

welcom ol

TOP 10
TAKEAWAYS
FROM A DAY
AT GOOGLE



**Interact
Communications**
at a Glance

Founded in
1996

Office locations in
Wisconsin & California



23 years
in 2-year college
marketing

425+

community and
technical college clients
combined experience

Experts in the diverse
student experience,
from **marketing**
to **graduation**



In-house
research-driven team
specializing in industry
customized products

interact
2-Year College Experts

interact

2-Year College Experts

REACHLOCAL[®]

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PART OF THE USA TODAY NETWORK



Google









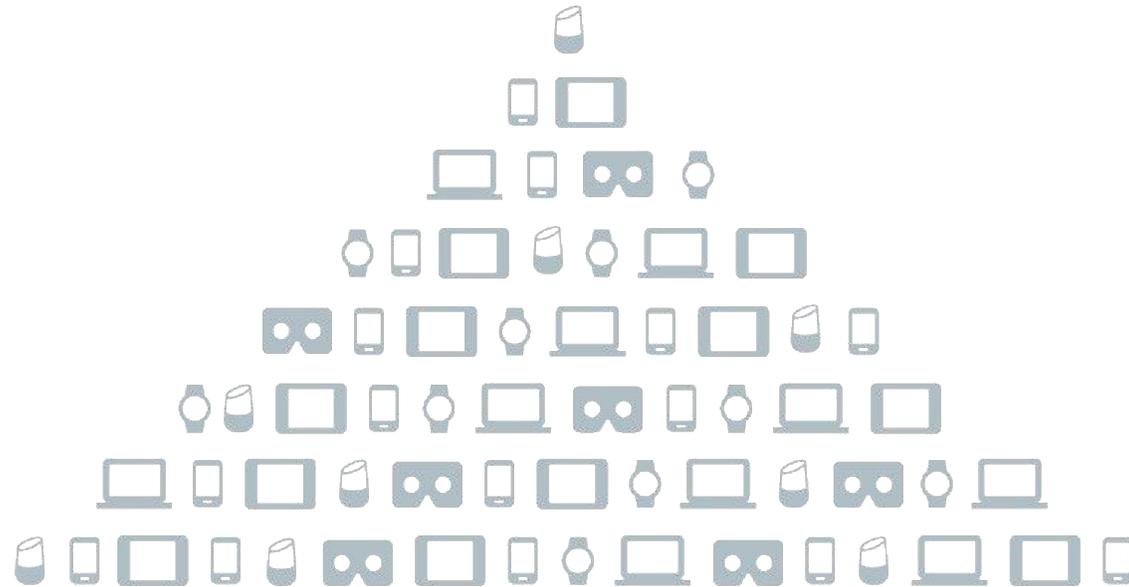
#1

We are more connected than ever

Connected devices

20 billion

2020



Source: [Gartner says 8.4 billion connected "things" were in use in 2017, up 31 percent from 2016](#)

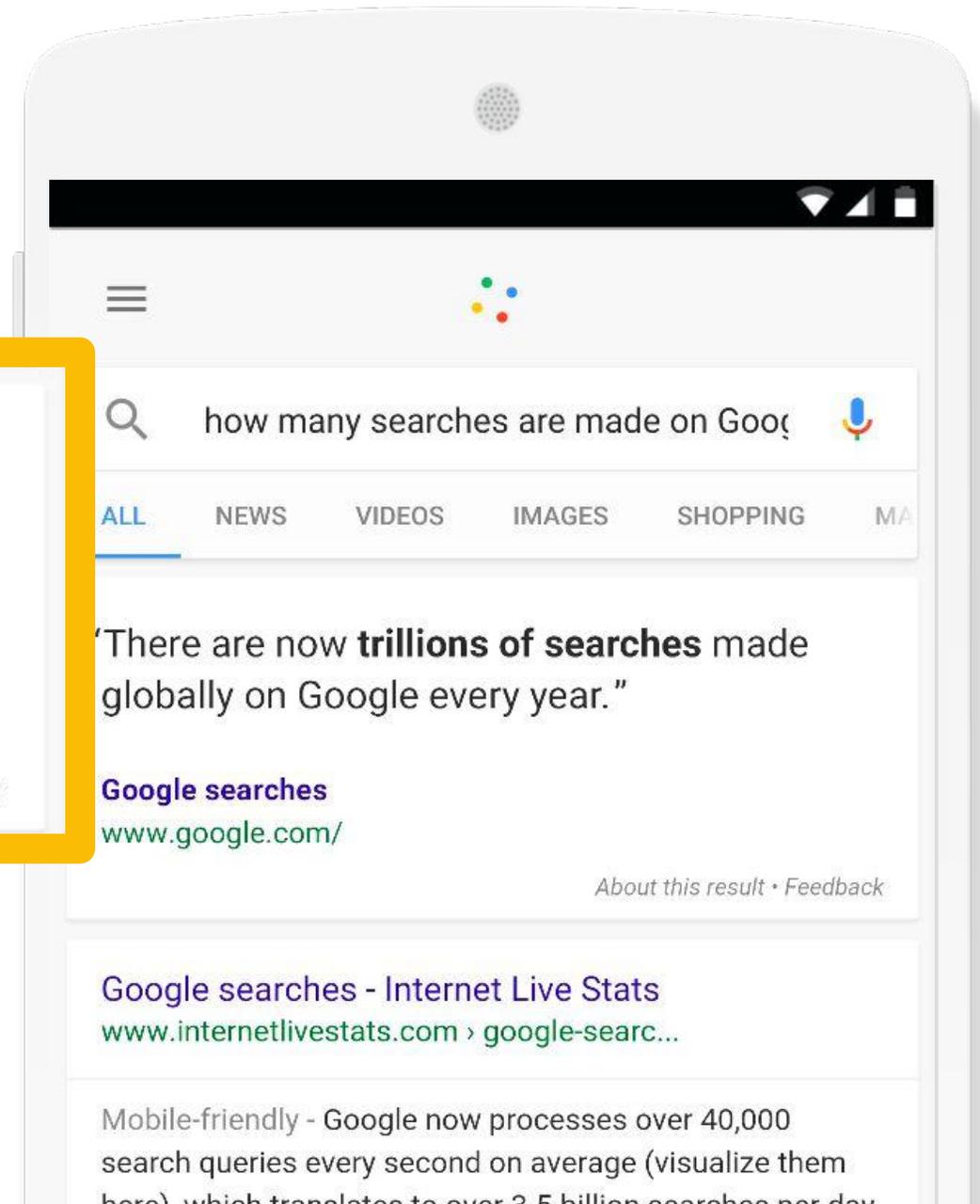


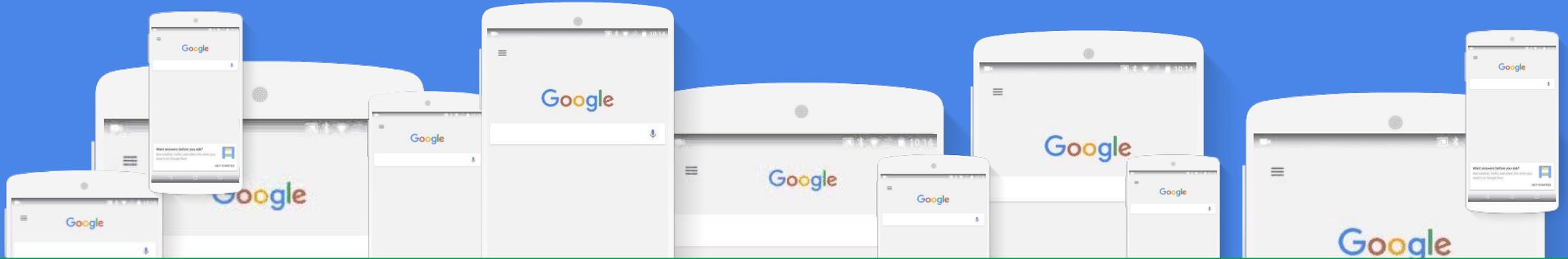
“There are now **trillions of searches** made globally on Google every year.”

[Google searches](#)
www.google.com/

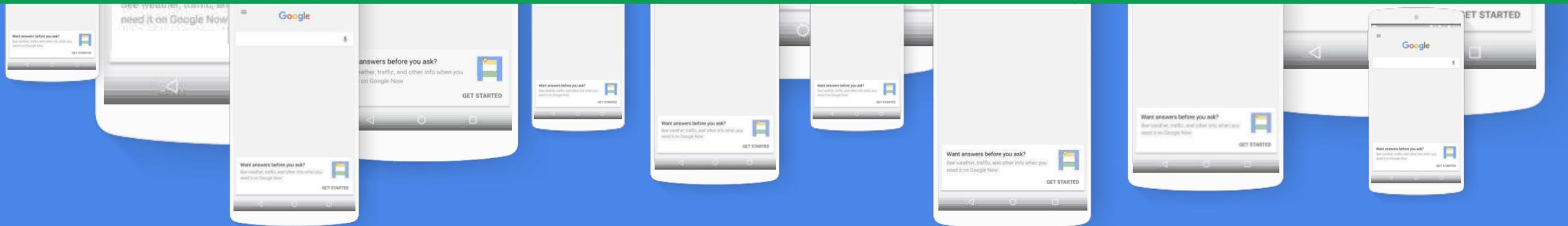
[About this result](#) • [Feedback](#)

Google internal data, Global, March 2016.





Over half of those searches
happen on **mobile.**

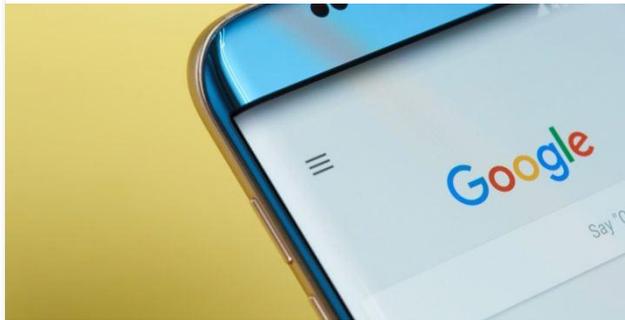




#2

Staying Relevant is Hard

Staying relevant is hard

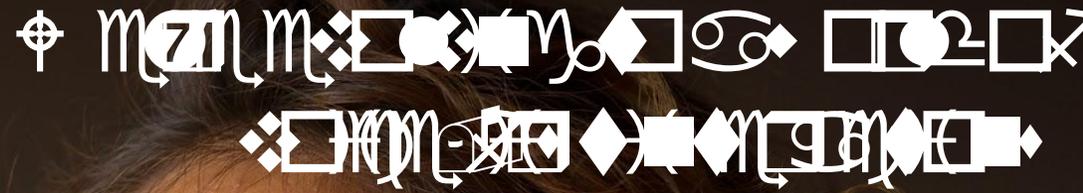


15% of queries on Google every day are brand new



Advertisers' website content is large & dynamic

90% of the world's data has been created
in the past two years.

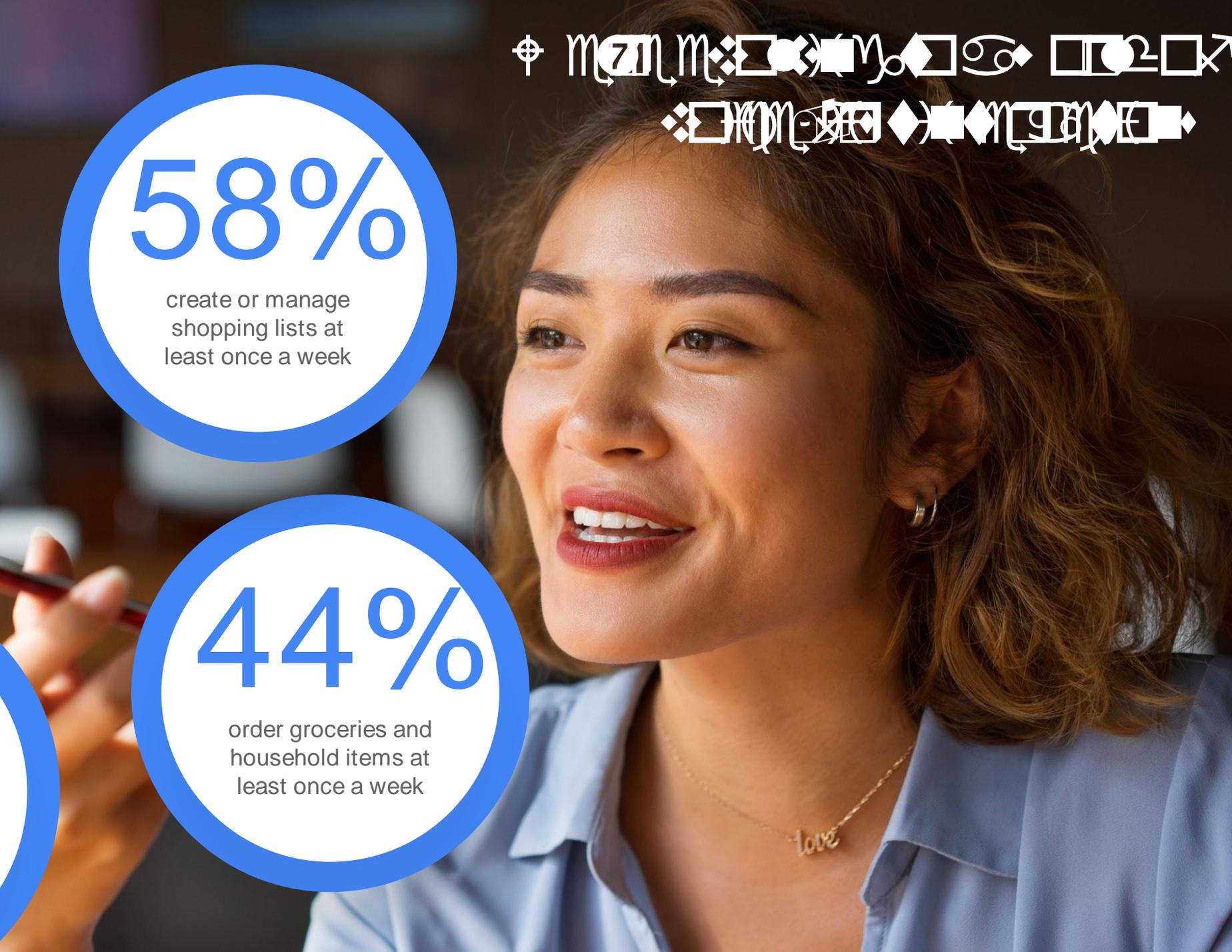


50%
of all searches will be voice searches by 2020, according to comScore

58%
create or manage shopping lists at least once a week

72%
of voice-activated speaker owners say that it has become part of **daily routine**

44%
order groceries and household items at least once a week

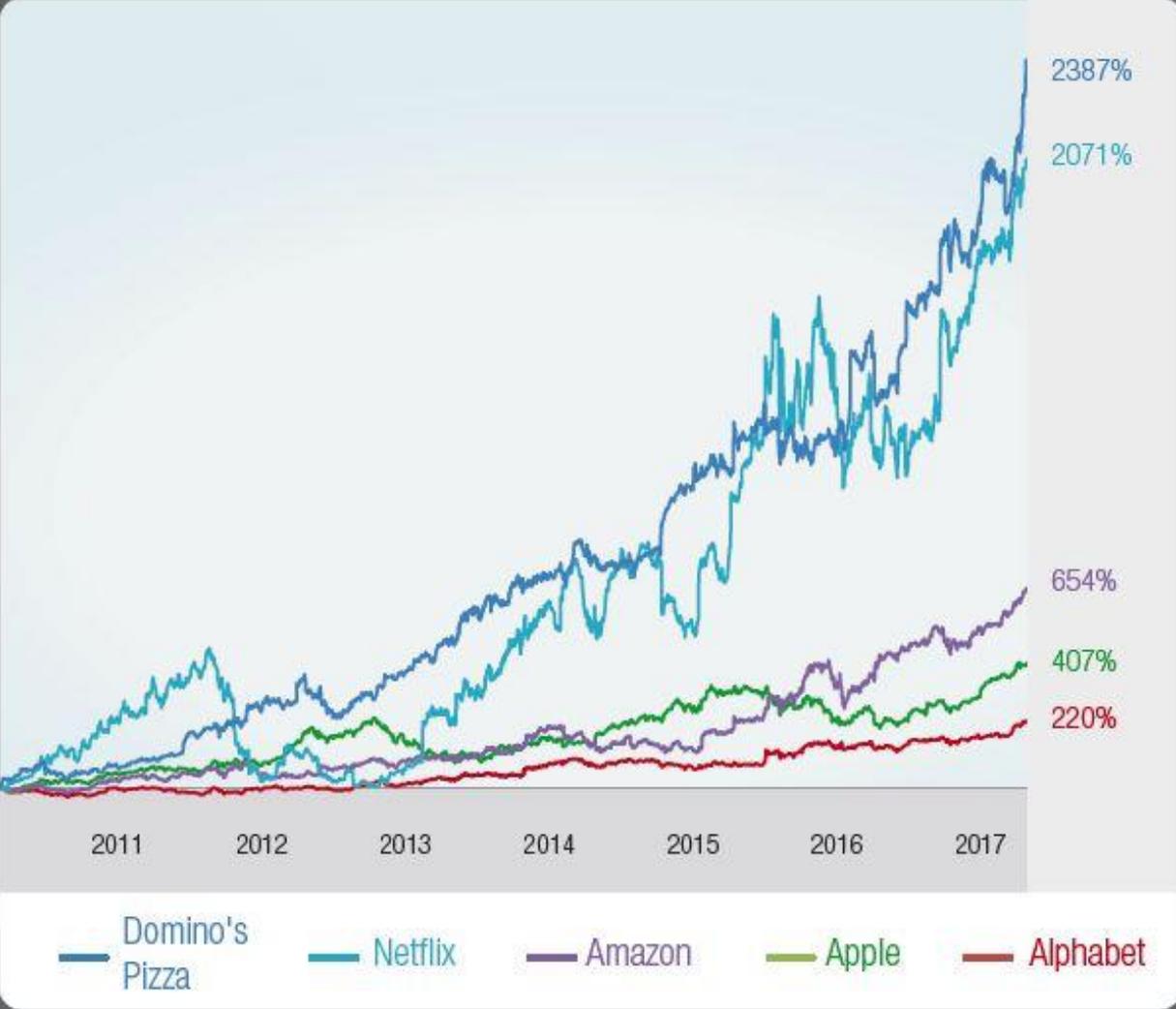




Answer: Domino's Pizza

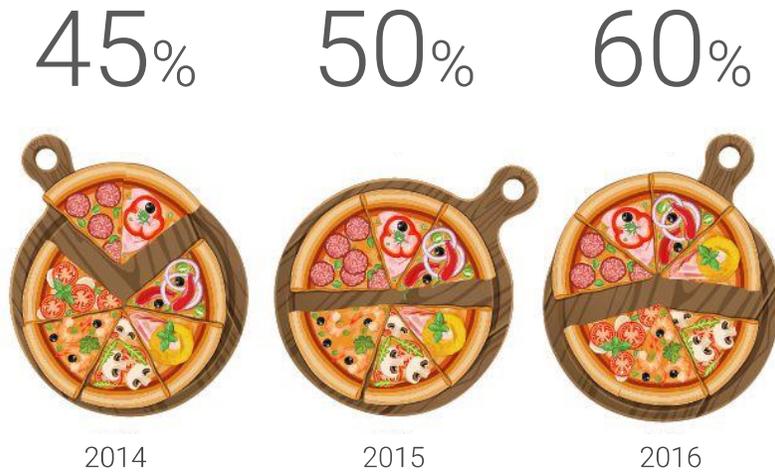


Share Price Evolution of Select Stocks, 2010 to Date



Domino's Is A Tech Company that makes pizza.

Digital Sales as Percent of Total Retail Sales, US, 2014-2016



Source: Domino's Annual Reports

Platforms for Ordering a Domino's Pizza



Twitter



FB Messenger



SMS



Google Home



Zero Click App



Amazon Echo



Smart Watch



Car



Smart TV



#3

Micro Moments Matter

Meet Marlhon

A bad day at work sets off his interest in bigger career ambitions. While on-the-go, he researches the graduate study to get there.



urban policy programs



A close-up portrait of a young Black man with a friendly smile, wearing a dark beanie and a dark collared shirt. He has a nose ring and a small goatee. The portrait is set within a circular frame that has a rough, torn-paper edge. The background is a blurred outdoor setting.

**READY-FOR-CHANGE
MOMENTS**

Micro-Moments Checklist

Be There

- ☐ Identify your Moments
 - ☐ Understand your Share of Intent
-

Be Useful

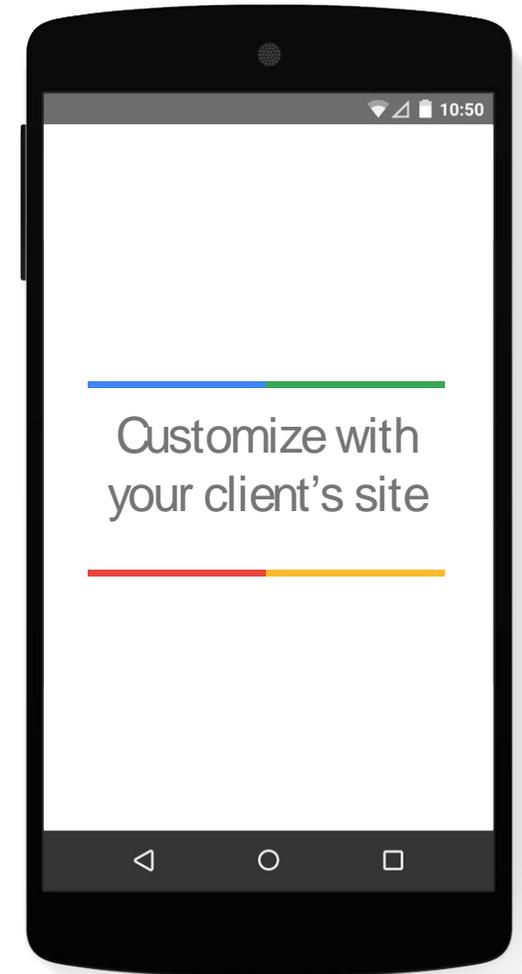
- ☐ Tap into Your Audience's Passions
 - ☐ Create Snackable, Educational Content
 - ☐ Use Location Signals
 - ☐ Provide How-To Video Content
 - ☐ Empower Purchases on All Channels and Devices
-

Be Quick

- ☐ Eliminate Steps
 - ☐ Anticipate Needs
 - ☐ Load like Lightning
-

Connect the Dots

- ☐ Measure Across Screens
- ☐ Measure Across Channels
- ☐ Nix Team Silos



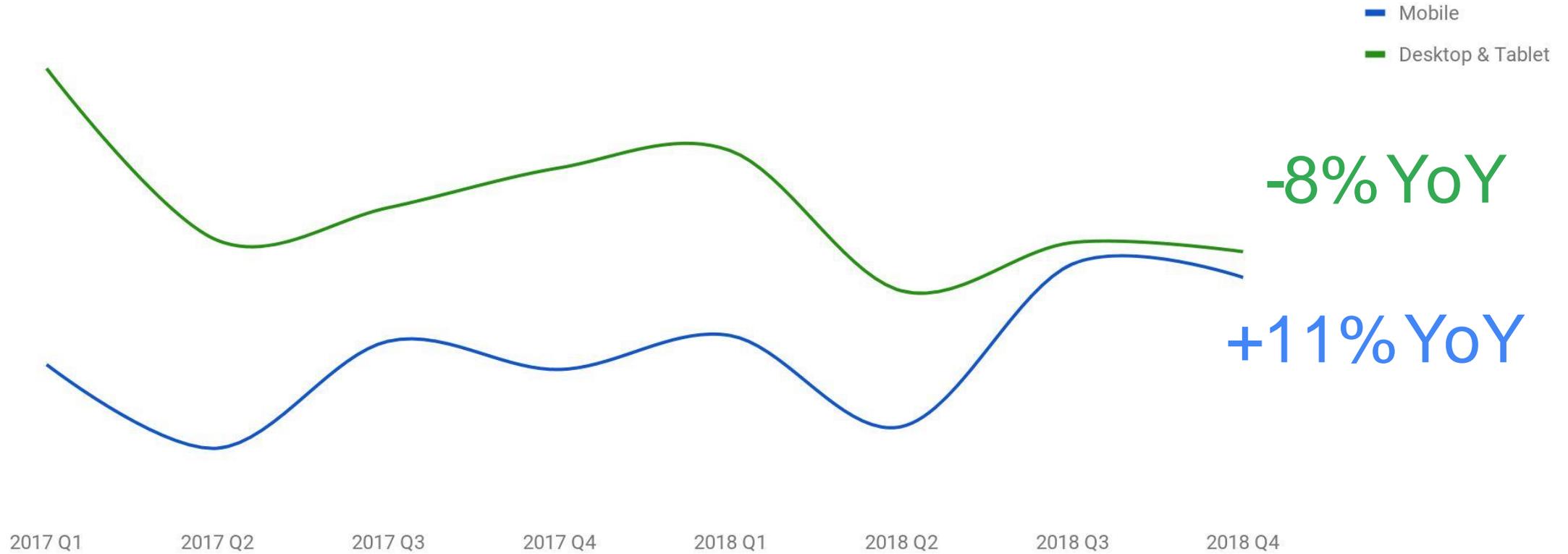


#4

Mobile is Crucial

EDU queries continue to grow on Mobile, while Desktop/Tablet declines become routine

Query Volume by Quarter

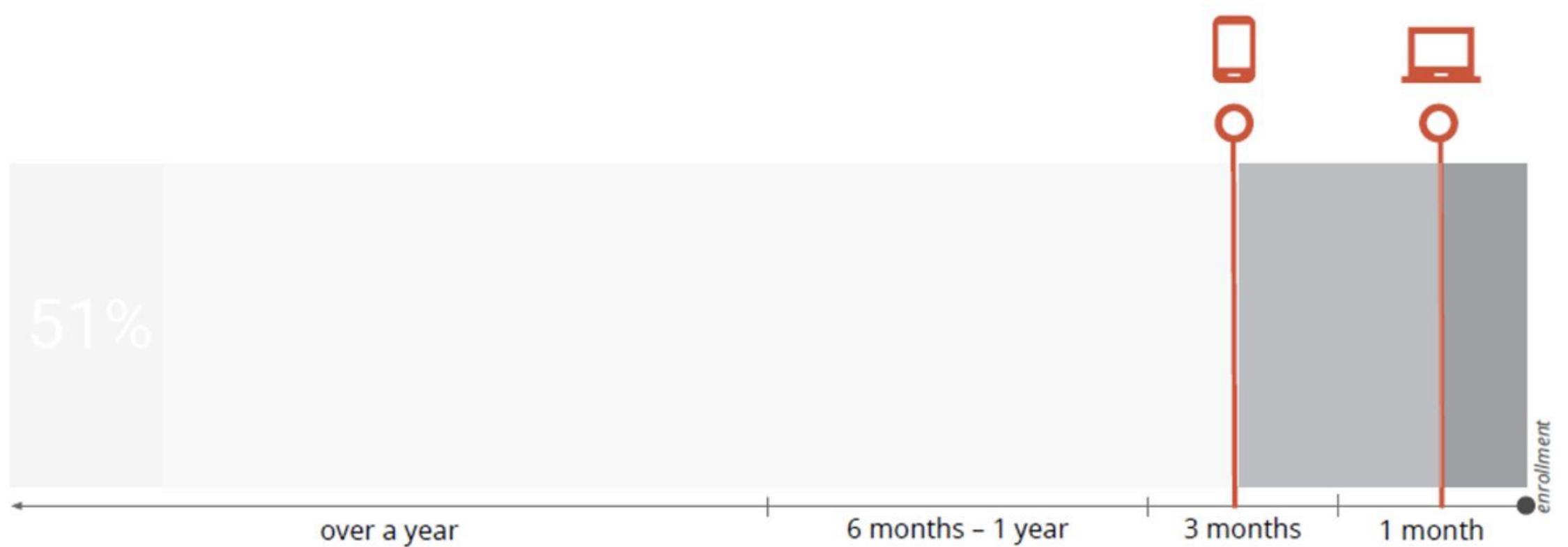




#4

Decisions Take TIME

Over 51% of prospective students spend over a year researching, and the student journey is complex.



See

Adults who want to advance or change their career

Think

+ are considering going to college
and researching their options

Do

+ are narrowing down their options
and ready to enroll

Early engagement is critical when students are most influenceable

3.6

of schools in
initial consideration set (avg)

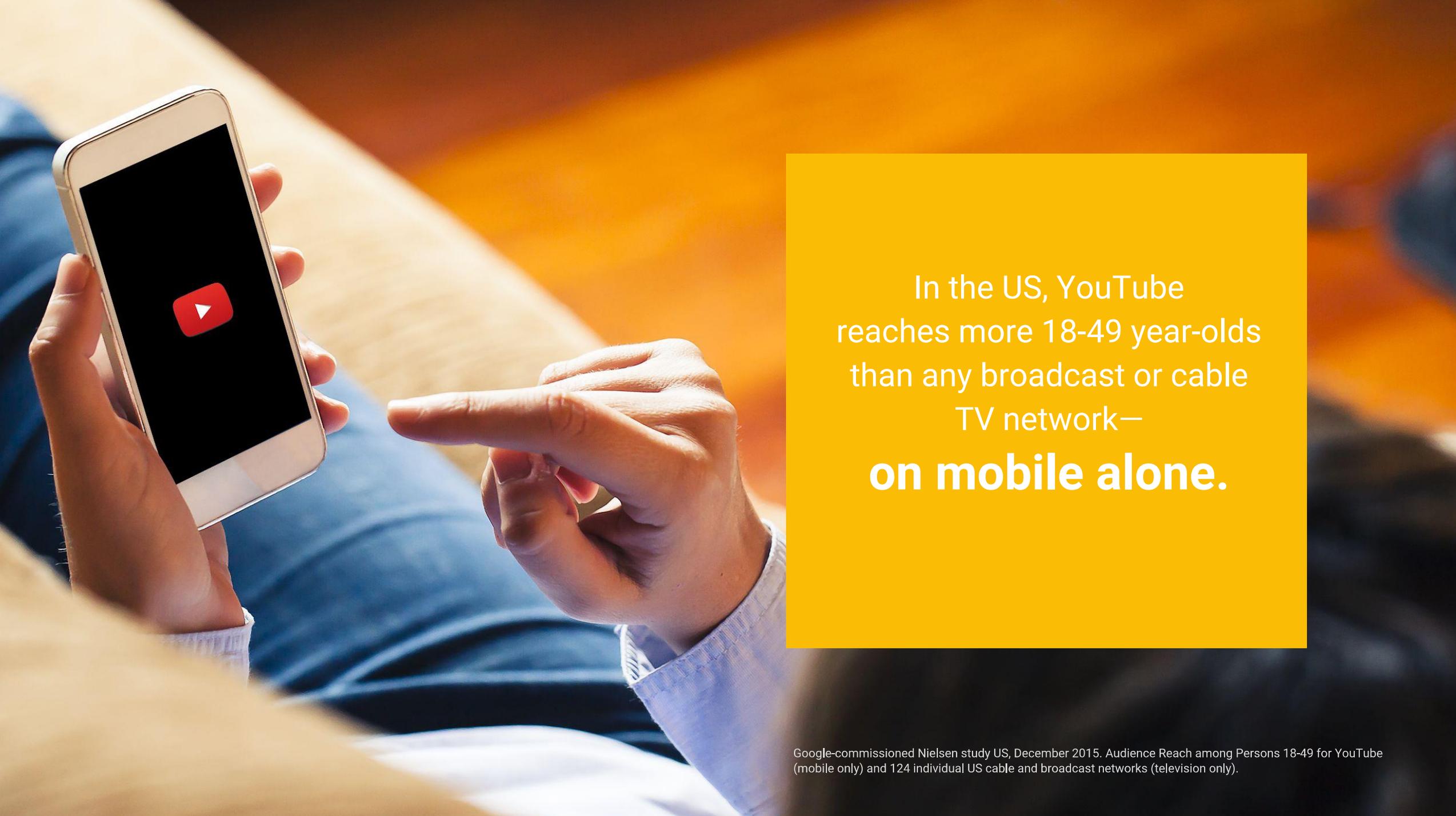
75%

of prospective students do
not consider beyond their
initial school & program list



#5

Get Moving on YouTube...Now!



In the US, YouTube
reaches more 18-49 year-olds
than any broadcast or cable
TV network—
on mobile alone.

Google-commissioned Nielsen study US, December 2015. Audience Reach among Persons 18-49 for YouTube (mobile only) and 124 individual US cable and broadcast networks (television only).

A man in a dark jacket is driving a car, looking forward. A woman with blonde hair is in the passenger seat, looking down at her phone. The car's interior is visible, including the seats and windows. There are decorative circles in the top right corner: a large white one and a smaller yellow one. A large blue circle is overlaid on the center of the image, containing white text.

**Did you
watch this
on TV or
YouTube?**



DOM
D

AS SEEN ON
TV

Source: Nielsen january 13th 2016 C7 P2+ rating, YT numbers from Variety view count 5 days after original airing

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COM
COM

AS SEEN ON
TV



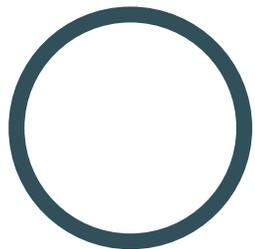
COM
COM

You Tube

Source: Nielsen january 13th 2016 C7 P2+ rating, YT numbers from Variety view count 5 days after original airing

**YouTube has
● Billion Active
Users Every
Month.**

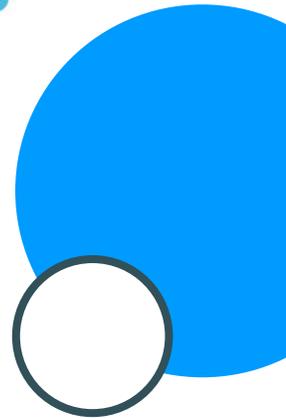
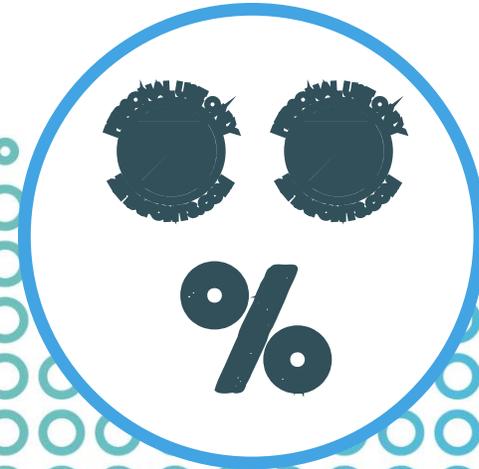
**That's ●●
Super Bowls
Every Day.**

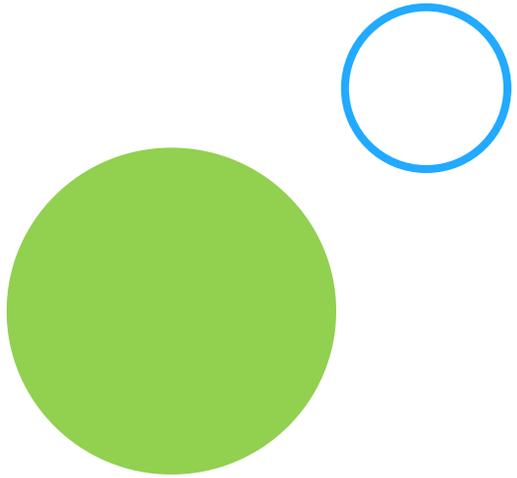




Students Use YouTube

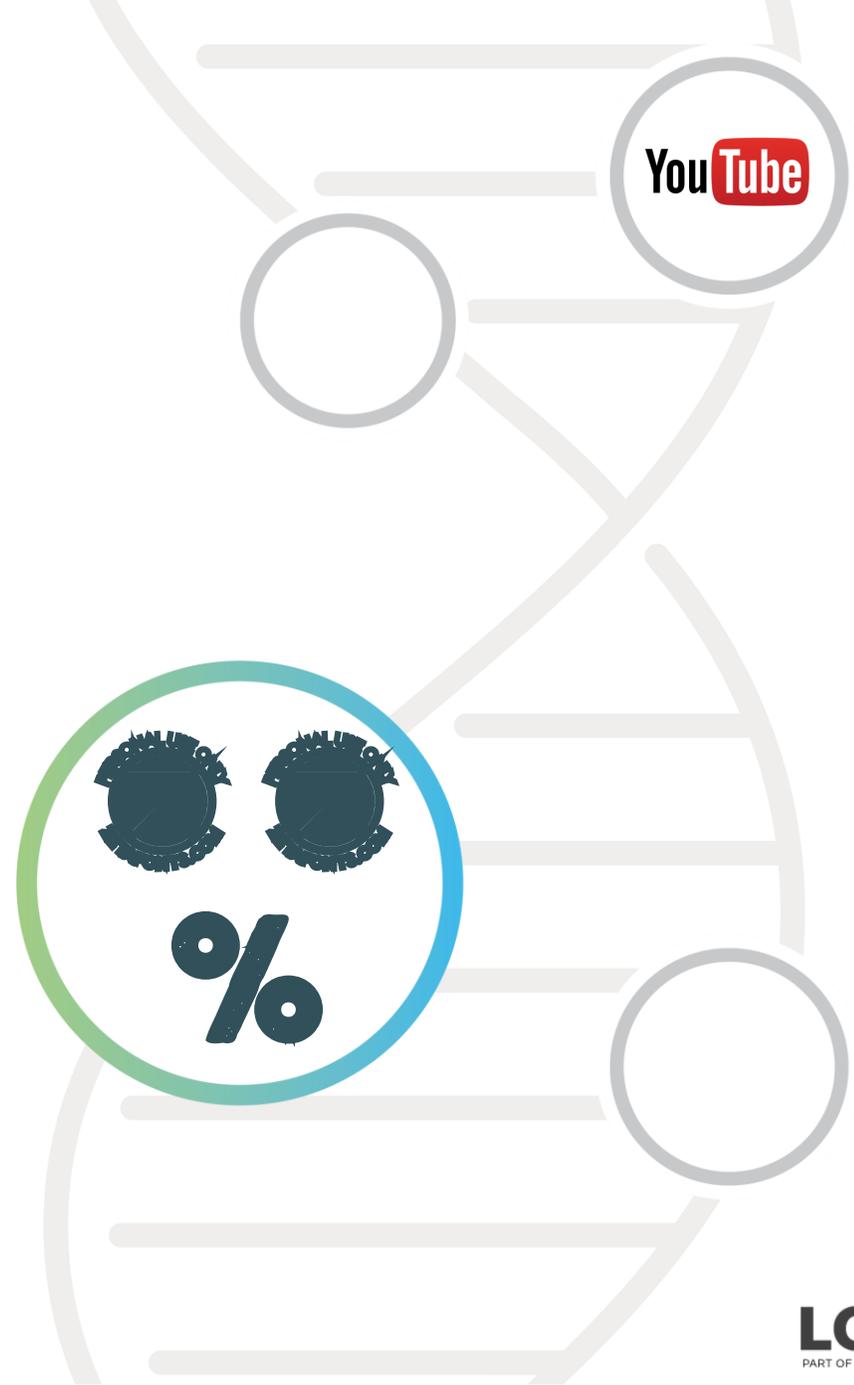
Students Watch YouTube Daily





**Students
“Can’t live without
YouTube.”**

**Students use
YouTube as part of
their research
journey.**





Gen Z Platform Usage

YouTube

85%



72%



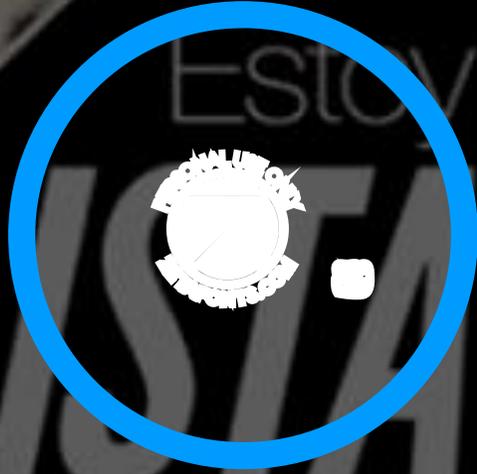
69%



51%



32%



**Match your
approach
with your
message
and
audience**

Case Study: Inland Empire/Desert Regional Consortium

Goals:

- Create brand awareness
- Engage Spanish-speaking and English-speaking audiences
- Direct traffic to readysetcareer.org
- Unite   colleges under one umbrella campaign



Case Study: Inland Empire/Desert Regional Consortium

Results:

In 3 months:

Budget: \$200,000

- 2,000,000 completed views
- > 2,000,000 unique impressions
- 200 visits to the website

In 1 year:

Budget: \$200,000

- 2,000,000 completed views
- > 2.0 million impressions
- 2,000 visits to website



Case Study: Inland Empire/Desert Regional Consortium

Results:

Year **⦿** costs per completed view:

- English: **⦿** cents
- Spanish: **⦿** cents

Education industry benchmarks:

- **⦿ ⦿ - ⦿ ⦿** cents

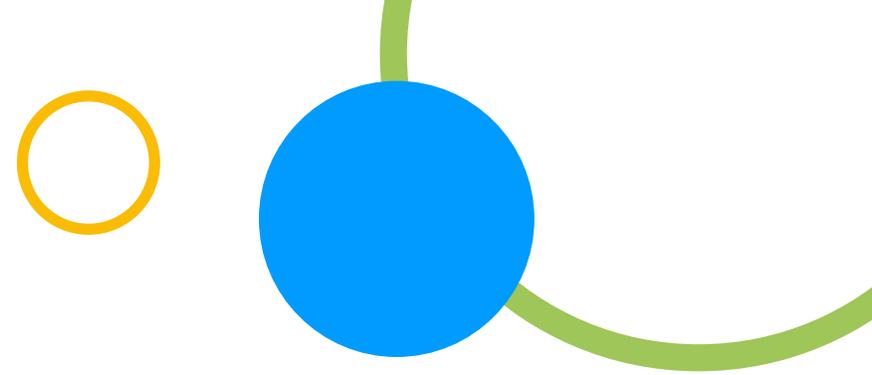




Don't let
the "SKIP"
hide your
brand

READY *career
education*
at your local community college

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**...and don't
be afraid to
break the
fourth wall**



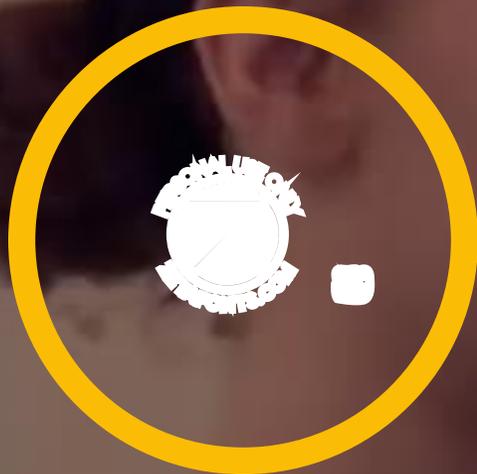
Radiology Pre-roll



Watch later



Share



Experiment



OAKLAND
COMMUNITY
COLLEGE™



0:03 / 0:15



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Case Study: Oakland Community College



Strategy:

Have students share their stories and experiences (authentic narration style) at the program level.



Case Study: Oakland Community College

Results:

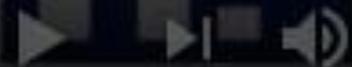
In the 1st month:

- Drove 222K+ impressions
- 222K completed video views
- 22% completed video view rate





Keep it moving
(even if you don't
have video)



0:21 / 0:29

Los Angeles Mission College



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Case Study: Los Angeles Community College District



Results for 4-Week Campaign:

East Los Angeles College:

- 1,000 impressions
- 1,000 completed videos
- 100% view rate completion
- 100 visits to the website

LACCD Overall:

- 1,000 impressions
- 1,000 completed videos
- 100% view rate completion
- 100 visits to the website





Build for attention.

You only have  seconds to engage your audience.

Case Study: Los Angeles Community College District

Results for 10-Week Campaign:

In just 10 weeks:

- > 1,000,000 completed views
- > 1,000,000 impressions
- 100% completed view rate
- 1 cent per completed view

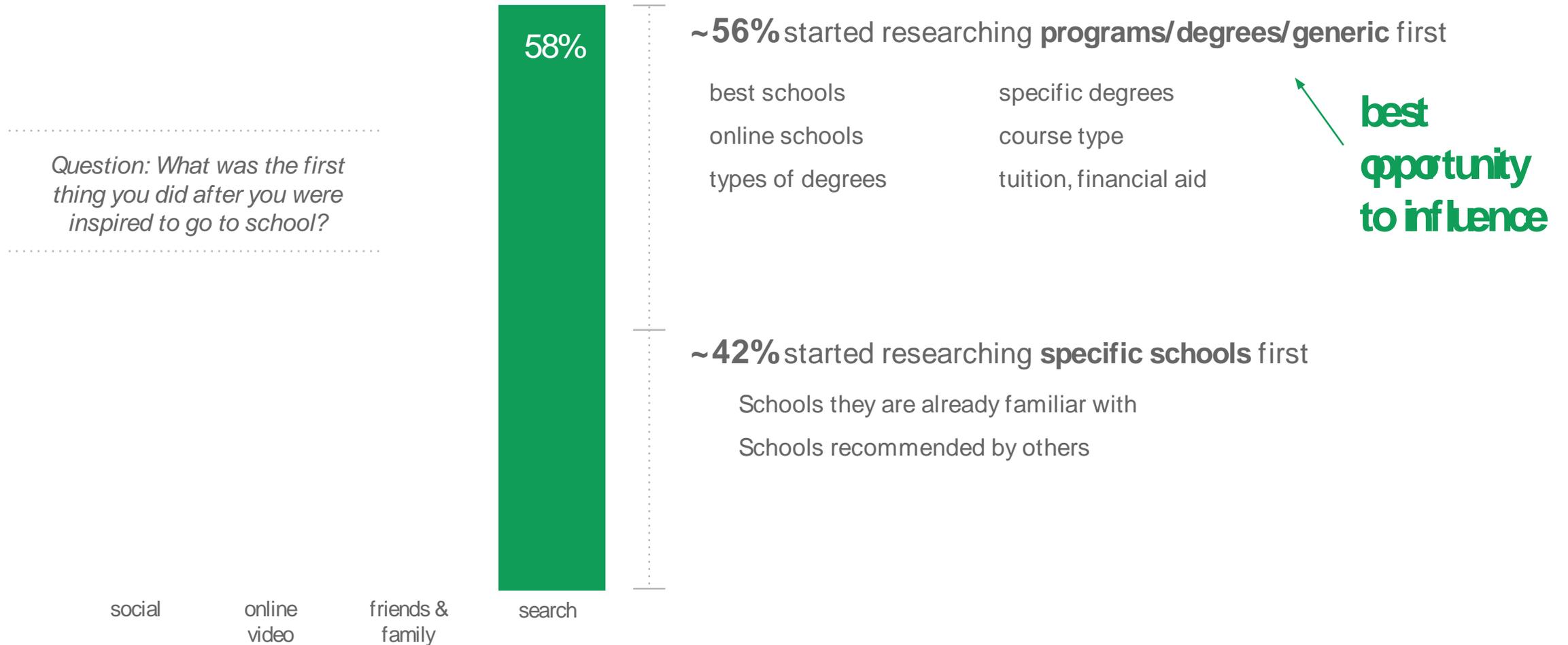




#6

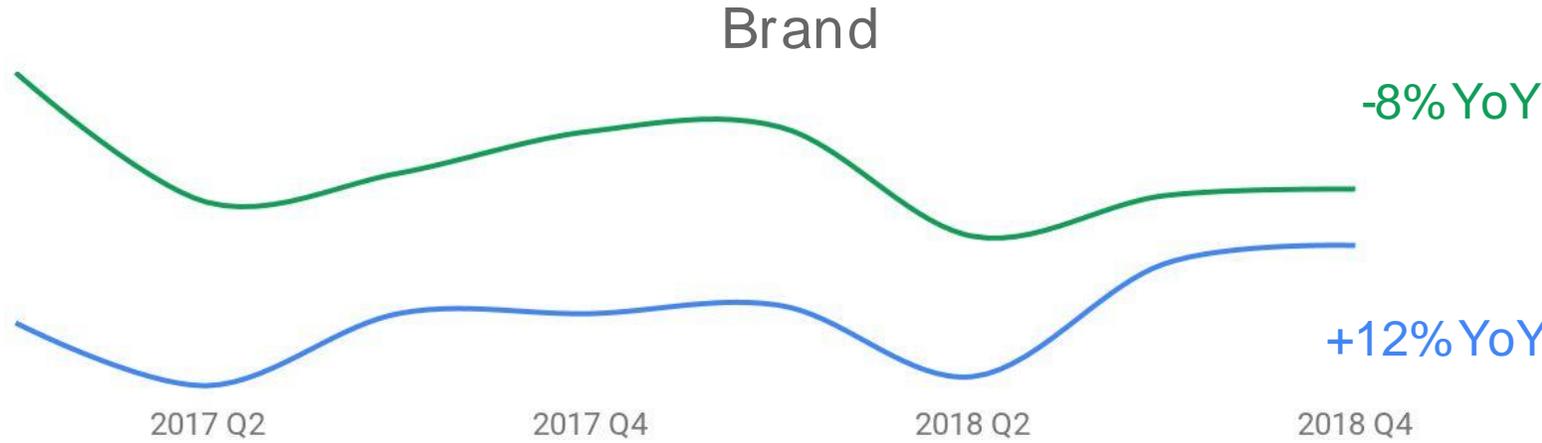
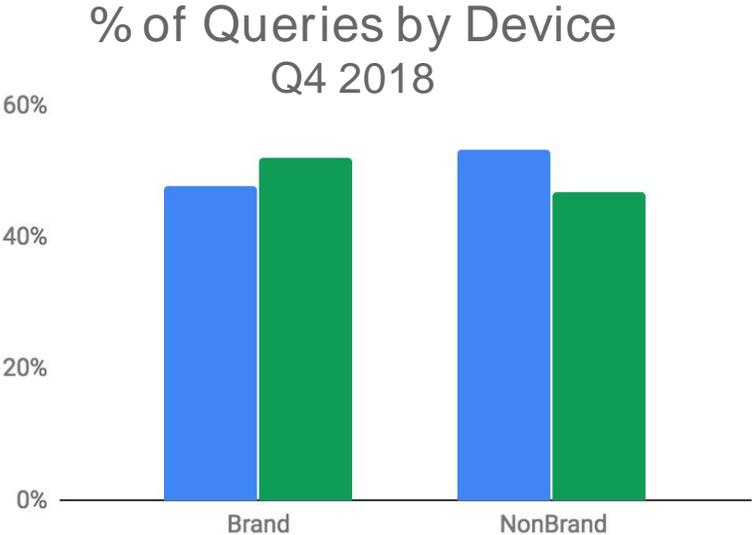
Paid Search is CRITICAL

Search is the first resource students turn to when they begin the research process



Brand queries skew more desktop/tablet; NonBrand queries skew more mobile

Desktop & Tablet █
Mobile █



Text Ad copy



Google

nursing school near me



All

Maps

News

Shopping

Images

More

Settings

Tools

About 603,000,000 results (0.65 seconds)

No Wait List for Admission | Chamberlain College of Nursing

www.chamberlain.edu/ (844) 593-0959

Online & On-Campus **Nursing Programs** Designed to Advance Your **Nursing** Education. No Admissions Wait List. High-Tech **Nursing** Labs. Year-Round Courses. Degree **programs**: RN to BSN, 3-Year BSN, MSN, DNP.

4800 Regent Blvd, Irving, TX - Open today · 9:00 AM – 5:00 PM

Irving Campus

Become a Nurse at Our Dynamic, High-Tech Irving Campus.

RN to BSN Online

Advance Your Nursing Degree Online. 100% Online Coursework.

Dallas Nursing Degree Program | Evening and Weekend Option

www.westcoastuniversity.edu/

Start **Nursing School** at West Coast University. Get Info Today! **Nursing** Scholarships, Support ...

Nursing Schools Near Me | Classes To Fit Your Schedule

www.arizonacollege.edu/Nursing (855) 706-8382

Nursing Program with Evening Classes Available. Request Info Today! Hands-on Learning.

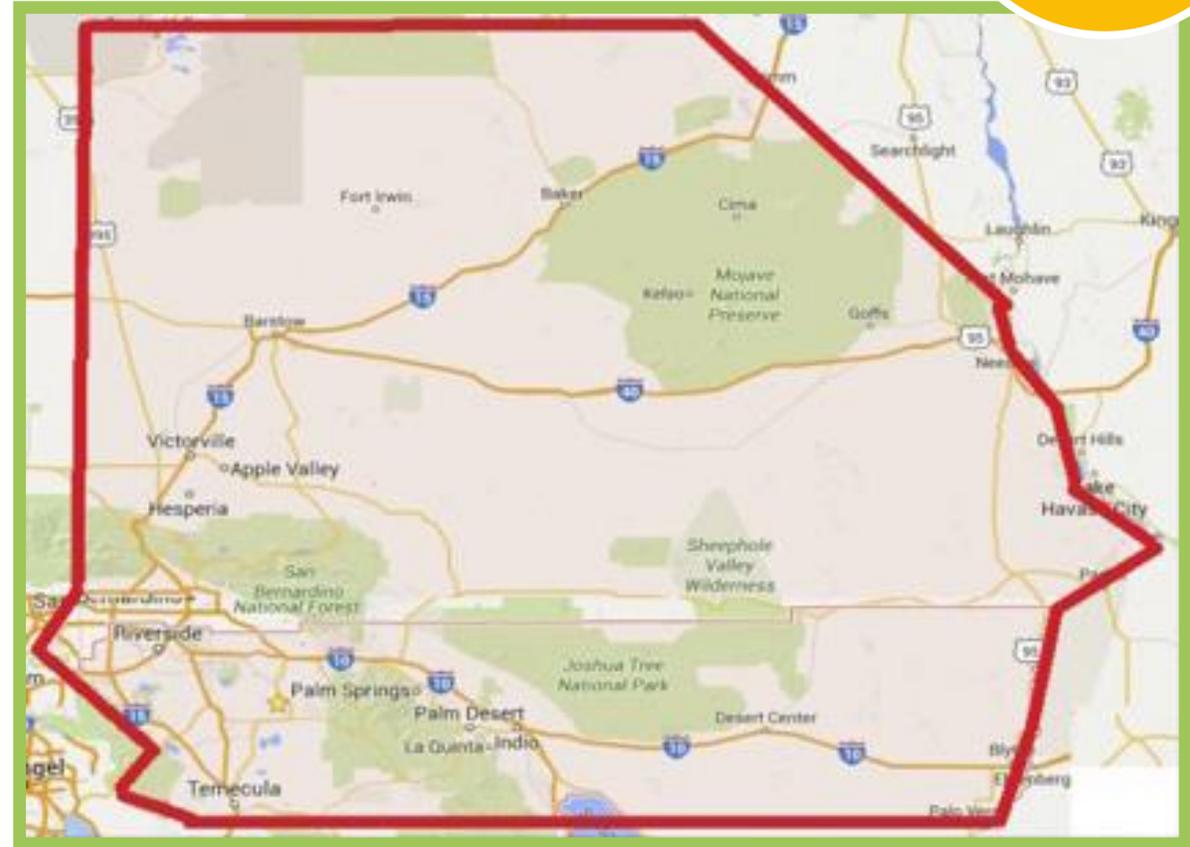
What makes the difference in PPC – Quality Score



Case Study: Inland Empire/Desert Regional Consortiur

Goals:

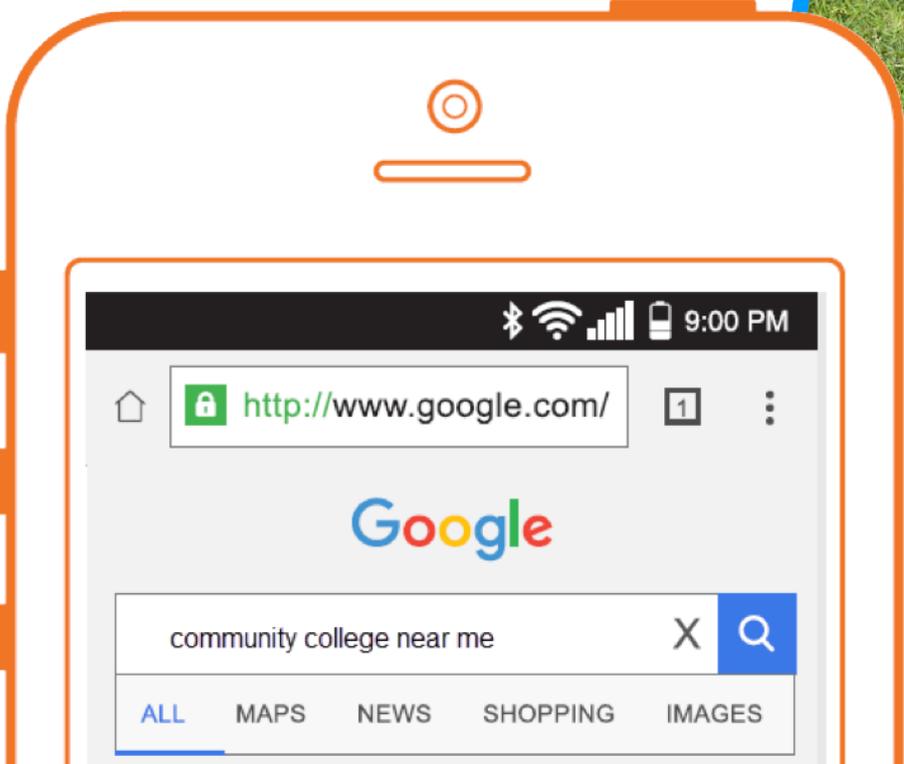
- **Increase online visibility when potential students search for college courses and programs**
- **Exposure across all publishers and devices for mobile and desktop**
- **Unite   colleges under one umbrella campaign**
- **Drive traffic to an umbrella site website where a student can search for a specific program or course, and then select the college of their choice to learn more**
- **Track and report conversions, calls, form submits, and website visits**



Case Study: Inland Empire/Desert Regional Consortium

Results In Just 1 Year Total PPC Budget \$100k

- 1,200,000 impressions
- 120,000 visits
- 1,200 calls
- 120 form submits from umbrella website
- Average cost per lead is \$100



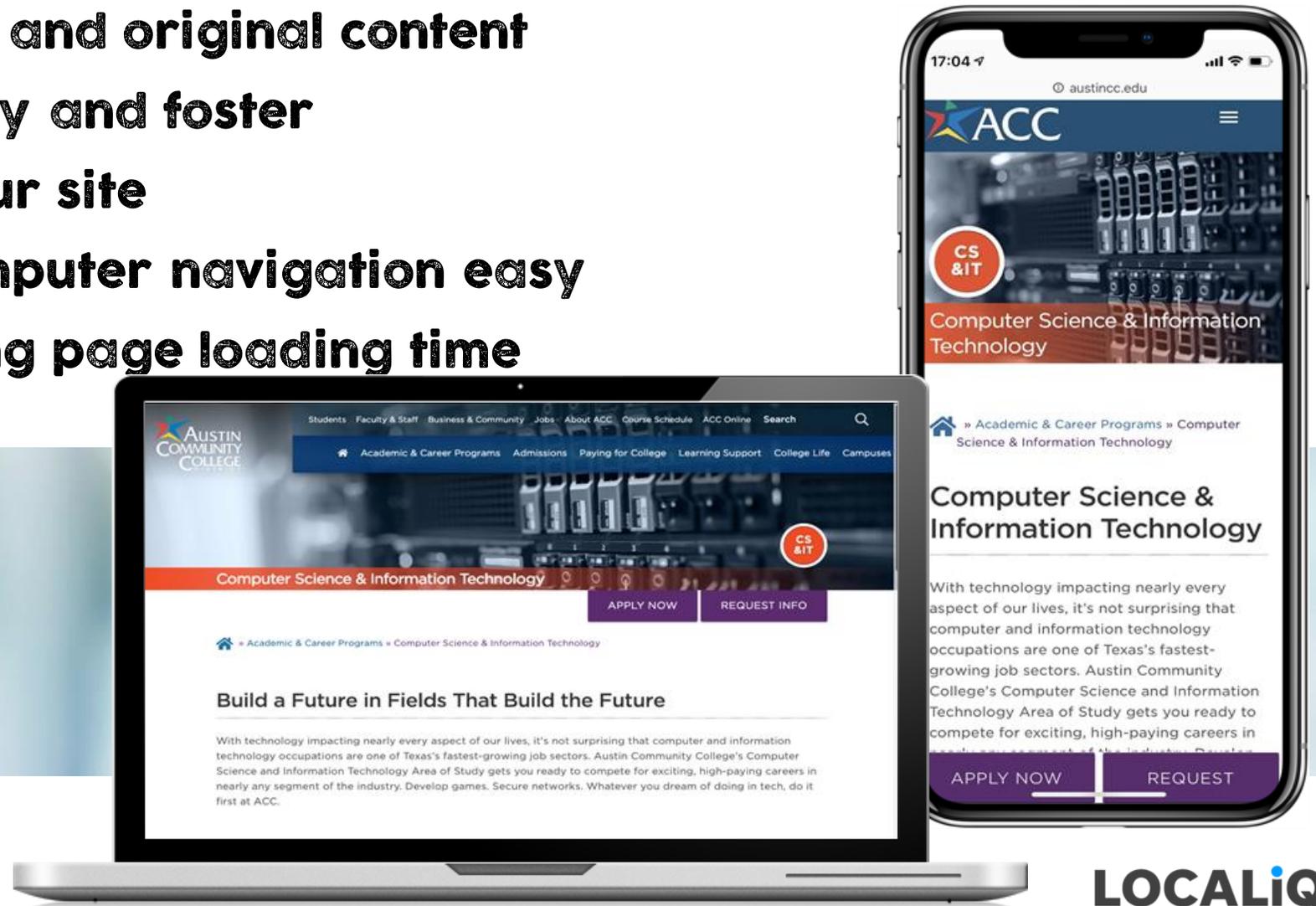


#7

**Make their non-Google experience useful
through landing pages**

Landing Page Experience

-  Offer relevant, useful and original content
-  Promote transparency and foster trustworthiness on your site
-  Make mobile and computer navigation easy
-  Decrease your landing page loading time
-  Make your site fast



Case Study: Cypress College

Goals:

- **Increase online visibility when potential students search college career programs only.**
- **Exposure across all publishers and devices for mobile and desktop**
- **Use specific text ad language for keywords relevant to each career program and drive traffic to the programs' specific url**
- **Track and report conversions, calls, form submits, and website visits from PPC**

mortuary science certification
associate degree in nursing
nursing certificate
nursing associates degrees
radiologic technology associates
Associates in Technical Theater
Media Arts Designer certificate
human services associates programs
business management associates degree
radiologic technology associates college
associate of science business management
mortuary science associates degrees
nursing associate programs
nursing certification
nursing associates college
Geography certification
associates degree in nursing
nursing associate degrees

Case Study: Cypress College

1 month case study

Total PPC Budget

\$10,000.00

- 1,000,000 impressions
- 1,000 visits
- 100 calls
- 10 form submits and emails
- Average cost per lead is \$100





#8

Your Listings are Bad

Listings Management

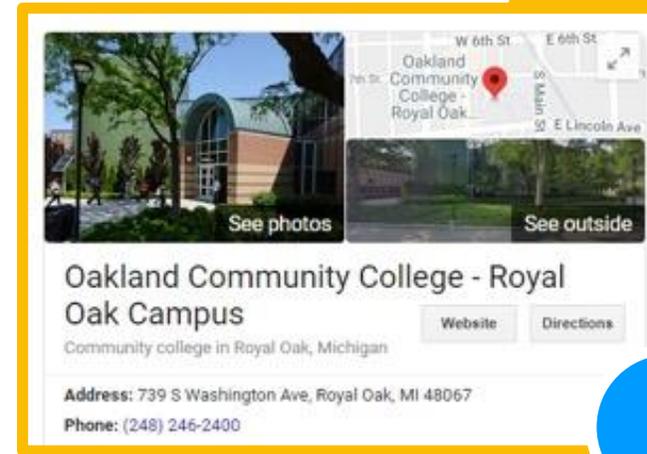
The Importance of Consistency

Unique Department Listings Management

- Managing Local Listings for entities with multiple departments is a little different than standard GMB management.
- Google's "Located In" GMB feature can be utilized to delineate between departments.

Niche Directory Placement

- Inclusion in niche directories isn't a make-or-break SEO item in 📍📍📍📍, but our Listings management solution ensures each entity is listed in relevant outlets.



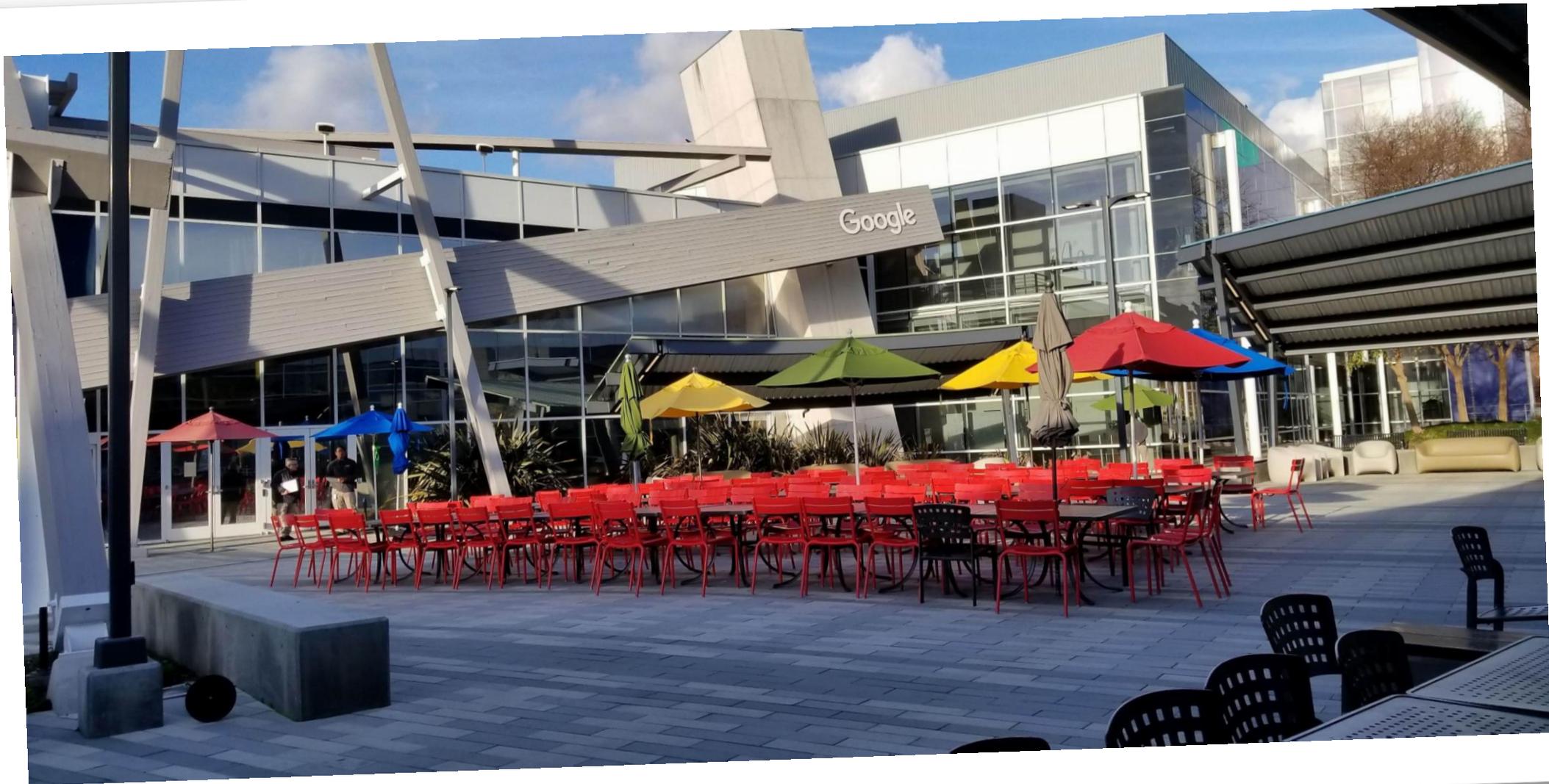
Citation Consistency

- Ensuring a consistent representation of each department helps the search engine and users feel more confident about the information provided.
- 📍📍% of business owners have found wrong information on their business listings.



#9

Offline is Critical!





#10

Just when you think you know it all...
IT CHANGES!

Key Community College Takeaways

- **Always be thinking about mobile traffic**
- **Plan your touchpoints**
- **Influence EARLY!**

Key Community College Takeaways

- **Do your research on which platforms your prospective students prefer and optimize your campaigns into higher performers**

Key Community College Takeaways

- **A mix of general, brand and program terms can take a larger budget in PPC, but delivers great \$CPA**
- **Program only terms are more expensive, but are targeted & effective**

Key Community College Takeaways

- **Landing pages should directly address the keyword and load very fast.**

Key Community College Takeaways

- **YouTube is the second largest search engine**
- **Take advantage of low cost & provide great content to your students**
- **Influence EARLY!**

Key Community College Takeaways

- **Make SURE your creative is authentic and helpful to students**

Key Community College Takeaways

- **Make your ads as BIG as possible by taking advantage of ad extensions**