Method for Submitting Questions

Join the Conversation...

- You can ask questions in writing anytime during the webinar.

- Simply type them in the “Questions” field on the right side of your screen.
Today’s Presenters

Owen Landon III
President, Echo-Interactive LLC

Dee Boling
Director of Communications, Tulane University School of Public Health and Tropical Medicine

Christopher Aldrich
Marketing Manager, Northeastern University
Echo-targeting: an online recruitment solution for ASPPH members

Echo-Interactive LLC
Owen Landon III
You’ve already experienced it

What is echo-targeting?

Without knowing it, you’ve very likely already experienced it. Online retailers commonly employ the tool to reach their customers with offers/promotions as those customers are surfing the internet and visiting other websites. If you’ve ever abandoned your online shopping cart and subsequently saw those same items being promoted by that same retailer on various websites you happened to visit…it wasn’t a coincidence.

Why is it important?

Echo-targeting will allow ASPPH member schools to market themselves to prospective students in an extremely targeted, affordable, and completely turn-key way.

With echo-targeting ASPPH members can…

- Reach only the public health prospects who have visited the ASPPH and/or the SOPHAS website.
- Affordably reach prospects in the medium they prefer…online.
- Reach these prospective public health students on their favorite websites, such as Facebook, Yahoo, magazine sites, social media sites, etc.
Bob is thinking of pursuing a degree in Public Health, so he visits the ASPPH or SOPHAS website. Utilizing code on those pages, ASPPH builds its audience of prospective Public Health students.

Later, Bob is online and visits the NY Times website. If the page Bob is visiting has ad availability, instantly, our program finds “Your University’s ad” and runs it on the page downloading on Bob’s screen.

Bob sees your School of Public Health banner, clicks it, and is directed to your SoPH homepage or whatever page you choose as your landing page.

Bob is thinking of pursuing a degree in Public Health, so he visits the ASPPH or SOPHAS website. Utilizing code on those pages, ASPPH builds its audience of prospective Public Health students.
Presenter

Dee Boling
Director of Communications,
Tulane University School of
Public Health and Tropical
Medicine
Bending the Laws of Attraction

Tulane University
School of Public Health and Tropical Medicine
Tulane SPHTM

- Over 100 years of global public health education
- Excellent reputation
- Ideal location
A More Competitive Landscape

» ASPH

» ASPPH
Old Ways
A New Approach
The calendar shown has certain dates marked with red crosses. The marked dates are:

- Sun 5
- Mon 6
- Wed 4
- Thu 5
- Wed 11
- Thu 12
- Wed 18
- Thu 19
- Fri 25
- Fri 26
- Sun 31

These dates might indicate special events or important reminders for Echo Marketing.
First Ad Set

Become a GLOBAL HEALTH LEADER

Tulane University
School of Public Health and Tropical Medicine

Become a GLOBAL HEALTH LEADER

Tulane University
School of Public Health and Tropical Medicine
Second Ad Set
Custom Landing Pages

Let New Orleans be your classroom

There's no better location to earn a degree in public health. Tulane's School of Public Health and Tropical Medicine offers:

- World-renowned faculty actively involved in research that cuts to the heart of the world's public health issues.
- Extensive ties both locally and worldwide. Students participate in local research, summer travel courses, and practical opportunities on nearly every continent.
- A globally focused curriculum that doesn't just offer a course in global health. All of our programs consider public health from a global perspective.
- A supportive and engaging learning environment.
- A strong alumni network. The school has a 95% career outcomes rate and our graduates go on to become leaders in global health initiatives in organizations that make a lasting difference.
- A vibrant, affordable city with excellent opportunities for hands-on learning.

Learn more:

- **Application Timeline**: Start in August, January, or June. Learn about our rolling admissions.
- **Webinar**: Curious about which program is right for you? Our webinars let you virtually meet faculty and staff while hearing about the programs.
- **Open House**: There's no substitute for being here. Regular Open Houses introduce you to the school, scheduled around popular New Orleans events.
Tracking Page Visits

Crazy Egg

Let New Orleans be your classroom

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- Extensive ties both locally and world-wide. Students participate in local research, summer travel courses, and practical opportunities on nearly every continent.
- A globally focused curriculum that doesn't just offer a course in global health. All of our programs consider public health from a global perspective. And with 15 master's and seven doctoral programs offered from six departments, we have a program to suit your academic interests.
- **A supportive and engaging learning environment.**
- A strong alumni network. The school has a 95% career outcomes rate and our graduates go on to become the leaders in global health initiatives in organizations that make a lasting difference.
New Contacts
Data

- **First Ad Set**
  - Duration: 177 days
  - Visits: 2,005 visits to page
  - Clicks: 1,797
  - Leads: 175 new contacts
Data

- Second Ad Set
  - Duration: 121 days
  - Visits: 714 visits to page
  - Clicks: 676
  - Leads: 46 new contacts
Data

Overall:

- 1,004,553 Ads Fed
- 2,196 clicks to page
- 0.22% click through rate
Challenges

- Developing ads that appeal to our entire audience.
- Determining why one ad gets better response over another.
- Unbalanced demographic response.
Benefits

- ASPPH/SOPHAS - our market, interested audience
- New qualified leads
- Cost effective
Thank you!
Questions or Comments?

Join the Conversation...

[Enter a question for staff]
Presenter

Christopher Aldrich
Marketing Manager, Northeastern University
NORTHEASTERN UNIVERSITY’S MASTER OF PUBLIC HEALTH IN URBAN HEALTH

Retargeting as a Digital Marketing Tool

Chris Aldrich, Marketing Manager
ABOUT NORTHEASTERN’S MPH IN URBAN HEALTH

> Founded in 2008, a member of Northeastern’s Bouve College of Health Sciences

> Unique focus on urban health and diversifying the public health workforce

> Pedagogy rooted in social justice and urban health equity

> Course modalities include 100% online, on-campus, and hybrid.

> 37 inter-disciplinary faculty members: ranging from fields such as medicine and law to business and engineering
Retargeting allows us to engage an audience of prospective students who have indicated interest in a graduate public health program, but may (or may not) have been aware of Northeastern’s MPH in Urban Health.

> Northeastern introduced a 100% online modality for its MPH in Urban Health program in March 2015, so we launched marketing for the program that targeted a national audience for the first time.

> We identified retargeting or “remarketing” as a cost-effective tactic that could have an immediate impact on our efforts to reach this audience.

> Our goal is to capture contact (or “lead”) information for as many of these interested students as possible in order to get them into our lead nurturing pipeline.
Prospective student visits ASPPH or SOPHAS website(s) to explore public health grad school options.

Student is served our ad and clicks to learn more.

Transform the health landscape of urban environments.

Master of Public Health in Urban Health

Student is sent to a custom landing page with program-specific info and a prominent lead form.

Upon filling out the lead form to learn more, their info is instantly passed into our CRM and outreach begins.

Ultimate success is judged by students who eventually submit an application via SOPHAS (and hopefully enroll).
Transform the health landscape of urban environments.

Master of Public Health in Urban Health

LEARN MORE

Northeastern University

Join the next generation of urban public health leaders.

MASTER OF PUBLIC HEALTH URBAN HEALTH

Networked for Life
Northeastern University

The future of urban public health is here.

M A S T E R O F P U B L I C H E A L T H U R B A N H E A L T H

Northeastern University

CREATIVE EXAMPLES

Banner Ads

> Attention grabbing headline, but not too much text

> Calls to Action: Learn More, Request Info, etc.

> Our best practice is to introduce new creative every 4-6 months
CREATIVE EXAMPLES

Program Landing Page

- Prominent lead form to capture student’s information
- Succinct, high-level program information
- Application and other program deadlines are key pieces of info
- Includes digital assets (videos and downloadable PDF) to help improve conversion rates
HOW WE MEASURE SUCCESS

Below are a few of the key metrics that we look at when determining success of our digital campaigns.

- **CLICKS /CTR**: How many people who saw our ad clicked and visited our landing page?
- **LEAD VOLUME**: How many total leads did we generate for the program?
- **CPL**: Average Cost Per Lead
- **APPS**: Total applications generated and the cost per application.

Northeastern University
Implemented our first retargeting campaign with Echo Interactive and ASPPH in Spring 2015. This data spans two enrollment intakes for our program.
THANK YOU

Chris Aldrich
Marketing Manager
Northeastern University
(617) 373-7643
c.aldrich@northeastern.edu
Benefits to ASPPH members

• Targeted: only reach prospects who have taken the trouble to visit the ASPPH or SOPHAS websites. Past research shows that nearly 100% of future Public Health students will visit the SOPHAS website.

• Affordably Raise Awareness: members can promote themselves to prospects in a very targeted fashion and do so very affordably:
  – $250 per month buys about 40,000 banner ads to prospects
  – $500 per month buys about 90,000 banner ads to prospects
  – $1,000 per month buys about 200,000 banners to prospects

• Relevant: as the banner ads are only seen by future SoPH students on their favorite sites, the university ads are relevant and of interest.
The ASPPH has created a nearly turnkey recruitment solution for its members. All a member institution needs to provide is:

- URL of the desired landing page
- the monthly budget
- 1 banner ad creative in 5 different ad sizes
  - 300x250  728x90  468x60  160x600  320x50
  - 150k max file size for any single ad size
  - Ad files can be accepted in jpg, gif, png, or swf file formats
ASPPH / Echo-Interactive LLC

• ASPPH has partnered with Echo-Interactive to make this program possible to its members.
• Echo-Interactive is handling all of the day to day customer support, program administration, and billing activities on behalf of ASPPH.
• Please be in touch with Owen Landon at Echo-Interactive to learn more about this exciting recruitment program:
  • owen@echo-interactive llc.com
  • phone: 617–877-6327
Thank you to today’s Presenters

Owen Landon III
President, Echo-Interactive LLC

Dee Boling
Director of Communications, Tulane University School of Public Health and Tropical Medicine

Christopher Aldrich
Marketing Manager, Northeastern University
Questions or Comments?

Join the Conversation...

[Enter a question for staff]

Webinar Now
Webinar ID: 761-205-082
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Today’s Presenters

Now taking questions.

Owen Landon III
President, Echo-Interactive LLC

Dee Boling
Director of Communications, Tulane University School of Public Health and Tropical Medicine

Christopher Aldrich
Marketing Manager, Northeastern University
Thank You!

See the webinar event page on the ASPPH website for a link to the archived webinar:

http://www.aspph.org/aspph-presents-webinar-student-services-spotlight-digital-marketing/

Contact: webinars@aspph.org
Coming Attractions...

ASPPH Presents Webinar: The Future Public Health Workforce: Pipelines and Profiles of SOPHAS Applicants
Monday, June 20, 1:00 – 2:00 p.m. Eastern

ASPPH Presents Student Services Spotlight: Digital Marketing Webinar
Thursday, June 30, 1:00 p.m. – 2:00 p.m. Eastern

For more information about and to register for upcoming webinars, visit the ASPPH Events page:
http://www.aspph.org/events/category/webinar/
Coming Attractions...

2017 ASPPH ANNUAL MEETING
MARCH 15-17 • ARLINGTON, VA

UNDERGRADUATE SUMMIT
Public Health and Global Health Education
MARCH 15, 2017 • ARLINGTON, VA
Coming Attractions...

CONFFERENCE WEBSITE: www.acsa-arch.org/2016-Fall

Registration opens in July
Thank you!