

SUCCESS STORY

Stetson University

About the Partner

With an enrollment of approximately 4,300 undergraduate and graduate students, Stetson University is a private, nonprofit university with four locations in DeLand, Celebration, Tampa and Gulfport, Fla.

Partnership Goal

Stetson wanted to increase awareness, inquiries, applications and enrollments to their institution with a highlighted focus on their Adult Degree Completion (ADC) program.

Campaign Details

Through a Paid Social Prospecting (PSP) campaign, Stetson ran ads on Facebook and Instagram for 42 days to a custom-built audience in Florida area locations. The ads encouraged users to learn more, apply, or sign up for information sessions. Ads then landed users on content-related pages on Stetson's .edu site where Capture Behavioral Engagement (CBE) software was present in addition to web retargeting, which served ads to users that didn't take the desired action.

Results

- » CBE is able to tell us that this PSP campaign contributed to the following:
 - » **3,286** people clicked through ads
 - » **351** people became identified
 - » **50** inquired

Services Used

Paid Social Prospecting

- » PSP is a powerful tool that allows you to find and target new prospective students through custom-built audiences based on demographics such as location, interests, education level, degree type, behaviors and more. The customized ads, served on Facebook and Instagram, are highly engaging, native, and have higher click engagement than standard web ads.

Web Retargeting

- » A form of online advertising that is designed to keep your brand in front of bounced traffic. Retargeting allows you to serve targeted ads on websites and social media platforms (Facebook and Instagram) they visit after leaving your site.

Capture Behavioral Engagement

- » Capture's marketing automation designed specifically for higher education, CBE is an innovative tool that monitors visitor behavior on a partner's website, so they can learn more about what prospective students are looking for and send them targeted messages in real time. The intelligence enables more intentional, real-time opportunities.

The image shows a screenshot of a sponsored Facebook post from Stetson University. The post features a woman smiling while working on a laptop. The text of the ad reads: 'Turn your A.A. into a B.A. from the comfort of your own home. Stetson University's Bachelor's Degree Completion Program is offered 100% online — and classes begin this January!' Below the image is a green call-to-action button that says 'FINISH YOUR BACHELOR'S DEGREE ONLINE IN 18 MONTHS.' The post also includes the text: 'Give your career a boost. Hone your business management skills and prepare for a fruitful career with Stetson's online Bachelor of Arts in Organizational Leadership degree.' and a URL: 'HTTP://WWW.STETSON.EDU/ARTSCI/DEGREE-COMPLETION/ONLINE.PHP'. At the bottom, there are 'Like', 'Comment', and 'Share' options.

Sample PSP Ad



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