

# Creative Assets, Images and How to Test What is Working for You

Advertising  
Dollars

Data Library  
Future  
Campaigns

Student Research

Overall Review



# Advertising Dollars

Marketing & Testing

Campaign Features

# Marketing & Testing

## Research

Review current or design plan specific to campaign goal.

## Ad Features

Analyze data and determine the best placements and features needed to reach the required segments.

## How We Test


Design a series of creative assets with interchangeable messaging and images.

# How We Test

## Same Message, Different Images

**Seattle Central College**  
Sponsored · 🌐

With four satellite locations, campuses accessible by transit (light rail, streetcar, and buses), and \$250 in public transit dollars, Seattle Central is where you want to be.



SEATTLE CENTRAL COLLEGE  
One of the Seattle Colleges

SEATTLECENTRAL.EDU  
**Start April 2, Its not too late!**  
Save money, prepare for transfer t... [APPLY NOW](#)

👍❤️ 61      5 Comments 2 Shares

👍 Like    💬 Comment    ➦ Share

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👍❤️ 63      4 Comments 2 Shares

👍 Like    💬 Comment    ➦ Share

## Same Images, Different Messages

**Seattle Central College**  
Sponsored · 🌐

Meet your future co-worker at Seattle Central this fall. We've got the programs that'll get you into the workforce quicker. Campus is easily accessible by bus, train, bike, and street car. Don't wait — start now!




SEATTLE CENTRAL COLLEGE

SEATTLECENTRAL.EDU  
**Classes start September 24**  
You get ORCA (transit) benefits. \$... [APPLY NOW](#)

👍❤️ 6      1 Share

**Seattle Central College**  
Sponsored · 🌐

Meet your future classmates at Seattle Central this fall. We've got the programs that'll get you into the workforce quicker. Campus is easily accessible by bus, train, bike, and street car. Don't wait — start now!



SEATTLE CENTRAL COLLEGE

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👍❤️ 12

# Campaign Features

## Call-Out Extensions

## Site-Link Extensions

Remington College - RemingtonCollege.edu

 [www.remingtoncollege.edu/](http://www.remingtoncollege.edu/) ▼ (855) 470-3740

2 Campus Locations in **Houston**. Hands-On Training/Small Class Sizes

[Medical Assisting](#) · [Criminal Justice](#) · [Dental Assisting](#) · [Medical Billing & Coding](#)

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# Data Library for Future Campaigns

End of Campaign  
Reporting

Engagement



# End of Campaign Reporting

**Demographics  
per ad  
presented**

**Performance**

1,714 CLICKS, 87 CALLS TO THE COLLEGE, 26 CONVERSIONS APPLY NOW  
11.51 CTRM 3,426 VIEWS



Campaign	Budget	Status	Campaign type	Imps	Clicks	Views	CTR	Phone calls
Chabot_YouTube_Spring19	\$2,000.00 (total) Dec 3, 2018 - J...	Ended	Video	440,231	0	3,426	0.00%	0
Spring19	\$79.00/day	Ended	Search	14,887	1,714	0	11.51%	87

**Clicks  
Landing Page Views  
Conversions**

**Search Attribution and Landing Page**

SPRING 2019



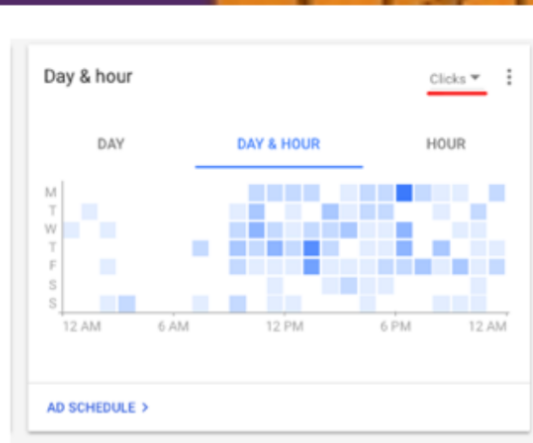


# Platform Media Mix

## Engagement



## Ad Schedule



## Creative Reporting

### LPC: FACEBOOK- CREATIVE REPORTING

Ad Creative	Delivery	Post Reactions	Post Comments	Post Shares	Link Clicks	Page Likes	CPC (Cost per Link Click)
Apply to Las Positas College Application for Admission and Financial Aid for L... Used in 1 Ad	Not Delivering Unique Ad Creat...	49	1	9	615	2	\$0.89
Apply to Las Positas College Application for Admission and Financial Aid for L... Used in 1 Ad	Not Delivering Unique Ad Creat...	16	---	3	536	---	\$0.71
Apply to Las Positas College Application for Admission and Financial Aid for L... Used in 1 Ad	Not Delivering Unique Ad Creat...	27	1	2	419	1	\$0.80
Apply to Las Positas College Application for Admission and Financial Aid for L... Used in 1 Ad	Not Delivering Unique Ad Creat...	18	---	1	325	---	\$0.73
Classes start August 20 — Join us! Take the next step in your education or prepare ... Used in 1 Ad	Not Delivering Unique Ad Creat...	29	---	1	142	3	\$5.78

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# Student Research

Taking creative reporting into consideration, conduct small student focus groups to gather further Intel on future treatments and student facing correspondence

**Student Research**



**WHAT WORKED**

- Simplicity
- Noticeable course registration dates font size
- guaranteed transfer messaging

**WHAT DIDN'T WORK**

- Bland, not eye catching, boring
- Doesn't relate as it seems like a standard college image
- Not original
- "It seems like everything else I have seen."
- "It looks out of date and stale."

Take images and messages into consideration

Small dollar amounts to test, means big savings overall

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# Overall Review

## Performance = Signal Next Campaign

Qty, Conversions, Attributions, Landing Pages,  
Cross Platform

## Engagement= Signal Message/ Treatment

Referrals, Comments, Messages, Calls,  
Inquires

## Creative= Signal Message/ Treatment

Images vs Messages/Content





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