

Miller College of Business Media Recommendation



December 16, 2022

— Today's Agenda

01

Planning Parameters

02

Media
Recommendation

03

Summary and Next
Steps



Planning Parameters





Planning Parameters

- Target Audience
 - Prospective Students
- Geography
 - Indiana
- Budget
 - \$10,000





Media Objective

- Increase awareness of the Miller College of Business
- Drive traffic to the college landing page
 - Secondary KPI: See Our Academic Programs





Media Strategy

- Utilize online video and social to reach the prospective student
- Flight tactics to overlap in order to extend time in market
- Interest target: Business education





Campaign Metrics

- Awareness
 - Impressions
 - Clicks
 - CTR
- Engagement
 - Button clicks on page
 - See Our Academic Programs
 - Schedule a Visit
 - Apply Now



Media Recommendation

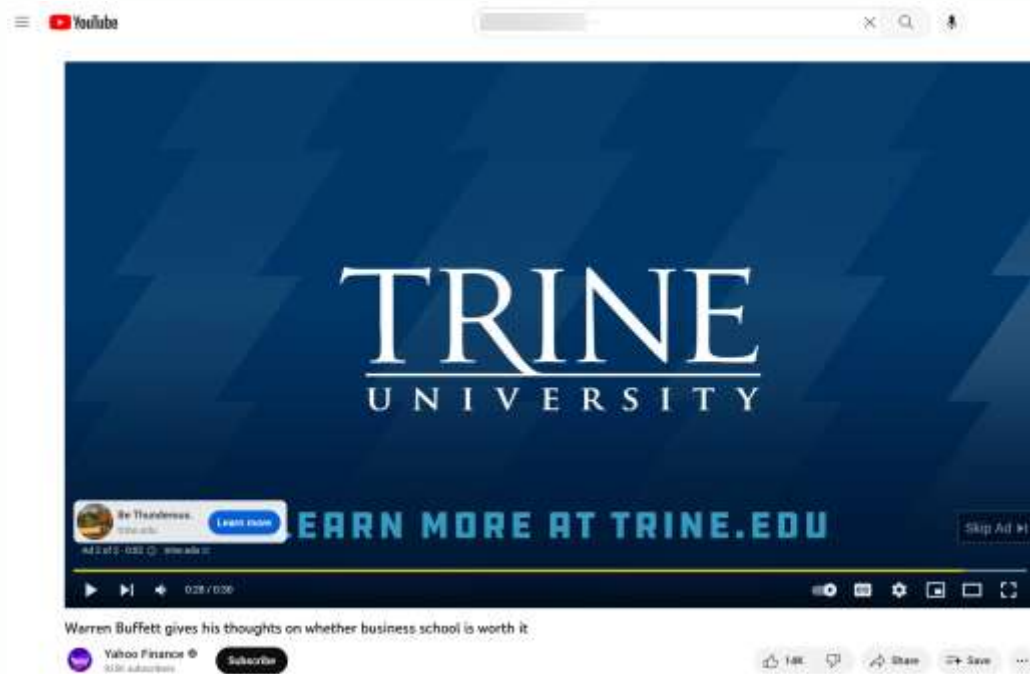


Online Video



YouTube

ONLINE VIDEO



- Rationale
 - Generate awareness by reaching the prospective student while they are watching video content
 - 95% of Teens 15-17 say they use YouTube (Pew Research, 2022)
 - Utilize audience and interest targeting
- Creative:
 - :15 or :30 video
- Key Performance Indicator
 - Impressions, completed views





YouTube Buy Detail

- Timing:
 - February 13 – April 9, 2023
- Ad Unit: :15 video
- Impressions: 1,363,600
- Cost: \$7,500

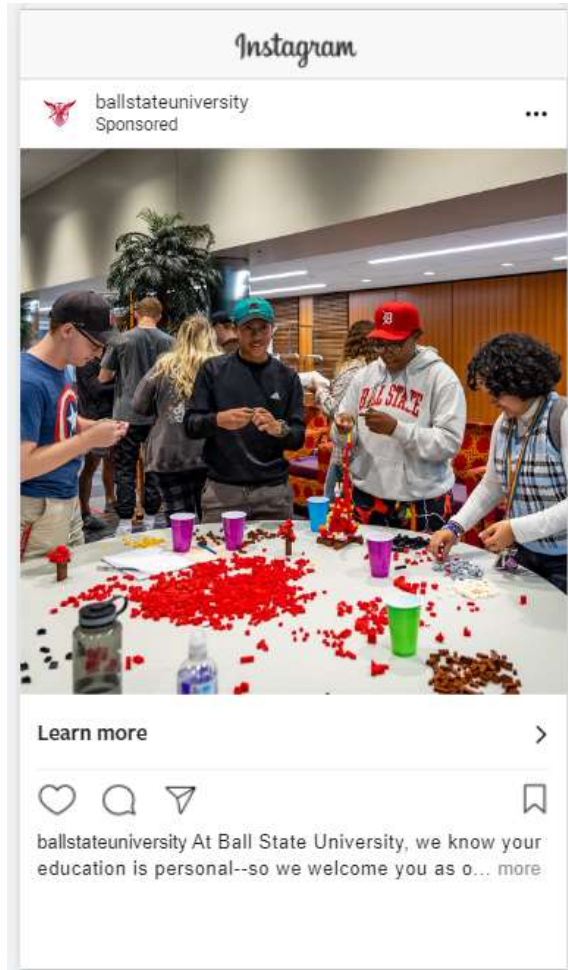


Paid Social



Instagram

PAID SOCIAL



- Rationale
 - 73% of Teens 15-17 say they use Instagram (Pew Research Center, 2022)
 - Efficient site traffic driver
- Creative
 - Static image, video
- Key Performance Indicator
 - Clicks, CTR





Instagram Buy Detail

- Timing:
 - March 13 – April 30, 2023
- Ad Unit:
 - Static Image, Video
- Impressions: 467,000
- Cost: \$2,500



Summaries and Next Steps



Media Overview

SUMMARIES

Partner	Cost
YouTube	\$7,500
Instagram	\$2,500
	\$10,000



Flowchart

SUMMARIES

MEDIUM/VENDOR		1Q 2023														2Q 2023				TOTAL CLIENT COST
		January					February				March					April				
		1/2	1/9	1/16	1/23	1/30	2/6	2/13	2/20	2/27	3/6	3/13	3/20	3/27	4/3	4/10	4/17	4/24		
Display/Video	YouTube																		\$	7,500
Social	Instagram																		\$	2,500
																			\$	10,000





Timeline

- Receive client approval: 1/23/23
- Final Specs to BSU: 1/25/23
- Confirm landing pages for tagging: 1/25/23
- Receive creative assets: 2/6/23
- Campaign launch: 2/13/23



Thank you

