ANGEL

Sales Reps Digital Targeting Strategies for the **Education Industry**

AUDIENCE
EXTENSION

MULTI-PLATFORM TARGETING
RIGHT AUDIENCE ACROSS ALL SCREENS

Frequently Used Targeting Mix / Options

General Population

• Run of network within target zip codes of your direct market area

• Look-alike data of converters

• Family/Kids in home ages 13-17

• Career/Occupation

• IP/Specific physical address

Frequently Used Content Targeting Options

• Education, Teen, Family, Entertainment, Sports, News & Information

Sample Behavior Targeting Option

• Education Seekers

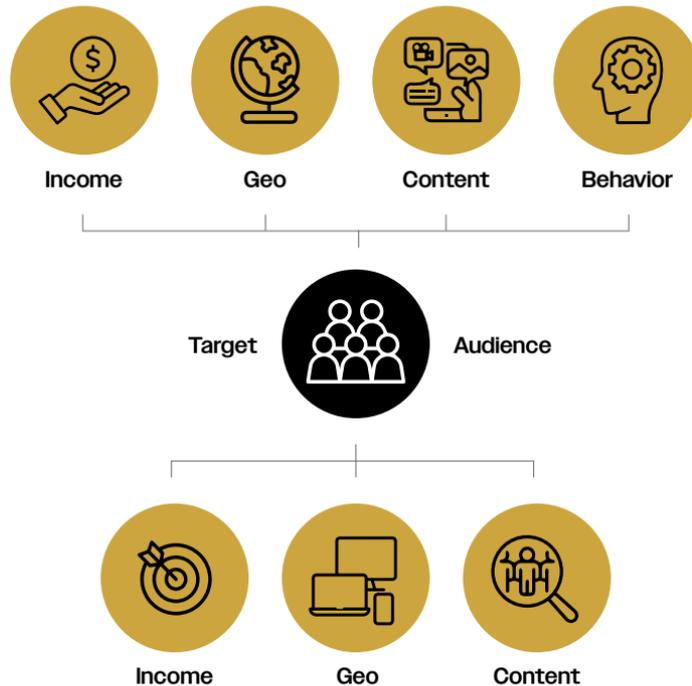• Highschool Diploma

• Secondary Education

Retargeting

• Desktop site visitors

• Display & pre-roll

• Search retargeting

We'll optimize across content targets, data sets & platforms based on performance.

AUDIENCE EXTENSION

INVENTORY + TECHNOLOGY

Income	Geo	Content	Behavior

Target Audience

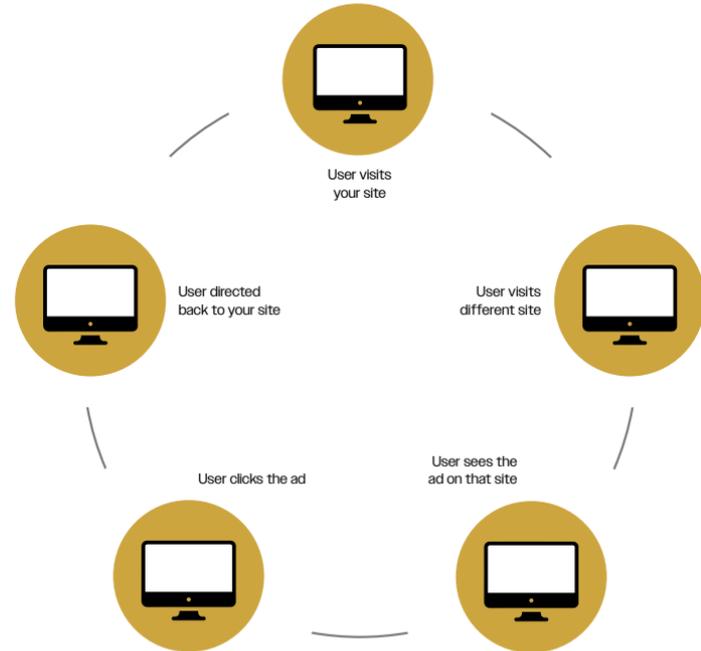|		
Income	Geo	Content

We have access to over 10 billion impressions daily. Our inventory reaches 95%+ of all internet users. Breadth of inventory sources lead to higher quality impressions. Precision targeting allows us to reach your core audience segments.

SEGMENTED RETARGETING

Engage the right visitors with the right messaging, bring them back to your lot and desk the deal

User visits
your site

User directed
back to your site

User visits
different site

User clicks the ad

User sees the
ad on that site

1. Search Retargeting
2. Display & Pre-Roll Retargeting

3. Search Retargeting
4. Display & Pre-Roll Retargeting

CASE STUDY
DIGITAL MARKETING

Company Overview

This school focuses on higher education for music, television, video production, and other liberal arts programs. Bringing tangible experience to the classroom, this school prides itself in hands-on learning and teaching skills that are immediately useful.

The Challenge

The client needed to continue to drive enrollment and leads to it's admissions department to fuel its continually growing programs and classes. Their cost per lead through other online marketing was too high and they needed a provider who could deliver a cost per lead below $400

The Plan

Utilizing behavior, content, IP and retargeting, the team was able to reach the client's target / potential student with great efficiency and accuracy at all stages of the decision process. Leveraging this reach and frequency to deliver low cost leads / form submissions.

The Results

In less than 3 months the team was able to narrow down on a targeting and saturation strategy that now delivers leads at an average cost per form fill / lead of $200 eventually to a cost per form fill of $167. This decreased their CPL by 75%.

The Results

- 391K Impressions
- .11% CTR
- 430 Clicks
- 22 Form Fills

AUDIENCE PROFILE

We layer premium online & offline data elements based on observations about your customer's browsing behavior these characteristics to generate a highly-curated Audience Profile.

We leverage our data-collection sources to reach that Audience Profile to ensure your customers are served the right ad at the right time during their purchase journey.

• Extensive Reach
• Device Independent

Reach more customers with accuracy and privacy on any internet-enabled device.

TALK TRACKS & ELEVATOR PITCH

Digital marketing is some of the most trackable and testable marketing available in the world today. As more and more education programs are made available to an ever increasing pool of potential students, it's crucial for Admissions Departments and marketers to tightly manage their budgets for work with a partner who is willing to measure their success from a form fill or cost per lead.

To leverage all forms of digital marketing to help create the right digital media mix and measures each platform, it's productivity and ultimately it's cost per lead / form fill. In addition, by leveraging the data through proprietary tracking and reporting mechanisms, we establish valuable inferences based on how website visitors are engaging with your current online storefront, which results in maximizing marketing budget.

FOR
SALES REPS

INTRO EMAIL

Subject Line: Appointment

Dear Mr. Advertiser,

I wanted to reach out and see if you have time available on Monday or Tuesday next week to discuss what Angel Network is doing for other educational institutions and see if it might be a good fit for you.

We work with local/regional Universities to understand what programs they're trying to drive enrollment for, then develop custom, digital marketing solutions that are designed to drive students to your admissions department. Recently we provided over 20 new applicants to one of your liberal arts schools at an average of $175/applicant.

Please let me know if 1 or 2 pm would work for you either day to discuss.

Thank you,

FOR
SALES REPS

SAMPLE QUESTIONS

TO ASK AN INTERNET SALES MANAGER
OR A GENERAL SALES MANAGER

• What programs are you currently working on filling?

• What programs do you have coming up?

• How do you typically market those programs?

• Who is most likely to be a potential candidate?

• Age? income? previous experience? Recent college grad? Highschool grad? etc.

• How do you measure your digital advertising effectiveness? (Do you have a cost per lead you're looking for?)

• How many applicants are you looking for? Do you know what you're typically willing to invest in getting one applicant from a marketing perspective?

To learn more about Adfuel and our advanced marketing solutions
please visit us online at: **www.AngelInvestorNetwork.com**