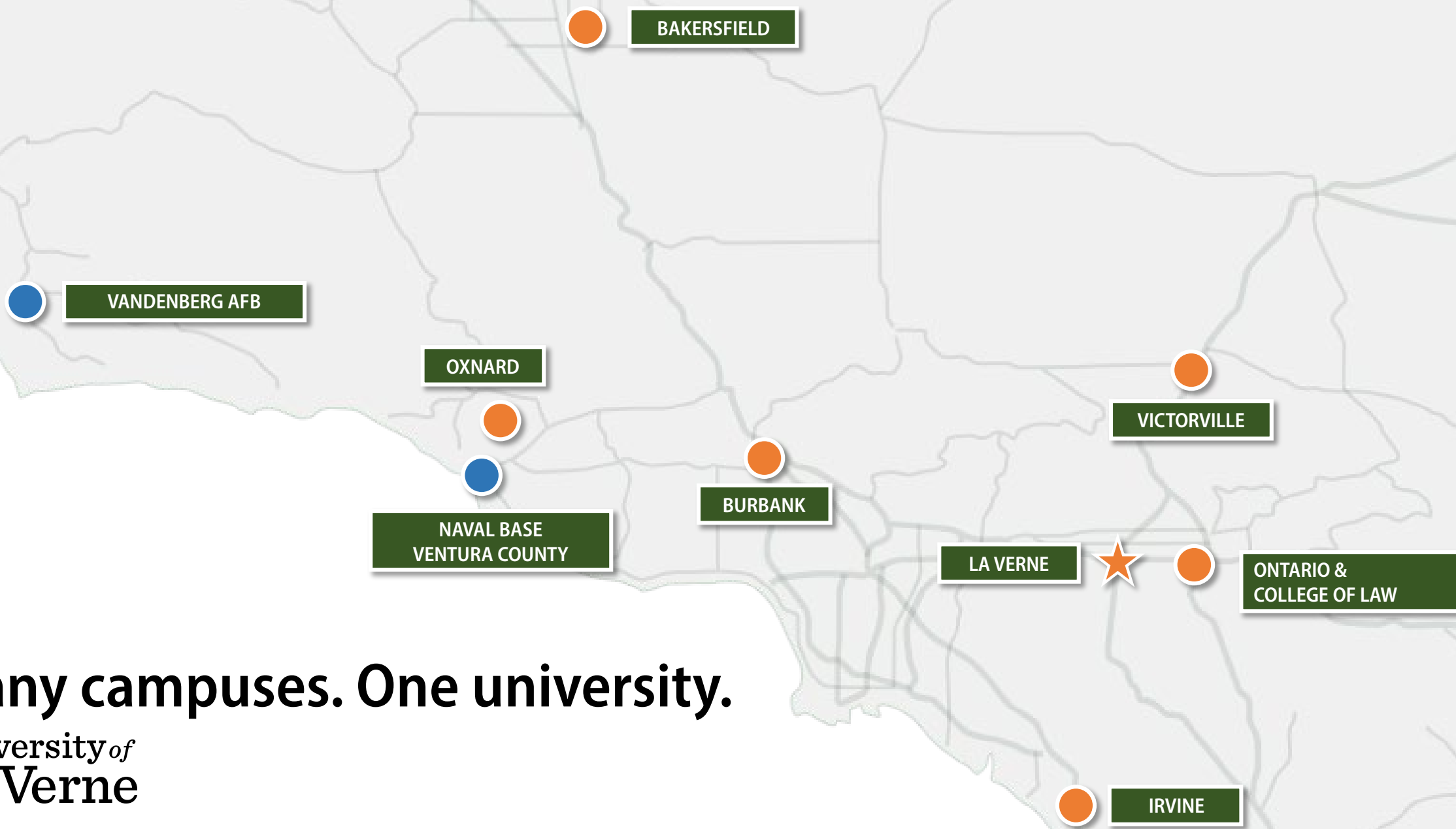




# University *of* La Verne

Matthew Hutaff  
Director of Digital Communications





**Many campuses. One university.**

University of  
**La Verne**



Traditional Undergraduate

Transfer Students

Adult Learners

Graduate Students

Doctoral Programs

Accelerated Courses

Regional Campuses

Online Education

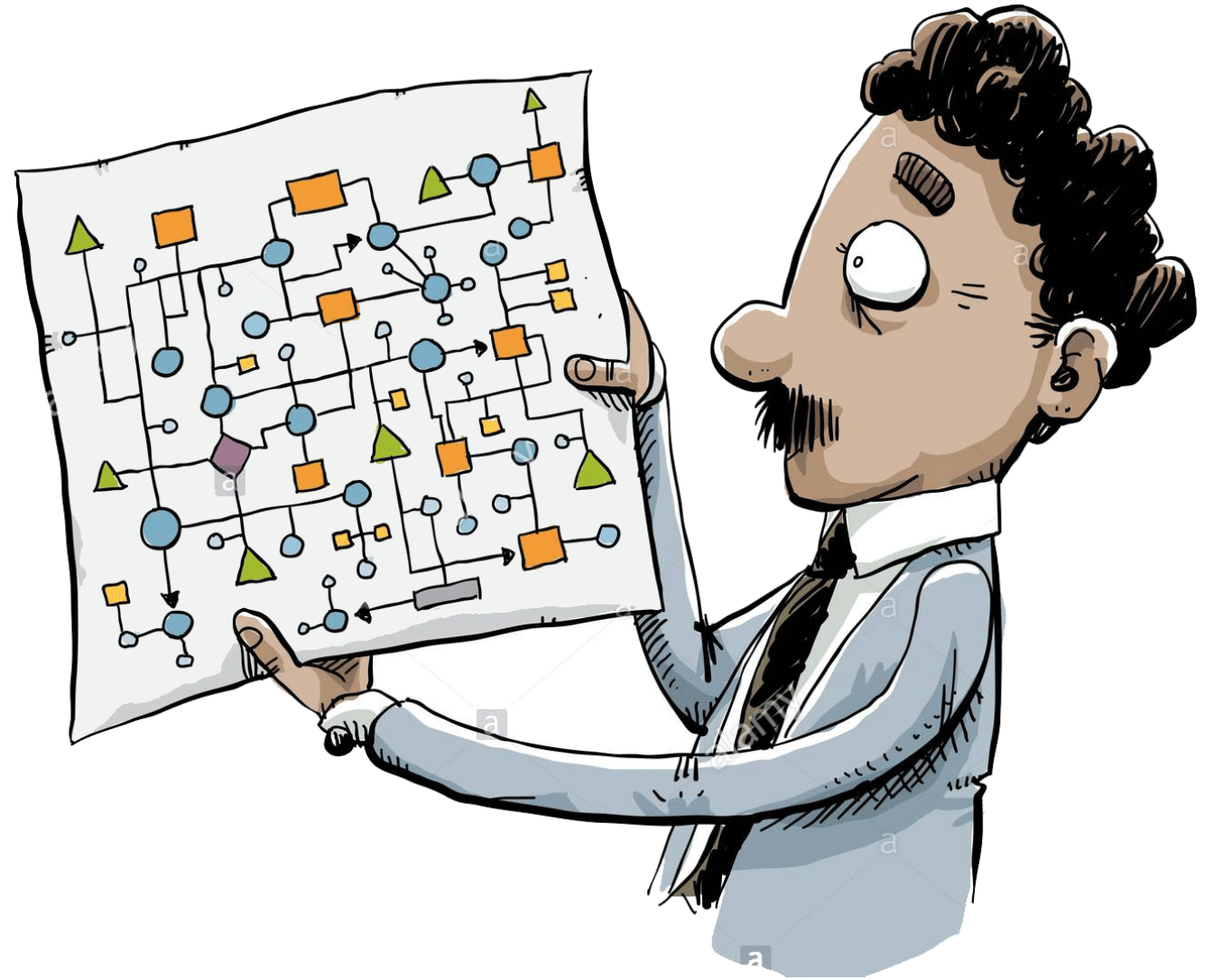
Certificates

Extended Learning

# Many audiences. One voice.

University of  
**La Verne**

So how to market to  
such a diverse  
constituency?



University of  
**La Verne**

# Postcards.

## University of La Verne

## Information Session



**Saturday, February 20th at 10 AM**  
**University of La Verne Abraham Campus Center**

Ludwick Conference Center  
2000 Second Street, La Verne CA 91750

**Parking Restrictions:**

- Park in any University parking lot with Green signs (lots A, G, I, K, or N), avoiding restricted spaces.
- Do not park in lots marked with Orange signs, parking is for resident students.
- Visit [sites.laverne.edu/parking](https://sites.laverne.edu/parking) for more information.

RSVP by calling 1-877-GO-TO-ULV or visit: [laverne.edu/info](https://laverne.edu/info)

**Online Degree Programs**

- Bachelor of Arts in Business Administration
- Bachelor of Science in Organizational Management
- Bachelor of Science in Public Administration
- Master of Business Administration (MBA)
- Master of Science in Leadership and Management
- Master of Science in Child Development



UNIVERSITY OF  
**LA VERNE**

1950 Third Street, La Verne CA 91750  
[laverne.edu](https://laverne.edu) 1-877-GO-TO-ULV [infosession@laverne.edu](mailto:infosession@laverne.edu)

**Achieve  
More Than You Ever  
Imagined**



UNIVERSITY OF  
**LA VERNE**

**Attend an  
Information Session**  
**Saturday, February 20th  
at 10 AM**



**"In many different and multi-faceted ways, the College of Business and Public Management has definitely shaped me into the successful business professional I am today."**

**Natalee Garrett**  
Special Projects Manager  
Kern Legacy Health Plan  
Owner, NG Consulting  
*BS '14  
MSLM '16*



# Big glossy brochures.

University of  
La Verne



# Email campaigns.

University of  
La Verne

University of La Verne

## Affordable. Flexible.


VICTORVILLE INFORMATION SESSION  
Wednesday, March 14 @ 6:00PM

RSVP TODAY

Looking to earn your bachelor's degree  
or advance your career with a master's degree?  
The University of La Verne has a path for you.

Attend an information session at a campus  
near you and speak with an admissions  
expert about the opportunities that fit your  
goals.

Application fees are waived for most  
programs.



FOR MORE INFORMATION, CALL 877 GO-TO-ULV

**And radio spots.**



But how do you gauge  
the return on that  
investment?

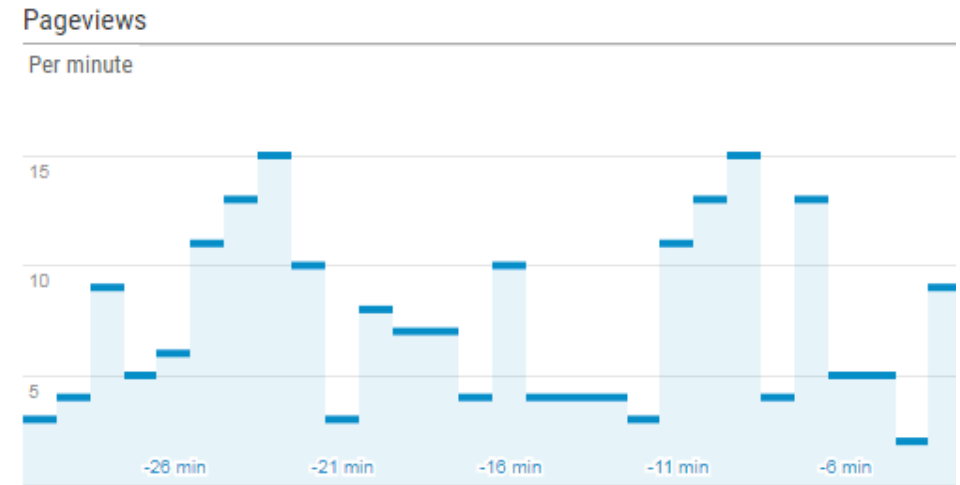
**Not well.**



# Google Analytics

is a good start.

- Top content



## Top Active Pages:

Active Page	
1.	<a href="http://laverne.edu/mylaverne/">laverne.edu/mylaverne/</a>
2.	<a href="http://laverne.edu/education/crmrecruiting/sessions/pages/welcome.aspx">laverne.edu/education/crmrecruiting/sessions/pages/welcome.aspx</a>
3.	<a href="http://education.laverne.edu/counseling/">education.laverne.edu/counseling/</a>
4.	<a href="http://education.laverne.edu/edd/">education.laverne.edu/edd/</a>
5.	<a href="http://laverne.edu/">laverne.edu/</a>

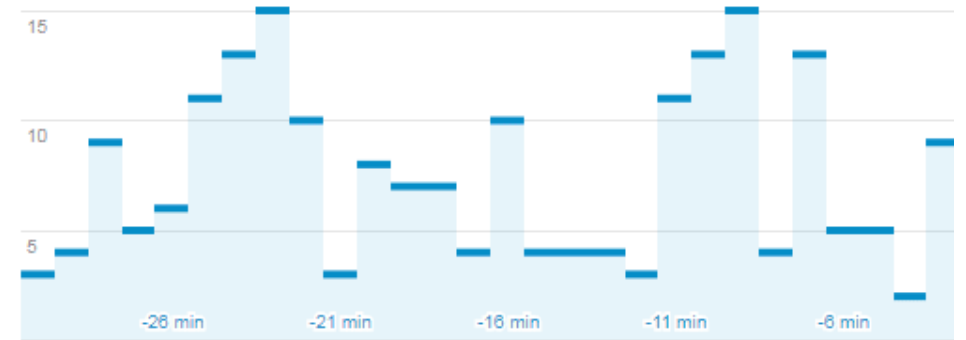
# Google Analytics

is a good start.

- Top content
- User locations

Pageviews

Per minute



## Top Active Pages:

Active Page	
1.	<a href="http://laverne.edu/mylaverne/">laverne.edu/mylaverne/</a>
2.	<a href="http://laverne.edu/education/crmrecruiting/sessions/pages/welcome.aspx">laverne.edu/education/crmrecruiting/sessions/pages/welcome.aspx</a>
3.	<a href="http://education.laverne.edu/counseling/">education.laverne.edu/counseling/</a>
4.	<a href="http://education.laverne.edu/edd/">education.laverne.edu/edd/</a>
5.	<a href="http://laverne.edu/">laverne.edu/</a>



# Google Analytics

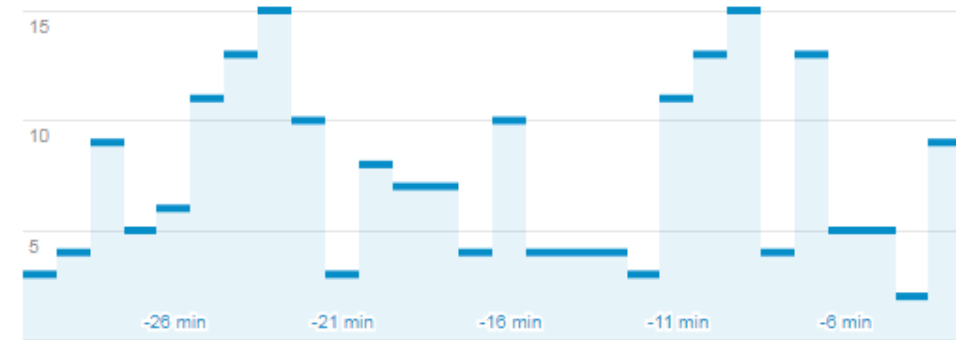
is a good start.

- Top content
- User locations
- Demographics

University of  
**La Verne**

Pageviews

Per minute



## Top Active Pages:

Active Page	
1.	<a href="http://laverne.edu/mylaverne/">laverne.edu/mylaverne/</a>
2.	<a href="http://laverne.edu/education/crmrecruiting/sessions/pages/welcome.aspx">laverne.edu/education/crmrecruiting/sessions/pages/welcome.aspx</a>
3.	<a href="http://education.laverne.edu/counseling/">education.laverne.edu/counseling/</a>
4.	<a href="http://education.laverne.edu/edd/">education.laverne.edu/edd/</a>
5.	<a href="http://laverne.edu/">laverne.edu/</a>

# Google Analytics

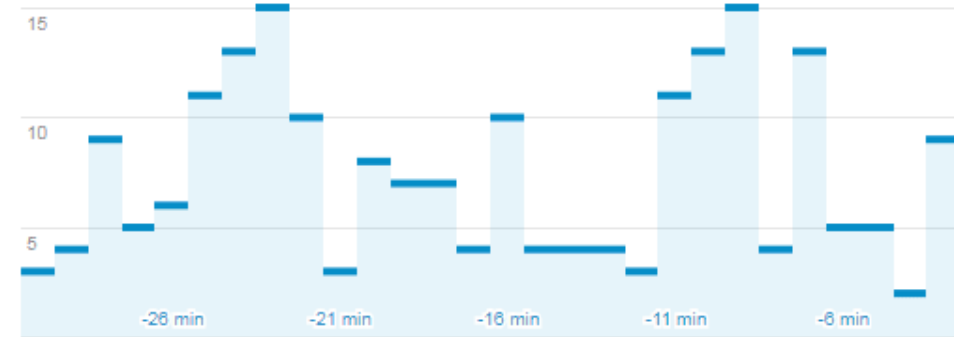
is a good start.

- Top content
- User locations
- Demographics
- Mobile v. desktop

University of  
**La Verne**

Pageviews

Per minute



Top Active Pages:

Active Page	
1.	<a href="http://laverne.edu/mylaverne/">laverne.edu/mylaverne/</a>
2.	<a href="http://laverne.edu/elluciancrmrecruiting/sessions/pages/welcome.aspx">laverne.edu/elluciancrmrecruiting/sessions/pages/welcome.aspx</a>
3.	<a href="http://education.laverne.edu/counseling/">education.laverne.edu/counseling/</a>
4.	<a href="http://education.laverne.edu/edd/">education.laverne.edu/edd/</a>
5.	<a href="http://laverne.edu/">laverne.edu/</a>

# Google Analytics

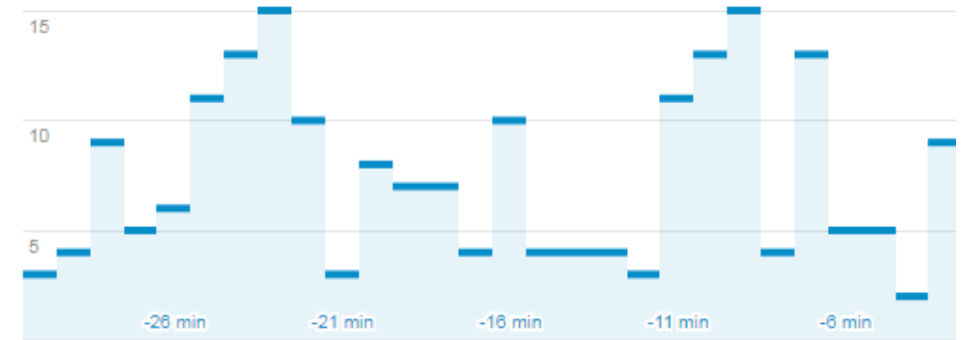
is a good start.

- Top content
- User locations
- Demographics
- Mobile v. desktop
- Average user time

University of  
**La Verne**

Pageviews

Per minute



## Top Active Pages:

Active Page	
1.	<a href="http://laverne.edu/mylaverne/">laverne.edu/mylaverne/</a>
2.	<a href="http://laverne.edu/luciancrmrecruiting/sessions/pages/welcome.aspx">laverne.edu/luciancrmrecruiting/sessions/pages/welcome.aspx</a>
3.	<a href="http://education.laverne.edu/counseling/">education.laverne.edu/counseling/</a>
4.	<a href="http://education.laverne.edu/edd/">education.laverne.edu/edd/</a>
5.	<a href="http://laverne.edu/">laverne.edu/</a>



# Google Analytics

is a good start.

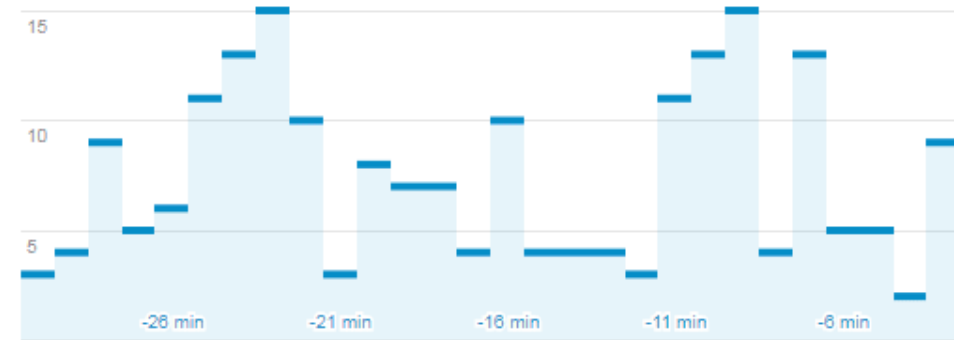
- Top content
- User locations
- Demographics
- Mobile v. desktop
- Average user time

And it *is* free.

University of  
**La Verne**

Pageviews

Per minute



## Top Active Pages:

Active Page	
1.	<a href="http://laverne.edu/mylaverne/">laverne.edu/mylaverne/</a>
2.	<a href="http://laverne.edu/luciancrmrecruiting/sessions/pages/welcome.aspx">laverne.edu/luciancrmrecruiting/sessions/pages/welcome.aspx</a>
3.	<a href="http://education.laverne.edu/counseling/">education.laverne.edu/counseling/</a>
4.	<a href="http://education.laverne.edu/edd/">education.laverne.edu/edd/</a>
5.	<a href="http://laverne.edu/">laverne.edu/</a>



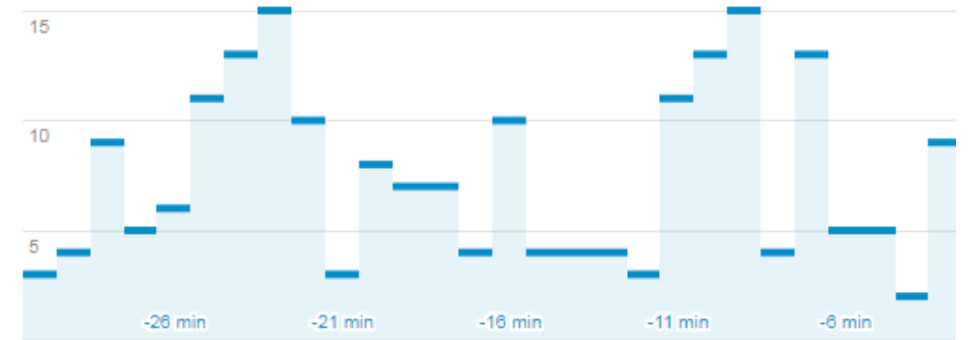
**But knowing where your audience clicks is just the beginning.**

# Top Content

- Is the information on your most visited pages **up to date?**

Pageviews

Per minute



## Top Active Pages:

Active Page	
1.	<a href="http://laverne.edu/mylaverne/">laverne.edu/mylaverne/</a>
2.	<a href="http://laverne.edu/elluciancrmrecruiting/sessions/pages/welcome.aspx">laverne.edu/elluciancrmrecruiting/sessions/pages/welcome.aspx</a>
3.	<a href="http://education.laverne.edu/counseling/">education.laverne.edu/counseling/</a>
4.	<a href="http://education.laverne.edu/edd/">education.laverne.edu/edd/</a>
5.	<a href="http://laverne.edu/">laverne.edu/</a>

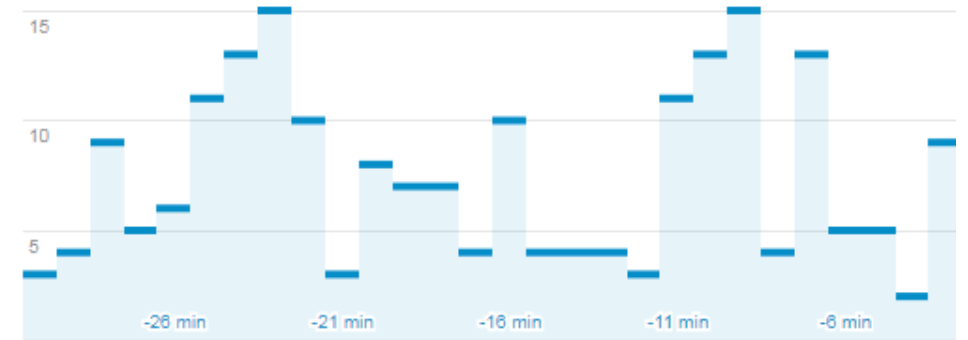


# Top Content

- Is the information on your most visited pages **up to date**?
- Do the links **work**?

Pageviews

Per minute



## Top Active Pages:

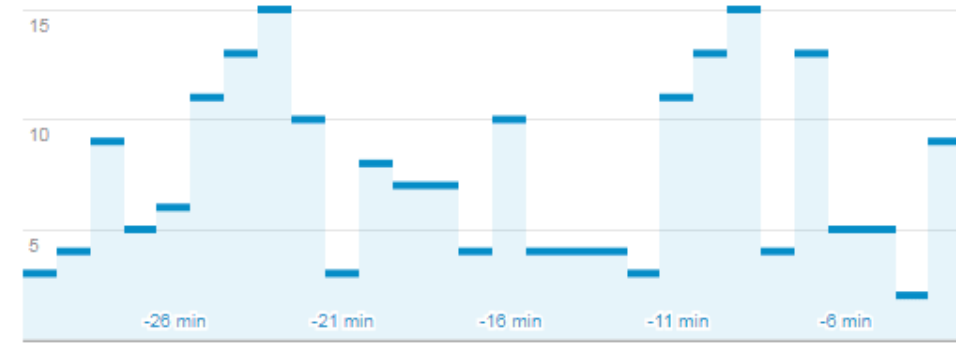
Active Page	
1.	<a href="http://laverne.edu/mylaverne/">laverne.edu/mylaverne/</a>
2.	<a href="http://laverne.edu/elluciancrmrecruiting/sessions/pages/welcome.aspx">laverne.edu/elluciancrmrecruiting/sessions/pages/welcome.aspx</a>
3.	<a href="http://education.laverne.edu/counseling/">education.laverne.edu/counseling/</a>
4.	<a href="http://education.laverne.edu/edd/">education.laverne.edu/edd/</a>
5.	<a href="http://laverne.edu/">laverne.edu/</a>

# Top Content

- Is the information on your most visited pages **up to date**?
- Do the links **work**?
- Was pertinent and relevant **metadata** a part of your overall content strategy?

Pageviews

Per minute



Top Active Pages:

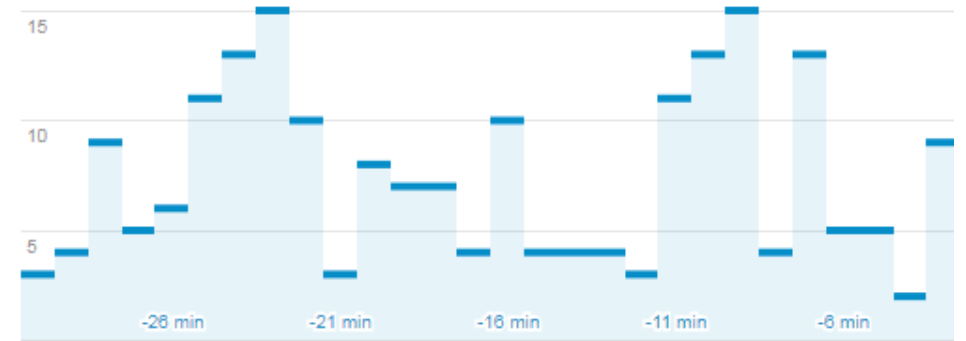
Active Page	
1.	<a href="http://laverne.edu/mylaverne/">laverne.edu/mylaverne/</a>
2.	<a href="http://laverne.edu/education/crmrecruiting/sessions/pages/welcome.aspx">laverne.edu/education/crmrecruiting/sessions/pages/welcome.aspx</a>
3.	<a href="http://education.laverne.edu/counseling/">education.laverne.edu/counseling/</a>
4.	<a href="http://education.laverne.edu/edd/">education.laverne.edu/edd/</a>
5.	<a href="http://laverne.edu/">laverne.edu/</a>

# Top Content

- Is the information on your most visited pages **up to date**?
- Do the links **work**?
- Was pertinent and relevant **metadata** a part of your overall content strategy?
- Can you read the page on your **mobile device**?

Pageviews

Per minute



Top Active Pages:

Active Page	
1.	<a href="http://laverne.edu/mylaverne/">laverne.edu/mylaverne/</a>
2.	<a href="http://laverne.edu/uciancrmrecruiting/sessions/pages/welcome.aspx">laverne.edu/uciancrmrecruiting/sessions/pages/welcome.aspx</a>
3.	<a href="http://education.laverne.edu/counseling/">education.laverne.edu/counseling/</a>
4.	<a href="http://education.laverne.edu/edd/">education.laverne.edu/edd/</a>
5.	<a href="http://laverne.edu/">laverne.edu/</a>

# Top Content

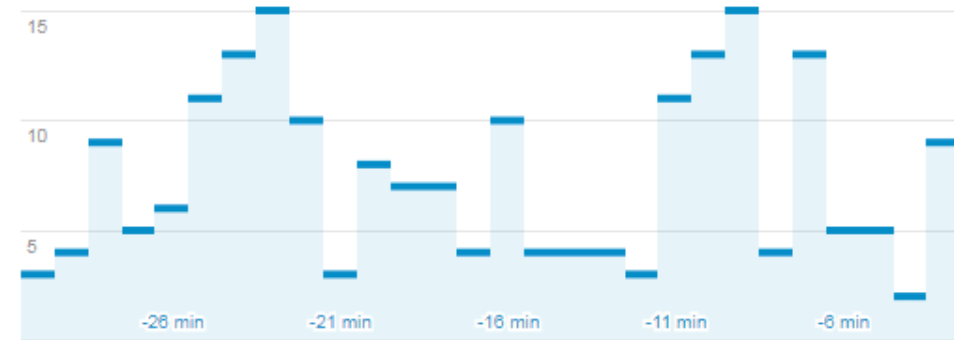
- Is the information on your most visited pages **up to date**?
- Do the links **work**?
- Was pertinent and relevant **metadata** a part of your overall content strategy?
- Can you read the page on your **mobile device**?

**The numbers are useless if prospects don't find what they need on the pages they visit.**

University of  
**La Verne**

Pageviews

Per minute



Top Active Pages:

Active Page	
1.	<a href="http://laverne.edu/mylaverne/">laverne.edu/mylaverne/</a>
2.	<a href="http://laverne.edu/elluciancrmrecruiting/sessions/pages/welcome.aspx">laverne.edu/elluciancrmrecruiting/sessions/pages/welcome.aspx</a>
3.	<a href="http://education.laverne.edu/counseling/">education.laverne.edu/counseling/</a>
4.	<a href="http://education.laverne.edu/edd/">education.laverne.edu/edd/</a>
5.	<a href="http://laverne.edu/">laverne.edu/</a>

# User Locations

- Most – if not all – higher ed traffic comes from within the United States (take that, GDPR!).

**Knowing where your audience is and reaching them directly are two very different things.**

University of  
**La Verne**

■ UNITED STATES

100%

Metric Total: 14			
City		Active Users ↓	
1.	Los Angeles	3	21.43%
2.	San Diego	2	14.29%
3.	Banning	1	7.14%
4.	Burbank	1	7.14%
5.	Chino Hills	1	7.14%
6.	El Monte	1	7.14%
7.	Glendora	1	7.14%
8.	Newburyport	1	7.14%
9.	Ontario	1	7.14%
10.	Rowland Heights	1	7.14%
11.	San Dimas	1	7.14%



What if you **could** reach them directly?

You **can.**

University *of*  
**La Verne**

# Clarity

Take a deep dive into your user base with one line of Javascript.

Engagement by Top 10 Sources

Sources	Visits (Average)	Visit Time (Average by Seconds)	Number of Profiles
Carnegie	2.34	13.99	24.06k
google	3.91	54.05	17.01k
facebook	1.39	2.19	4.96k
twitter	1.57	4.04	1.97k
newsletter	4.73	63.33	576
Pandora	1.01	3.5	276
hotcoursesinternational	4.66	121.95	246
carnegie	7.14	58.78	216
RD Station	1.2	22.94	115
googlemybusiness	15.45	52.88	75
Average	4.34	39.76	4.95k

# Clarity

Track your traffic – and see how your campaigns and tactics behave against one another in real time.

Some may surprise you.

Engagement by Top 10 Sources

Sources	Visits (Average)	Visit Time (Average by Seconds)	Number of Profiles
Carnegie	2.34	13.99	24.06k
google	3.91	54.05	17.01k
facebook	1.39	2.19	4.96k
twitter	1.57	4.04	1.97k
newsletter	4.73	63.33	576
Pandora	1.01	3.5	276
hotcoursesinternational	4.66	121.95	246
carnegie	7.14	58.78	216
RD Station	1.2	22.94	115
googlemybusiness	15.45	52.88	75
Average	4.34	39.76	4.95k

# Clarity

## Hot Courses International

- Separate undergraduate advertising effort for international students.

Engagement by Top 10 Sources

Sources	Visits (Average)	Visit Time (Average by Seconds)	Number of Profiles
Carnegie	2.34	13.99	24.06k
google	3.91	54.05	17.01k
facebook	1.39	2.19	4.96k
twitter	1.57	4.04	1.97k
newsletter	4.73	63.33	576
Pandora	1.01	3.5	276
hotcoursesinternational	4.66	121.95	246
carnegie	7.14	58.78	216
RD Station	1.2	22.94	115
googlemybusiness	15.45	52.88	75
Average	4.34	39.76	4.95k



# Clarity

## Hot Courses International

- Separate undergraduate advertising effort for international students.
- Quick, easy way to gauge the efficacy of a small, relatively unknown marketing campaign.

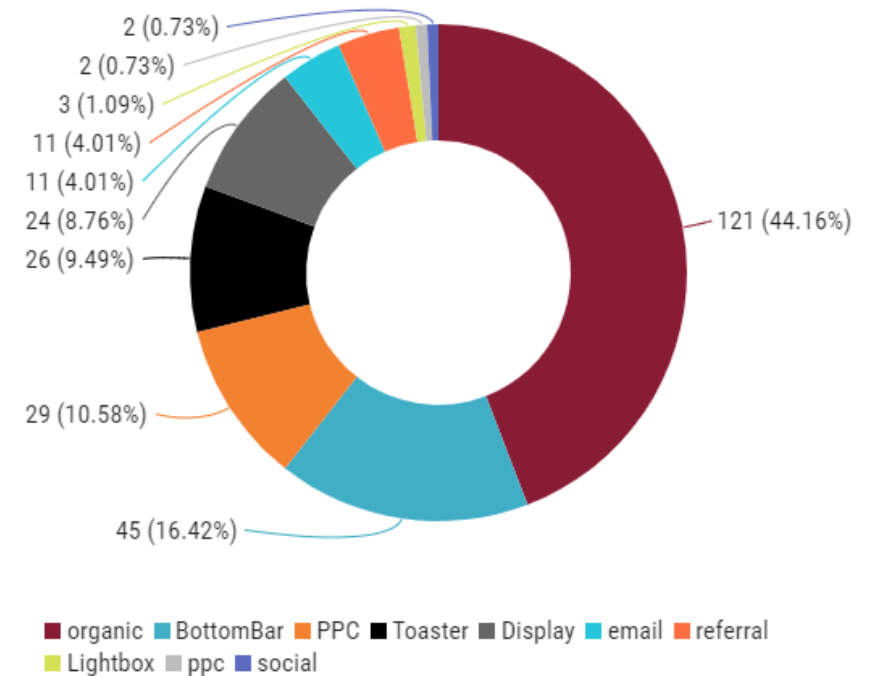
Engagement by Top 10 Sources

Sources	Visits (Average)	Visit Time (Average by Seconds)	Number of Profiles
Carnegie	2.34	13.99	24.06k
google	3.91	54.05	17.01k
facebook	1.39	2.19	4.96k
twitter	1.57	4.04	1.97k
newsletter	4.73	63.33	576
Pandora	1.01	3.5	276
hotcoursesinternational	4.66	121.95	246
carnegie	7.14	58.78	216
RD Station	1.2	22.94	115
googlemybusiness	15.45	52.88	75
Average	4.34	39.76	4.95k

# Clarity

- See which profiles submitted requests for information.
- Or signed up for an information session.
- Or applied.

Top 10 Mediums by Number of Profiles



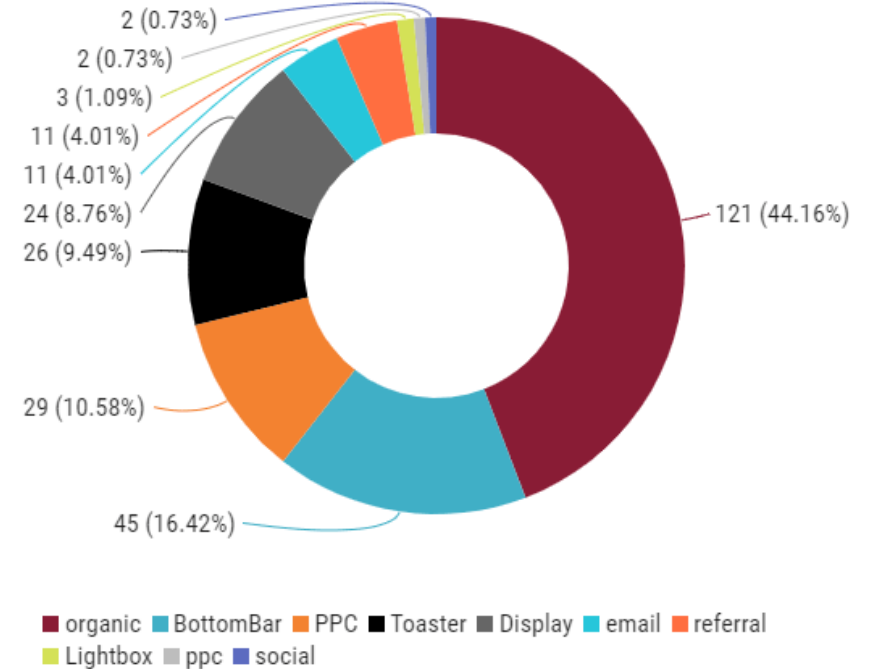
# Clarity

- See which profiles submitted requests for information.
- Or signed up for an information session.
- Or applied.

**Or all three. You customize your dashboard.**

University of  
**La Verne**

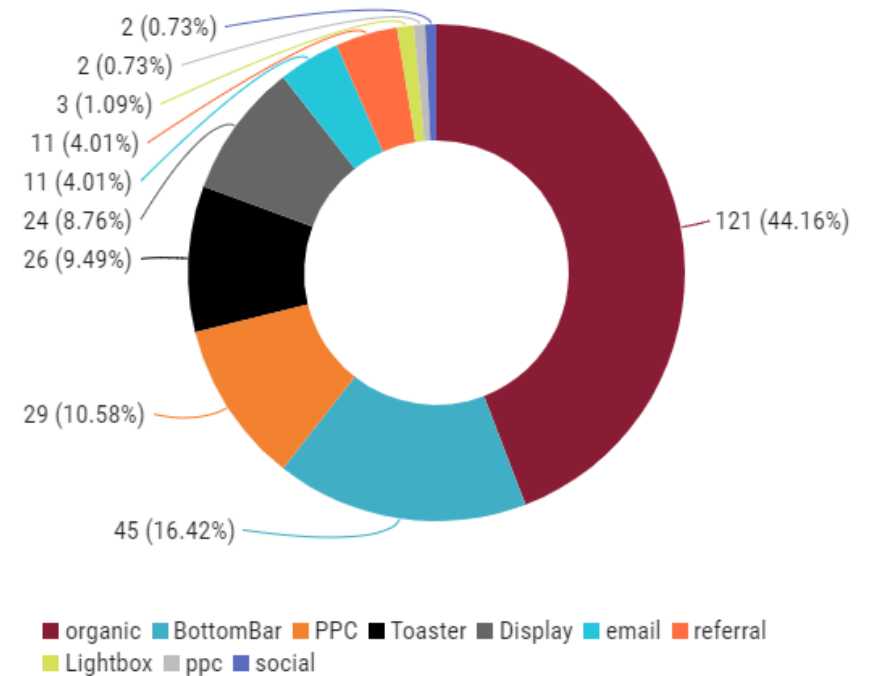
Top 10 Mediums by Number of Profiles



# Clarity

- Over a three month period, we tracked activity from users engaged with our MBA pages. 19 highly engaged users viewed **123 pages on average** before applying.

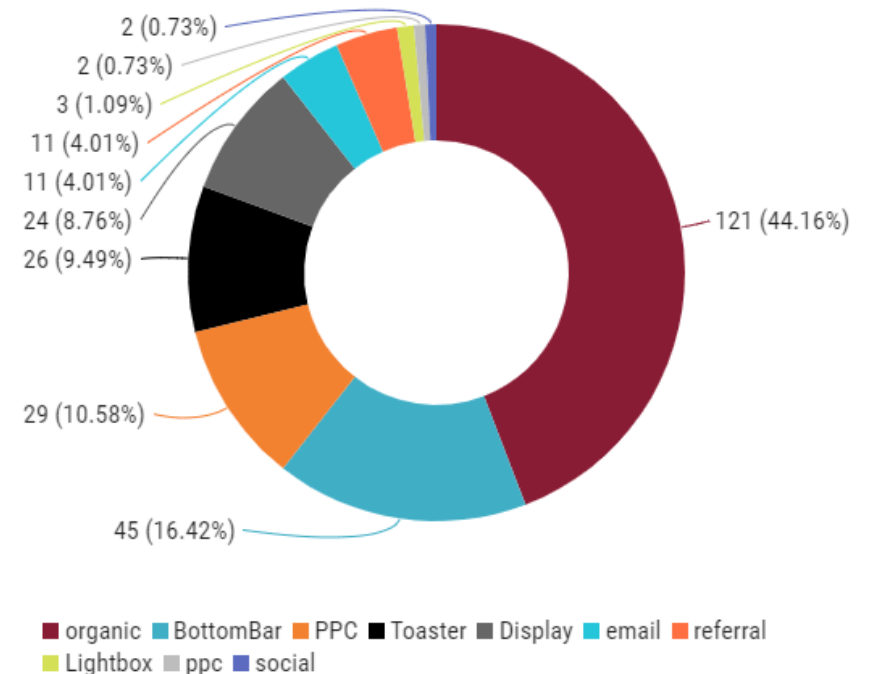
Top 10 Mediums by Number of Profiles



# Clarity

- Over a three month period, we tracked activity from users engaged with our MBA pages. 19 highly engaged users viewed **123 pages on average** before applying.
- With another sampling of 31 undergraduates, they viewed **117 pages on average** before applying.

Top 10 Mediums by Number of Profiles

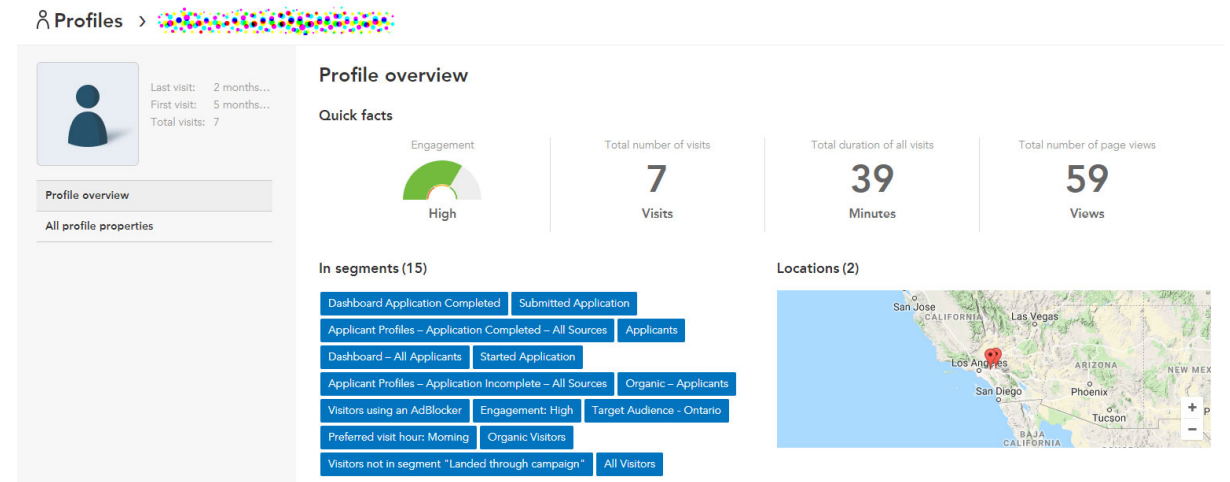




# Clarity

- You can review each profile to learn how many times they've visited, the number of pages viewed, which pages were viewed, and what marketing segments they took advantage of.

University of  
**La Verne**



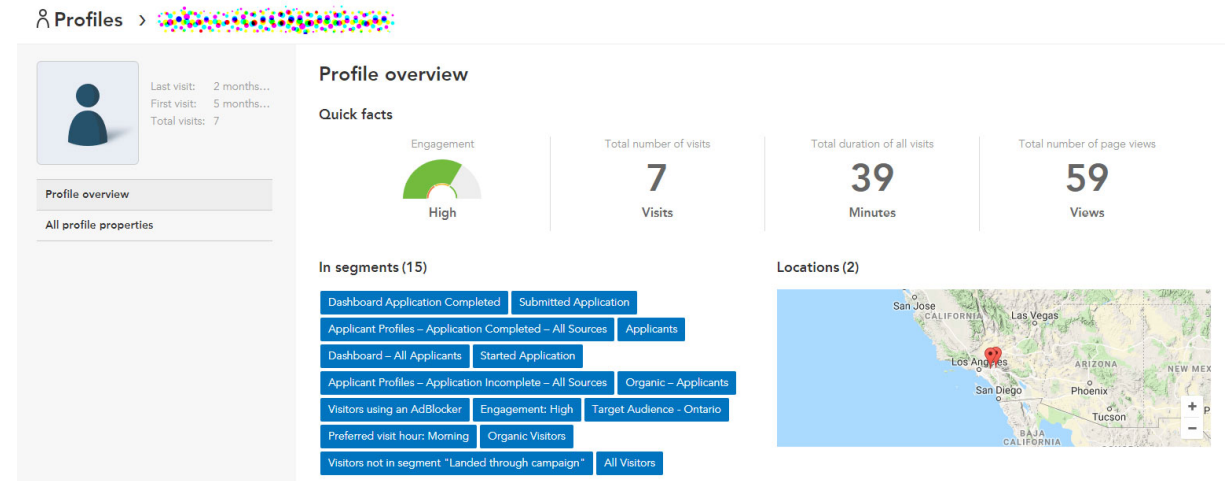
laverne.edu/, laverne.edu/admission/,  
laverne.edu/admission/accelerated/,  
laverne.edu/catalog/program/ba-business-administration/,  
laverne.edu/catalog/program/bs-health-administration/,  
laverne.edu/catalog/program/bs-organizational-management/,  
laverne.edu/contact/, laverne.edu/locations/,  
laverne.edu/locations/inland-empire/, laverne.edu/mylaverne/,  
laverne.elluciancrmrecruit.com/Admissions/Pages/ApplicationCompleted.aspx,  
laverne.elluciancrmrecruit.com/Admissions/Pages/CreateAccountActivated.aspx,  
laverne.elluciancrmrecruit.com/Admissions/Pages/CreateAccountLockout.aspx

# Clarity

- You can review each profile to learn how many times they've visited, the number of pages viewed, which pages were viewed, and what marketing segments they took advantage of.

**If they apply, the platform backfills their email so you can customize outreach.**

University of  
**La Verne**



laverne.edu/, laverne.edu/admission/,  
laverne.edu/admission/accelerated/,  
laverne.edu/catalog/program/ba-business-administration/,  
laverne.edu/catalog/program/bs-health-administration/,  
laverne.edu/catalog/program/bs-organizational-management/,  
laverne.edu/contact/, laverne.edu/locations/,  
laverne.edu/locations/inland-empire/, laverne.edu/mylaverne/,  
laverne.elluciancrmrecruit.com/Admissions/Pages/ApplicationCompleted.aspx,  
laverne.elluciancrmrecruit.com/Admissions/Pages/CreateAccountActivated.aspx,  
laverne.elluciancrmrecruit.com/Admissions/Pages/CreateAccountLockout.aspx

Let's get **personal.**

# Customize your experience.

- People who have visited the site can receive personalized calls to action when they return, based on their interests, location, and more.



# Customize your experience.

- Offer a promotional code to waive your application fee, then visit your dashboard to see how many people took you up on that offer.

Engagement by Top 10 Campaigns

Campaign	Visits (Average)	Visit Time (Average by Seconds)	Number of Profiles
GMB	23	212.33	147
Apply	21.67	160.03	67
Grad	40.07	173.41	27
hotcourses	26.91	272.36	22
MBA_RLSA	21.59	123.82	17
RequestInformation	16.42	78.75	12
ApplyWaiver	15	144.09	11
MBA	47.8	98.5	10
2018_06_info_session	61.44	727.33	9
MBA_Adult	21.44	157.11	9
Average	29.53	214.77	33.1

# Customize your experience.

- Share programs and degree options prospects may not even know about – and direct them quickly and seamlessly to a course of action.

**A/B testing allows you to fine tune the experience over time.**

University *of*  
**La Verne**

## Earn Your Law Degree

Part-Time Evening Option Available

The **Part-Time Evening Juris Doctor Program** is the most convenient way to earn your law degree. Become a difference-maker without interrupting your career.

**APPLY NOW**

**REQUEST INFORMATION**



# Customize your experience.

- Build immediate calls to action right into your pages that only appear after a user has demonstrated an interest in learning more about the program.

**Start the Conversation**

Take the first step towards your MBA.  
Submit your information to speak  
with an admissions counselor today.

**First Name**

**Last Name**

**Email**

**Anticipated Entry Term**

**LEARN MORE**

# Customize your experience.

- Build immediate calls to action right into your pages that only appear after a user has demonstrated an interest in learning more about the program.
- Forms capture geographic data like city, state, and ZIP Code, so the initial request requires only basic contact information.

**Start the Conversation**

Take the first step towards your MBA.  
Submit your information to speak  
with an admissions counselor today.

**First Name**

**Last Name**

**Email**

**Anticipated Entry Term**

**LEARN MORE**

# Customize your experience.

- Build immediate calls to action right into your pages that only appear after a user has demonstrated an interest in learning more about the program.
- Forms capture geographic data like city, state, and ZIP Code, so the initial request requires only basic contact information.

The forms can send information right into your CRM to expedite contact.

University *of*  
**La Verne**

**Start the Conversation**

Take the first step towards your MBA.  
Submit your information to speak  
with an admissions counselor today.

**First Name**

**Last Name**

**Email**

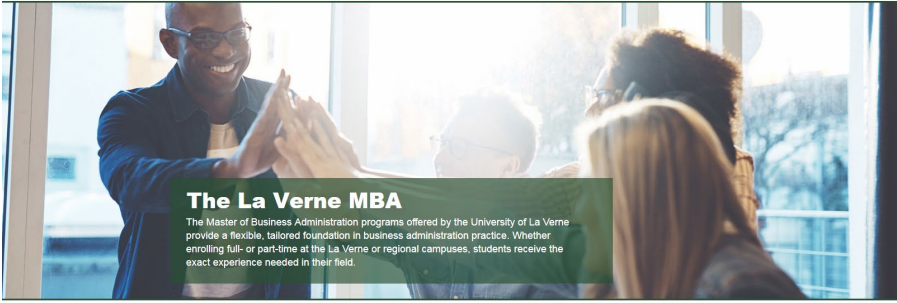
**Anticipated Entry Term**

**LEARN MORE**

# Lead Generation

- Customizable forms for specific programs. People clicked through to learn more about your MBA specifically. Reward that behavior with information speaking directly to their interests.

University of  
La Verne



University of  
La Verne

### The La Verne MBA

The Master of Business Administration programs offered by the University of La Verne provide a flexible, tailored foundation in business administration practice. Whether enrolling full- or part-time at the La Verne or regional campuses, students receive the exact experience needed in their field.

#### Master of Business Administration (MBA)

Career MBA is available only on our La Verne campus. The program provides both core instruction and access to numerous concentrations, allowing those who enroll to select the path most relevant to their career objectives.

#### Master of Business Administration for Experienced Professionals (MBAX)

For experienced working professionals looking to earn a Master's in Business Administration at a time and place that works for them, La Verne's MBAX degree is an excellent fit. The program is designed for those with at least three years of experience who want to take the next step toward leadership positions in their careers. To provide maximum convenience and flexibility, the MBAX is available at our convenient regional locations throughout Southern and Central California.

#### Concentrations

- accounting;
- finance;
- information technology;
- international business;
- management and leadership;
- marketing;
- supply chain management; and
- health services management.

#### Get Started Today!

First Name

Last Name

Email

Campus Location


Phone

Address

Desired Start Term

[LEARN MORE](#)

SUCCESSFULLY ADVANCING CAREERS FOR MORE THAN 125 YEARS.



The University of La Verne's MBA programs offer students the knowledge, skills, and experience needed in today's challenging and ever-evolving workplace.

### So, what are you waiting for?

[GET STARTED TODAY](#)

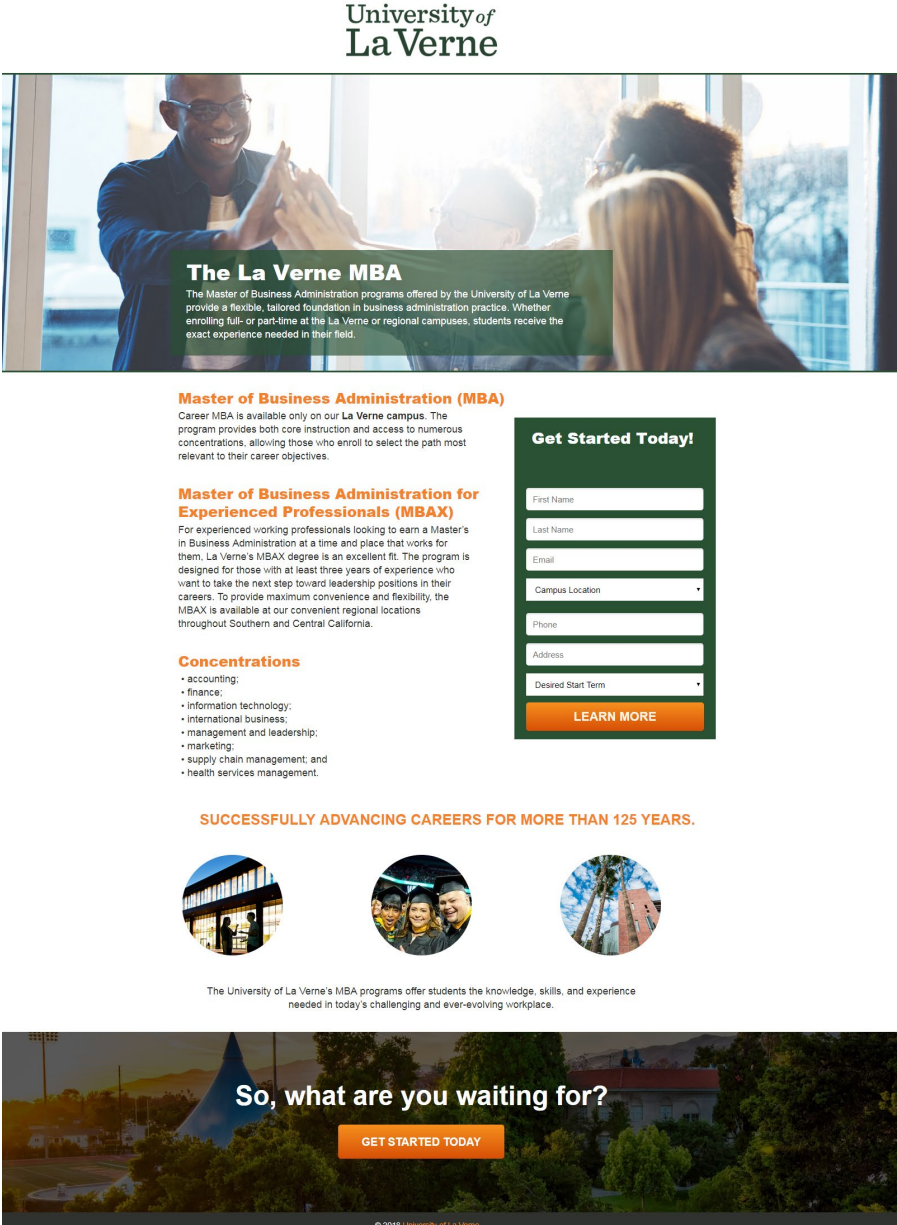
© 2018 University of La Verne

# Lead Generation

- Customizable forms for specific programs. People clicked through to learn more about your MBA specifically. Reward that behavior with information speaking directly to their interests.

Leads can funnel directly into your CRM and give your staff the ability to personalize their outreach.

University of  
La Verne



University of  
La Verne

**The La Verne MBA**  
The Master of Business Administration programs offered by the University of La Verne provide a flexible, tailored foundation in business administration practice. Whether enrolling full- or part-time at the La Verne or regional campuses, students receive the exact experience needed in their field.

**Master of Business Administration (MBA)**  
Career MBA is available only on our La Verne campus. The program provides both core instruction and access to numerous concentrations, allowing those who enroll to select the path most relevant to their career objectives.

**Master of Business Administration for Experienced Professionals (MBAX)**  
For experienced working professionals looking to earn a Master's in Business Administration at a time and place that works for them, La Verne's MBAX degree is an excellent fit. The program is designed for those with at least three years of experience who want to take the next step toward leadership positions in their careers. To provide maximum convenience and flexibility, the MBAX is available at our convenient regional locations throughout Southern and Central California.

**Concentrations**

- accounting;
- finance;
- information technology;
- international business;
- management and leadership;
- marketing;
- supply chain management; and
- health services management.

**Get Started Today!**

First Name

Last Name

Email

Campus Location

Phone

Address

Desired Start Term

**LEARN MORE**

**SUCCESSFULLY ADVANCING CAREERS FOR MORE THAN 125 YEARS.**

The University of La Verne's MBA programs offer students the knowledge, skills, and experience needed in today's challenging and ever-evolving workplace.

**So, what are you waiting for?**

**GET STARTED TODAY**

© 2018 University of La Verne

# Ads for each market

- **Geotargeting** delivers custom ads based on region: state, city, even ZIP Code.

University of  
La Verne

**Take  
your  
career  
to the  
next  
level.**

› Start an accelerated degree program at our Bakersfield campus this fall.

University of  
La Verne

ATTEND INFO SESSION >

**Take  
your  
career  
to the  
next  
level.**

› Start an accelerated degree program at our Irvine campus this fall.

University of  
La Verne

ATTEND INFO SESSION >

**Take  
your  
career  
to the  
next  
level.**

› Start an accelerated degree program at our Burbank campus this fall.

University of  
La Verne

ATTEND INFO SESSION >

# Ads for each market

- **Geotargeting** delivers custom ads based on region: state, city, even ZIP Code.
- **Retargeting** serves up different ads with new copy and new calls to action.

University of  
La Verne

Take  
your  
career  
to the  
next  
level.

› Start an  
accelerated  
degree program  
at our Bakersfield  
campus this fall.

University of  
La Verne

ATTEND INFO SESSION >

Take  
your  
career  
to the  
next  
level.

› Start an  
accelerated  
degree program  
at our Irvine  
campus this fall.

University of  
La Verne

ATTEND INFO SESSION >

Take  
your  
career  
to the  
next  
level.

› Start an  
accelerated  
degree program  
at our Burbank  
campus this fall.

University of  
La Verne

ATTEND INFO SESSION >



# Ads for each market

- **Geotargeting** delivers custom ads based on region: state, city, even ZIP Code.
- **Retargeting** serves up different ads with new copy and new calls to action.
- Every time an ad gets clicked, the data is stored for stored for your use.

University of  
La Verne

**Take  
your  
career  
to the  
next  
level.**

› Start an accelerated degree program at our Bakersfield campus this fall.

University of  
La Verne

ATTEND INFO SESSION >

**Take  
your  
career  
to the  
next  
level.**

› Start an accelerated degree program at our Irvine campus this fall.

University of  
La Verne

ATTEND INFO SESSION >

**Take  
your  
career  
to the  
next  
level.**

› Start an accelerated degree program at our Burbank campus this fall.

University of  
La Verne

ATTEND INFO SESSION >



# Ads for each market

- **Geotargeting** delivers custom ads based on region: state, city, even ZIP Code.
- **Retargeting** serves up different ads with new copy and new calls to action.
- Every time an ad gets clicked, the data is stored for stored for your use.

No more wondering whether or not that postcard got delivered.

University of  
La Verne

Take  
your  
career  
to the  
next  
level.

› Start an  
accelerated  
degree program  
at our Bakersfield  
campus this fall.

University of  
La Verne

ATTEND INFO SESSION >

Take  
your  
career  
to the  
next  
level.

› Start an  
accelerated  
degree program  
at our Irvine  
campus this fall.

University of  
La Verne

ATTEND INFO SESSION >

Take  
your  
career  
to the  
next  
level.

› Start an  
accelerated  
degree program  
at our Burbank  
campus this fall.

University of  
La Verne

ATTEND INFO SESSION >

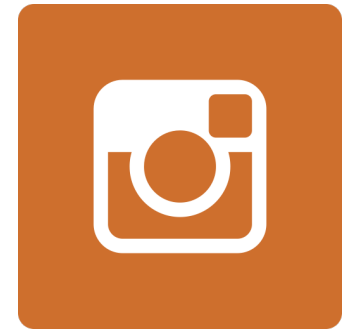
# Ads for each platform

- Facebook and Instagram can tailor ads based on geotargeting, specific contact lists, and feel-alike contacts.



# Ads for each platform

- **Facebook** and **Instagram** can tailor ads based on geotargeting, specific contact lists, and feel-alike contacts.
- **LinkedIn's** InMail delivers messaging to highly targeted groups of people based on specific education criteria – critical for institutions promoting Masters and doctoral programs.



# Ads for each platform

- **Facebook** and **Instagram** can tailor ads based on geotargeting, specific contact lists, and feel-alike contacts.
- **LinkedIn's** InMail delivers messaging to highly targeted groups of people based on specific education criteria – critical for institutions promoting Masters and doctoral programs.
- **Display** and **pay-per-click** ads appear throughout the web and in search results based on criteria you determine.



# Ads for each platform

- **Facebook** and **Instagram** can tailor ads based on geotargeting, specific contact lists, and feel-alike contacts.
- **LinkedIn's** InMail delivers messaging to highly targeted groups of people based on specific education criteria – critical for institutions promoting Masters and doctoral programs.
- **Display** and **pay-per-click** ads appear throughout the web and in search results based on criteria you determine.

**A \$10,000 print campaign for postcards can fuel a Facebook outreach initiative to a larger audience for months.**



But...

Digital marketing is more than just  
**digital advertising.**

Digital marketing is **digital strategy**.





**Google My Business** is one of the best untapped resources available to colleges and universities.



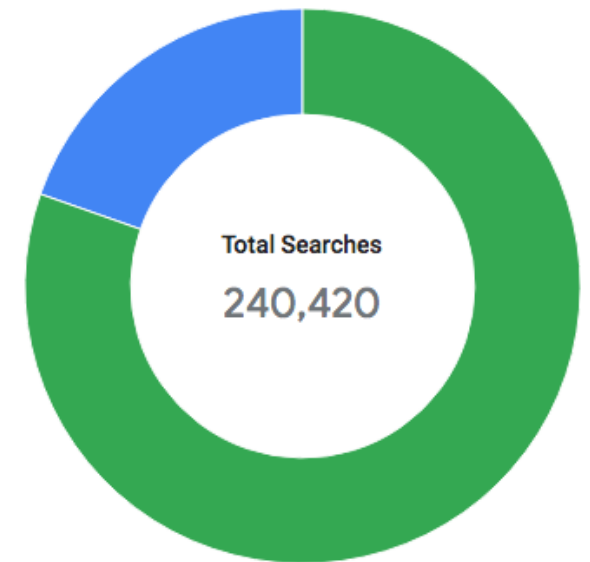
Twenty minutes fiddling with its dashboard can improve your organic results dramatically.



- See at a glance how many people are searching for your institution.

How customers search for your business

1 quarter ▼

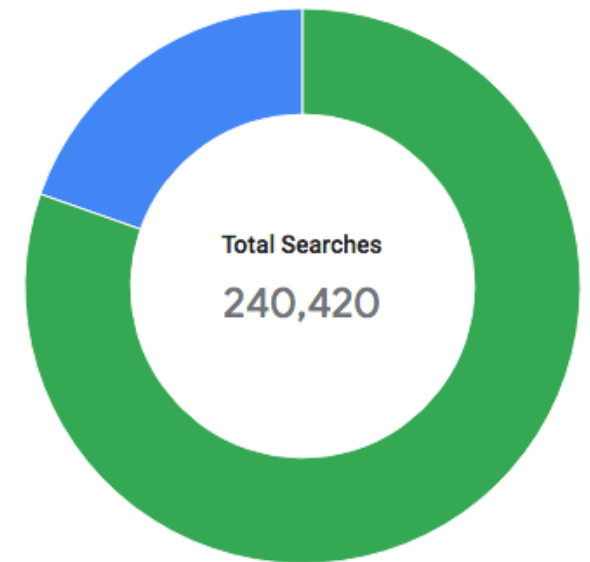




- See at a glance how many people are searching for your institution.

How customers search for your business

1 quarter ▼

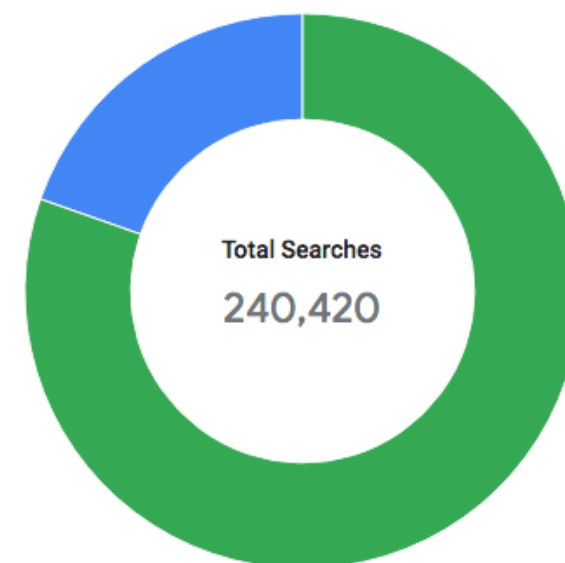




- See at a glance how many people are searching for your institution.
- In a two-month period, **73 users** that interacted with our GMB properties filled out a Request for Information. **13** submitted an application.

How customers search for your business

1 quarter ▼





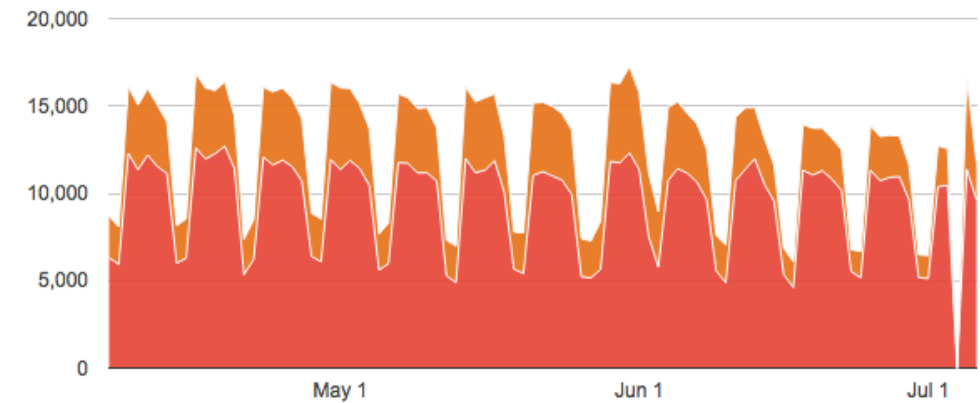
- See if they're finding you through conventional means, or using an app like Google Maps.

Where customers view your business on Google

The Google services that customers use to find your business

1 quarter ▼

Total views 1.14M





- See who's looking for directions.

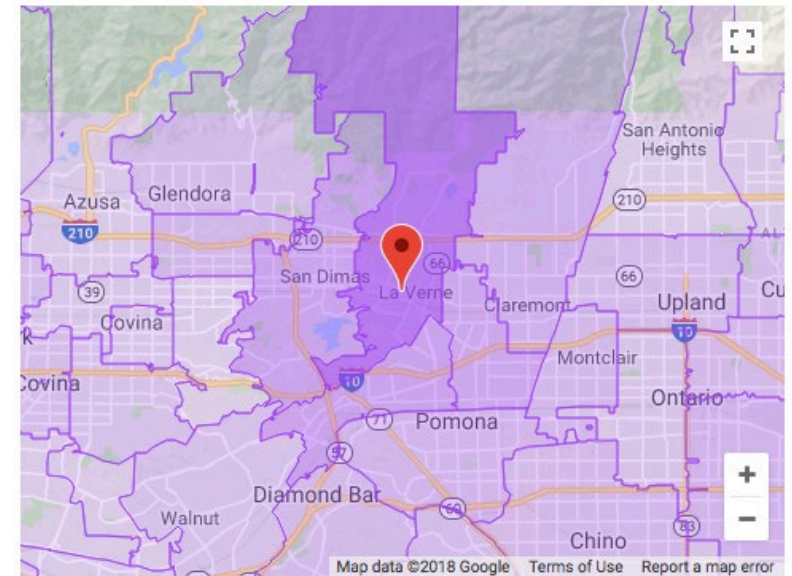
#### Directions requests



The places where customers request directions to your business from

1 quarter ▼

91768	607
91773	597
91767	526
91711	420
91761	375
91766	358
91740	322
91763	303
91710	301
91764	285
91765	277
91786	267
91730	246
91709	241
91706	230
91790	222
91741	221





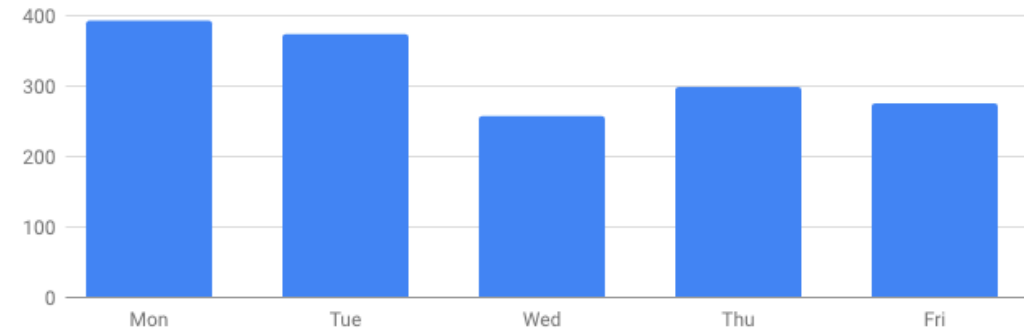
- See who tried calling you for more information – and which days really lit up the switchboard.

#### Phone calls

When and how many times customers call your business

Day of week ▾ 1 quarter ▾

Total calls 1.69K





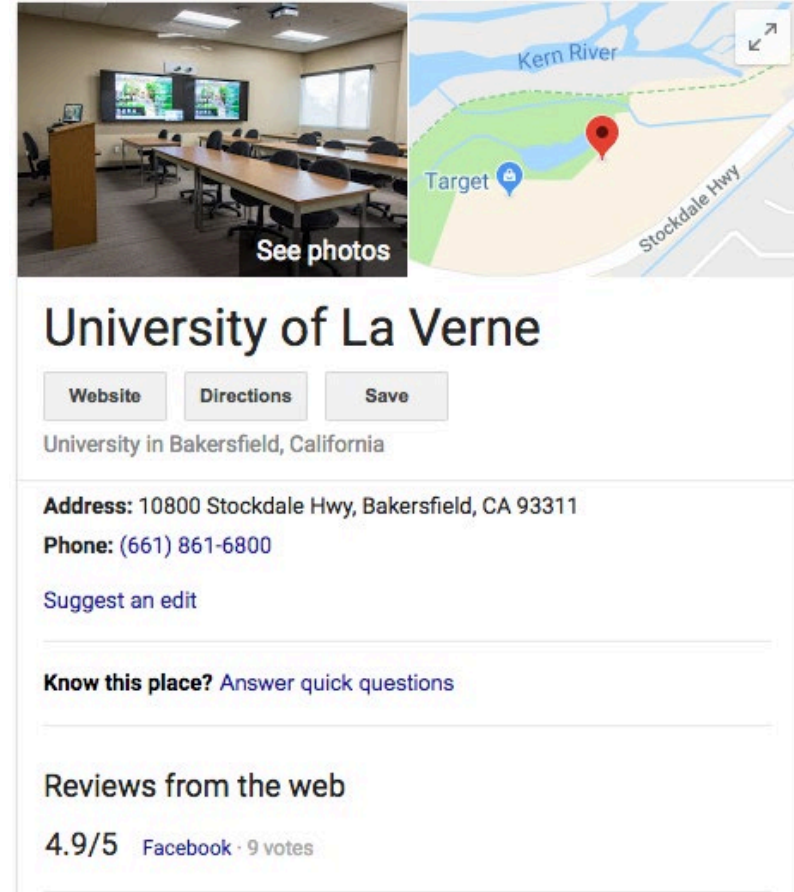


You already own the information.  
**So control it.**



- Administer the information that appears when people search for your institution.

University of  
La Verne



The image shows a Google My Business listing for the University of La Verne. At the top, there are two images: a photo of a modern classroom with large screens and a map showing the university's location near the Kern River and Stockdale Hwy, with a red pin and a Target location marked. Below the images is the text "See photos". The main heading is "University of La Verne". Underneath are three buttons: "Website", "Directions", and "Save". Below these buttons is the text "University in Bakersfield, California". The listing includes the address "10800 Stockdale Hwy, Bakersfield, CA 93311" and the phone number "(661) 861-6800". There is a link to "Suggest an edit". Below that is a section titled "Know this place?" with a link to "Answer quick questions". At the bottom, there is a section titled "Reviews from the web" showing a rating of "4.9/5" from "Facebook" with "9 votes".

See photos

## University of La Verne

[Website](#) [Directions](#) [Save](#)

University in Bakersfield, California

**Address:** 10800 Stockdale Hwy, Bakersfield, CA 93311  
**Phone:** (661) 861-6800

[Suggest an edit](#)

**Know this place?** [Answer quick questions](#)

**Reviews from the web**

4.9/5 [Facebook](#) · 9 votes



- Administer the information that appears when people search for your institution.
- Customize the link to your school with UTM tracking so you can gauge how successful people are when they visit your My Business entry.

University of  
**La Verne**



#### Website

[http://www.laverne.edu/?utm\\_source=google&utm\\_medium=organic&utm\\_campaign=GMB&utm\\_content=La%20Verne](http://www.laverne.edu/?utm_source=google&utm_medium=organic&utm_campaign=GMB&utm_content=La%20Verne)





- Advertise for free with My Business Posts.

Start a bachelor's or graduate degree program at one of our convenient California locations this fall. Learn more at our next info session at 6 [LEARN MORE](#)



Posted Jun 6, 2018  13.2K



University of  
**La Verne**



- Advertise for free with My Business Posts.
- Drive users to information sessions.

University of  
**La Verne**

Start a bachelor's or graduate degree program at one of our convenient California locations this fall. Learn more at our next info session at 6 [LEARN MORE](#)



Posted Jun 6, 2018  13.2K





- Advertise for free with My Business Posts.
- Drive users to information sessions.
- Share the latest big campus news.

University of  
**La Verne**

Start a bachelor's or graduate degree program at one of our convenient California locations this fall. Learn more at our next info session at 6 [LEARN MORE](#)



Posted Jun 6, 2018  13.2K





- Advertise for free with My Business Posts.
- Drive users to information sessions.
- Share the latest big campus news.
- Drive visitors to specific campaigns, tailored to each campus.
- **GMB in consistently in our top 10 without even trying.**

University of  
**La Verne**

Engagement by Top 10 Sources

Sources	Visits (Average)	Visit Time (Average by Seconds)	Number of Profiles
Carnegie	2.34	13.99	24.06k
google	3.91	54.05	17.01k
facebook	1.39	2.19	4.96k
twitter	1.57	4.04	1.97k
newsletter	4.73	63.33	576
Pandora	1.01	3.5	276
hotcoursesinternational	4.66	121.95	246
carnegie	7.14	58.78	216
RD Station	1.2	22.94	115
googlemybusiness	15.45	52.88	75
Average	4.34	39.76	4.95k



(Oh, and don't forget about **yelp** 





And now... a few words of wisdom.

# Search engine optimization

- Be deliberate with your **page titles** and **URLs**.

 Snippet preview 

[La Verne Online | University of La Verne](https://laverne.edu/online/)  
<https://laverne.edu/online/> ▼  
With the University of La Verne Online bachelor's and master's programs, California residents can earn their degree from a top-ranked online school.



Edit snippet

SEO title

%%sitename%% | University of La Verne

Slug



Meta description

With the University of La Verne Online bachelor's and master's programs, California residents can earn their degree from a top-ranked online school.




Close snippet editor

# Search engine optimization

- Be deliberate with your **page titles** and **URLs**.
- Write a **meta description** that emphasizes key search terms (in 140 characters or less).

 Snippet preview 

[La Verne Online | University of La Verne](https://laverne.edu/online/)  
<https://laverne.edu/online/> ▼  
With the University of La Verne Online bachelor's and master's programs, California residents can earn their degree from a top-ranked online school.

   Edit snippet

SEO title

%%sitename%% | University of La Verne

Slug



Meta description

With the University of La Verne Online bachelor's and master's programs, California residents can earn their degree from a top-ranked online school.




Close snippet editor

# Search engine optimization

- Be deliberate with your **page titles** and **URLs**.
- Write a **meta description** that emphasizes key search terms (in 140 characters or less).
- Make sure the page has **enough content** to merit being indexed. (300 words, if possible.)

 Snippet preview 

[La Verne Online | University of La Verne](https://laverne.edu/online/)  
<https://laverne.edu/online/> ▼  
With the University of La Verne Online bachelor's and master's programs, California residents can earn their degree from a top-ranked online school.

   Edit snippet

SEO title

%%sitename%% | University of La Verne

Slug



Meta description

With the University of La Verne Online bachelor's and master's programs, California residents can earn their degree from a top-ranked online school.




Close snippet editor

# Search engine optimization

- Be deliberate with your **page titles** and **URLs**.
- Write a **meta description** that emphasizes key search terms (in 140 characters or less).
- Make sure the page has **enough content** to merit being indexed. (300 words, if possible.)
- Make sure the page has the **right keywords** to trigger a successful indexing.

 Snippet preview 

**La Verne Online | University of La Verne**  
<https://laverne.edu/online/> ▼  
With the University of La Verne Online bachelor's and master's programs, California residents can earn their degree from a top-ranked online school.

   Edit snippet

SEO title

%%sitename%% | University of La Verne

Slug

Meta description

With the University of La Verne Online bachelor's and master's programs, California residents can earn their degree from a top-ranked online school.

Close snippet editor

# Search engine optimization

- Routinely scan your site for **broken links**.



# Search engine optimization

- Routinely scan your site for **broken links**.
- Make sure the website is **up to date**!



# Search engine optimization

- Routinely scan your site for **broken links**.
- Make sure the website is **up to date**!
- Review important pages for ADA accessibility.





# Search engine optimization

- Routinely scan your site for **broken links**.
- Make sure the website is **up to date**!
- Review important pages for ADA accessibility.

**Every little bit counts. Better content sells itself.**

University *of*  
**La Verne**

 **Siteimprove**



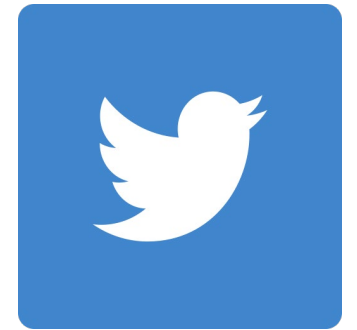
# Social Media Best Practices

- Consolidate your social media channels. You don't need 100 different Facebook accounts across your campus.



# Social Media Best Practices

- **Consolidate your social media channels.** You don't need 100 different Facebook accounts across your campus.
- **Eliminate waste.** Has that Pinterest account lain dormant for a couple of years? Get rid of it!



# Social Media Best Practices

- **Consolidate your social media channels.** You don't need 100 different Facebook accounts across your campus.
- **Eliminate waste.** Has that Pinterest account lain dormant for a couple of years? Get rid of it!
- **Be consistent.** A regular update schedule brings value to your brand.



# Social Media Best Practices

- **Consolidate your social media channels.** You don't need 100 different Facebook accounts across your campus campus.
- **Eliminate waste.** Has that Pinterest account lain dormant for a couple of years? Get rid of it!
- **Be consistent.** A regular update schedule brings value to your brand.
- **Be responsive.** Facebook is one of the easiest ways for your audience to get in touch with you.



# Social Media Best Practices

- **Consolidate your social media channels.** You don't need 100 different Facebook accounts across your campus campus.
- **Eliminate waste.** Has that Pinterest account lain dormant for a couple of years? Get rid of it!
- **Be consistent.** A regular update schedule brings value to your brand.
- **Be responsive.** Facebook is one of the easiest ways for your audience to get in touch with you.

**Give people a reason to trust your ads on social media.**



Trust me, it'll all come together.

**Thank you!**