressions, generating 3,442 clicks to the COVID-19 Experts website. This resulted in a click through rate of .10%, which tracked slightly above the national average rate.
- Generated 3,225 cross-device (desktop and mobile) page views.
- Value add was traffic driven to the Admissions web pages, presumably by targets with college-aged children. Admissions activity as a result: three Tour Registration bookings, 219 cross-device visits to the "Attention Applicants" page and 82 cross-device page visits to the "Virtual Opportunities" page.