



Digital Marketing Landscape

What it Means for You

March 13th, 2019

Today's agenda!

- Current digital landscape
- Campaign optimizations
- The latest in digital



Presenting Today

Aaron Edwards
Founder
Edwards Strategies



Chris Wills
Director of Digital Media
Edwards Strategies



About Edwards Strategies

Our mission is to develop forward-thinking enrollment strategies and solutions for our partners that solve challenges, seize opportunities and position them for sustainable growth and long-term success.

Current Digital Landscape

What's going on with digital spends?



Digital performance trends



Digital conversions remain flat, but vary by source



CPC's are flat YOY



CTR's continue to improve with more targeting capabilities

Campaign Optimizations

Google optimizations

- Campaign structure
- Take control of your campaign
- Other tidbits and pitfalls to avoid



Paid social optimizations

- Increasingly we see great momentum in paid social
- Be diligent
- Targeting capabilities



ABT (Always Be Testing)

- Ad Copy
- CTAs
- Headlines
- Photos
- Videos
- Landing Pages



The Latest in Digital

The latest

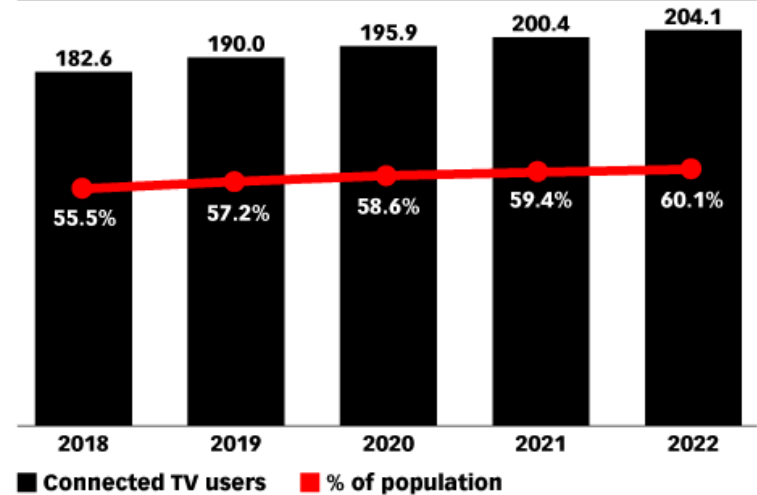


Connected TV

- According to eMarketer.com, an estimated 57.2% of the US population will be viewing programming over a connected device this in 2019
- Increasingly popular with millennials
- Ad placements are highly targeted and of high quality

US Connected TV Users, 2018-2022

millions and % of population



Note: individuals of any age who use the internet through a connected TV at least once per month

Source: eMarketer, July 2018

240293

www.eMarketer.com

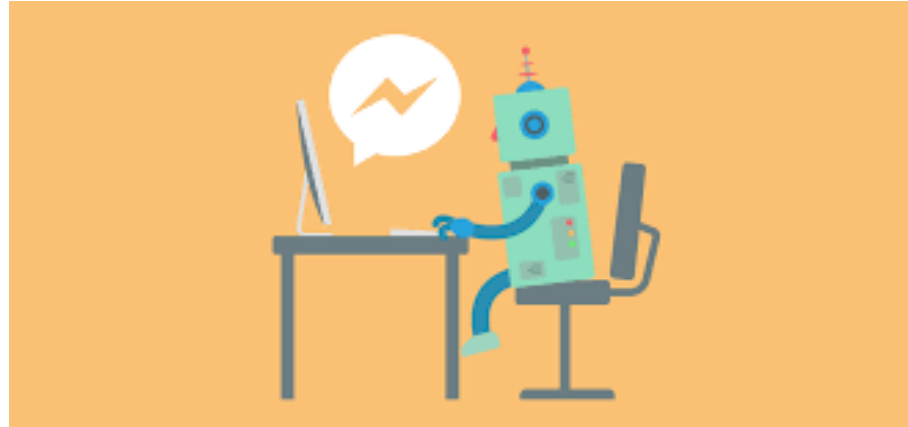
Voice search

- 20% of searches are voice search and that's expected to reach 50% by 2020
- Microdata utilization
- Natural language/Keyword Strategy
- FAQs page



Chat Bots

- What Are Chatbots?
- Why are they important?
- How can schools use them effectively?



Final thoughts

- Where are you spending your money?
- Evaluate the building blocks of your campaigns
- Is your digital performance aligned with the industry?
- Invest in Paid Social
- ABT!
- The only constant is change



Questions?