

# 3fold

San Diego and Imperial County College Consortium

Perception Campaign

Final Report 2022

# CONTRACT OVERVIEW

August 24th '22 – November 30th '22

## Campaign objective

- Engage with individuals who are looking to change careers or re/up-skill at any of the 10 community colleges in the San Diego and Imperial Counties Consortium. The target audience will be directed to the SDICC Career Education website.

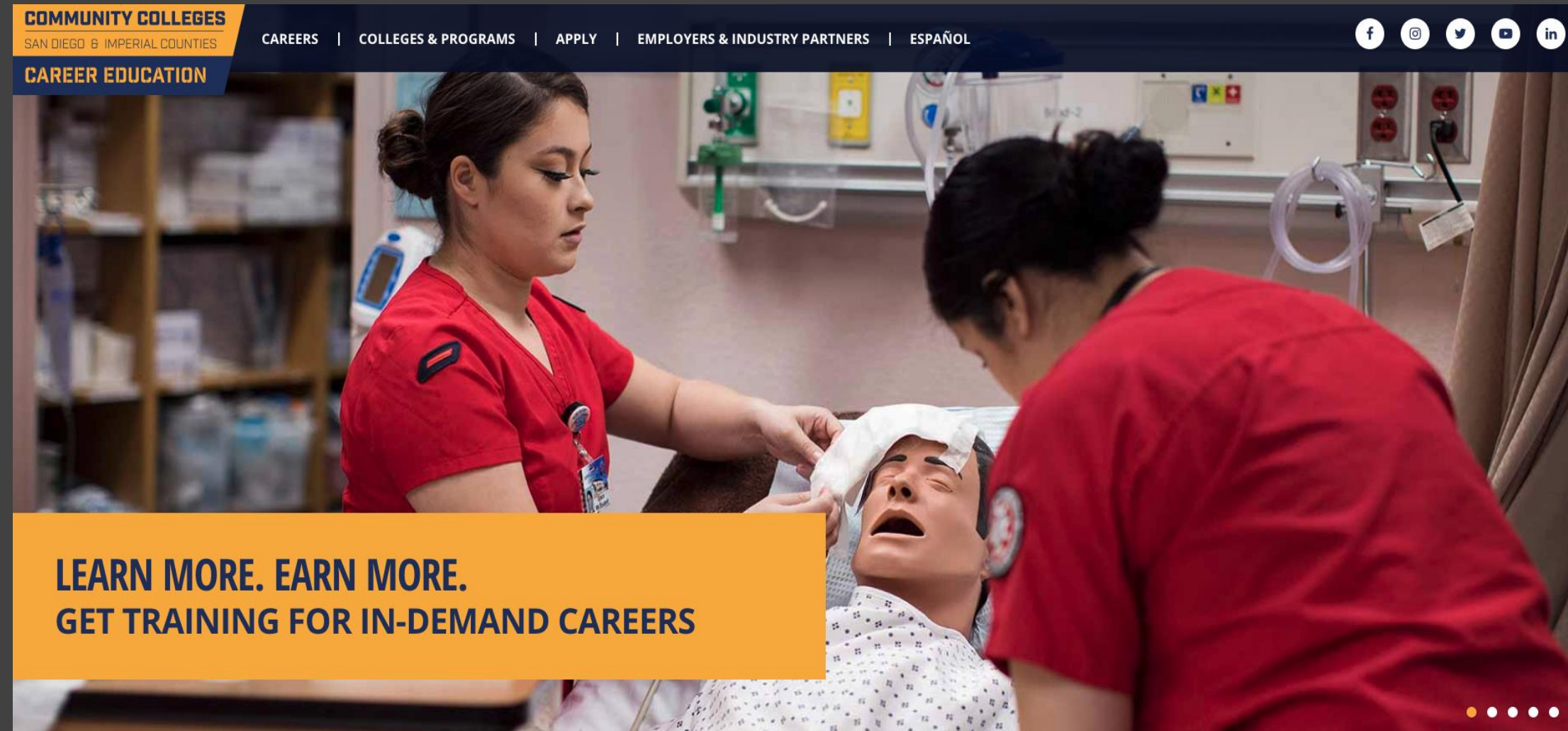
## Target audience

- Adult Re/Up-skillers, ages 18-55 in the San Diego and Imperial Counties, Adults ages 18-55 looking for a promotion and/or how to deal with workplace environments.

## Campaign KPIs

- **Awareness**
  - Impressions
- **Consideration**
  - Clicks
  - Click-thru-rate (CTR)
  - Website visits
- **Conversion**
  - Time on-site

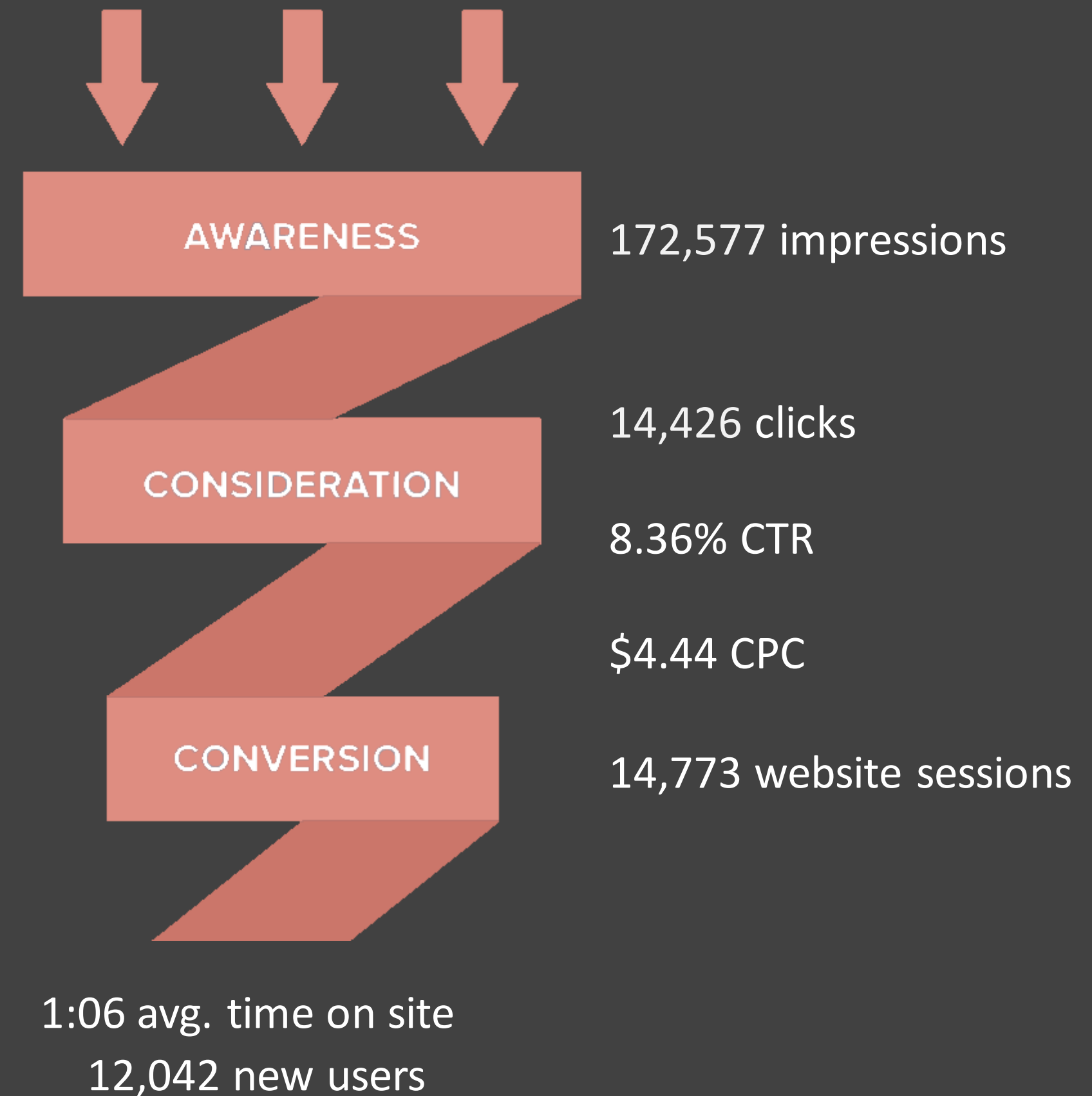
# CAMPAIGN SUMMARY



**Summary:** The SDICC search campaign Initiative generated 172,577 impressions and 14,426 clicks. This resulted in 14,773 sessions and 12,042 new users to the website.

75% of the total new users to the website were sourced from the paid search campaign!

## The Result





# CAMPAIGN HIGHLIGHTS


The campaign recorded a 29.13% total impressions share among competition within the region!


- Exceeded industry click-through rates by 121% (3.78% vs. 8.36%). Once users got to the website, they spent an average of 1:06 time on site. This means that user keyword searches effectively matched their interests to discover more and contributed to an additional 3,539 outbound clicks to partners sites.
- Cost-per-clicks illustrated more competition than industry averages (\$2.40 versus \$4.44). With various colleges competing for similar career education keywords, we expect this to continue, especially during key enrollment periods.


## The Result


 172,577 impressions

 14,426 clicks

 8.36% CTR

 \$4.44 CPC

 14,773 sessions

 12,042 new users



# Google Search

## Search

### Channel summary

Campaign / Month	Impressions	Clicks	CTR	Avg. CPC	Search Impression Share
<b>English</b>	<b>170,004</b>	<b>14,123</b>	<b>8.31%</b>	<b>\$4.28</b>	<b>32.26%</b>
Aug	20,681	1,777	8.59%	\$5.63	35.66%
Sep	90,657	7,183	7.92%	\$5.33	46.34%
Oct	41,467	3,647	8.79%	\$2.59	24.54%
Nov	17,199	1,516	8.81%	\$1.84	18.85%
<b>Spanish</b>	<b>2,573</b>	<b>303</b>	<b>11.78%</b>	<b>\$11.46</b>	<b>84.95%</b>
Sep	201	25	12.44%	\$7.08	81.97%
Oct	1,416	147	10.38%	\$14.36	92.82%
Nov	956	131	13.70%	\$9.04	79.72%
<b>Grand Total</b>	<b>172,577</b>	<b>14,426</b>	<b>8.36%</b>	<b>\$4.44</b>	<b>52.71%</b>

- Both English and Spanish click-through rates exceeded industry averages by at least 2 times (8.31% English and 11.78% Spanish)
- Cost-per-clicks were both slightly above industry averages that typically range from \$2-\$3 (English \$4.28 and \$11.46)
- There's significant room for increased ad spend for English keywords with only 32% of the total search impression share captured compared to Spanish keywords with 84% impression share



# Google Search

## Search – English Performance

### Channel summary

Campaign / Month	Impressions	Clicks	CTR	Avg. CPC	Search Impression Share
<b>English</b>	<b>170,004</b>	<b>14,123</b>	<b>8.31%</b>	<b>\$4.28</b>	<b>32.26%</b>
Search: SDICC - Career Education General	68,731	7,529	10.95%	\$4.23	32.03%
Search: SDICC - Health	42,473	2,679	6.31%	\$4.33	24.07%
Search: SDICC - Business & Entrepreneurship	21,479	1,806	8.41%	\$4.47	32.34%
Search: SDICC - Public Safety & Justice	8,914	596	6.69%	\$4.43	22.00%
Search: SDICC - Energy, Construction & Utilities	6,157	573	9.31%	\$3.58	42.33%
Search: SDICC - ICT & Digital Media	6,785	373	5.50%	\$5.16	16.50%
Search: SDICC - Education & Human Development	4,017	269	6.70%	\$4.79	35.56%
Search: SDICC - Advanced Manufacturing	8,523	155	1.82%	\$3.32	45.25%
Search: SDICC - Agriculture, Water & Environmental Technologies	2,058	111	5.39%	\$3.69	33.18%
Search: SDICC - Retail, Hospitality, & Tourism	792	29	3.66%	\$4.79	29.62%
Search: SDICC - Advanced Transportation & Logistics	75	3	4.00%	\$2.51	39.12%

The chart above sorts campaigns by total impressions, which displays the **top 3 most searched & most clicked campaigns**:

- *Career General Education, Health, & Business Entrepreneurship received the highest clicks among all ad groups*
- **Note for future flights:** These 3 campaigns highlighted in orange averaged below a 30% impression share which indicates that we did not spend enough to saturate relevant searches against top performers.



# Google Search

## Search – Spanish Performance

### Channel summary

Campaign / Month	Impressions	Clicks	CTR	Avg. CPC	Search Impression Share
<b>Spanish</b>	<b>2573</b>	<b>303</b>	<b>11.78%</b>	<b>\$11.46</b>	<b>84.95%</b>
Search: SDICC - ICT & Digital Media [es-419]	1075	94	8.74%	\$15.21	79.43%
Search: SDICC - Health [es-419]	590	110	18.64%	\$9.30	85.72%
Search: SDICC - Retail, Hospitality, & Tourism [es-419]	433	57	13.16%	\$13.02	87.45%
Search: SDICC - Career Education General [es-419]	324	22	6.79%	\$9.76	76.89%
Search: SDICC - Public Safety & Justice [es-419]	75	10	13.33%	\$4.18	77.90%
Search: SDICC - Advanced Manufacturing [es-419]	14	9	64.29%	\$2.01	90.48%
Search: SDICC - Energy, Construction & Utilities [es-419]	37	1	2.70%	\$3.15	75.37%
Search: SDICC - Agriculture, Water & Environmental Technologies [es-419]	8	0	0.00%	--	100.00%
Search: SDICC - Education & Human Development [es-419]	17	0	0.00%	--	96.30%

- Cost/Clicks for Spanish language users were significantly higher than English searches - however, we managed to drive significantly higher Search impression and Click Share.
- **ICT & Digital Media, Health, and Retail/Hospitality & Tourism** drove the highest searches among Spanish speakers.



# Google Search

Search

## Top Keywords

Keyword	Impressions	Clicks	CTR	CPC
san diego community colleges	19365	2581	13.33%	\$3.80
community colleges in san diego	11539	1431	12.40%	\$3.49
california community colleges	10470	921	8.80%	\$3.54
community college courses	4559	499	10.95%	\$3.58
vocational education	5006	367	7.33%	\$3.48
dental hygienist education and training	3751	346	9.22%	\$3.40
become a licensed realtor	3048	320	10.50%	\$3.90
steps to becoming a realtor	2559	280	10.94%	\$3.75
becoming a realtor	2737	218	7.96%	\$4.12
dental hygienist training	2448	218	8.91%	\$3.61
san diego community college district	1278	203	15.88%	\$3.38
Computer science	3432	201	5.86%	\$4.36
programs in nursing training	5582	190	3.40%	\$4.47
learn to become a plumber	1761	189	10.73%	\$2.86
phlebotomy classes	1940	180	9.28%	\$3.38
job training programs san diego	1854	172	9.28%	\$3.38
community colleges near me	1680	171	10.18%	\$3.42
career education	1890	166	8.78%	\$3.53
community college classes	1501	166	11.06%	\$3.57
cna programs	2664	156	5.86%	\$4.21
vocational programs	1818	143	7.87%	\$3.42
career training san diego	1486	140	9.42%	\$4.04
san diego community colleges list	992	137	13.81%	\$3.25
training to become a real estate agent	1200	116	9.67%	\$3.96
nursing training programs	2563	109	4.25%	\$4.22
how can i become a realtor	965	105	10.88%	\$3.39

## Top Messaging

Ad copy related to specific jobs drove stronger CTRs than generalized copy.

### Top Engaging Headlines:

- Become a Nurse Assistant
- Career Education in California
- Community College in San Diego
- Courses to Become a Realtor
- Training for In-Demand Careers

### Top Engaging Descriptions:

- Choose from over 200 fast-track programs and certifications offered for in-demand careers
- Find community colleges in San Diego or Imperial County near your home or workplace.
- Want to become a nurse assistant? Find the college or program that fuels your success.
- Want to become a licensed realtor? Find the college or program that fuels your success.

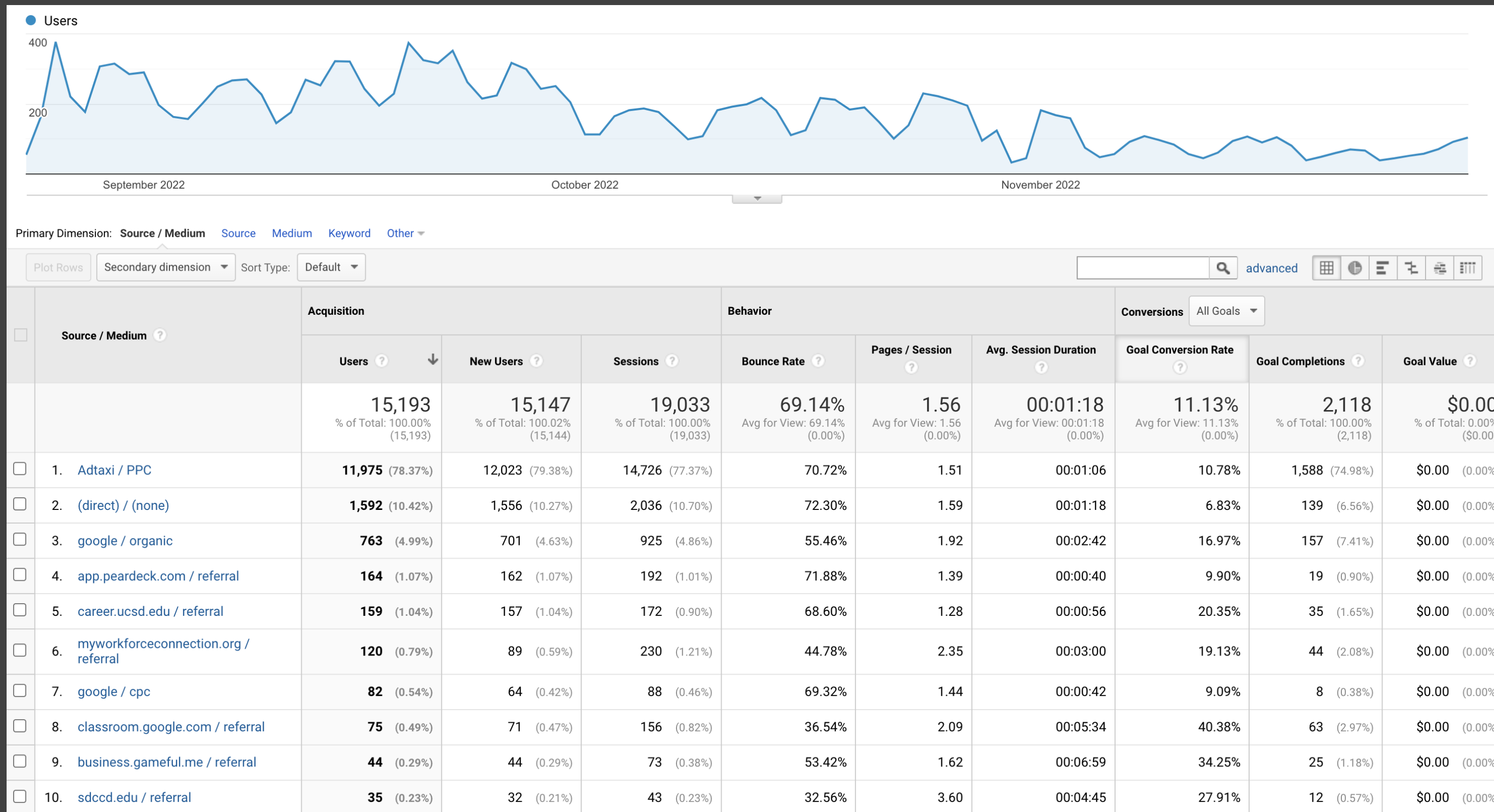




# Google Analytics

## Source/medium

Aug. 24<sup>th</sup> – Nov. 30<sup>th</sup>



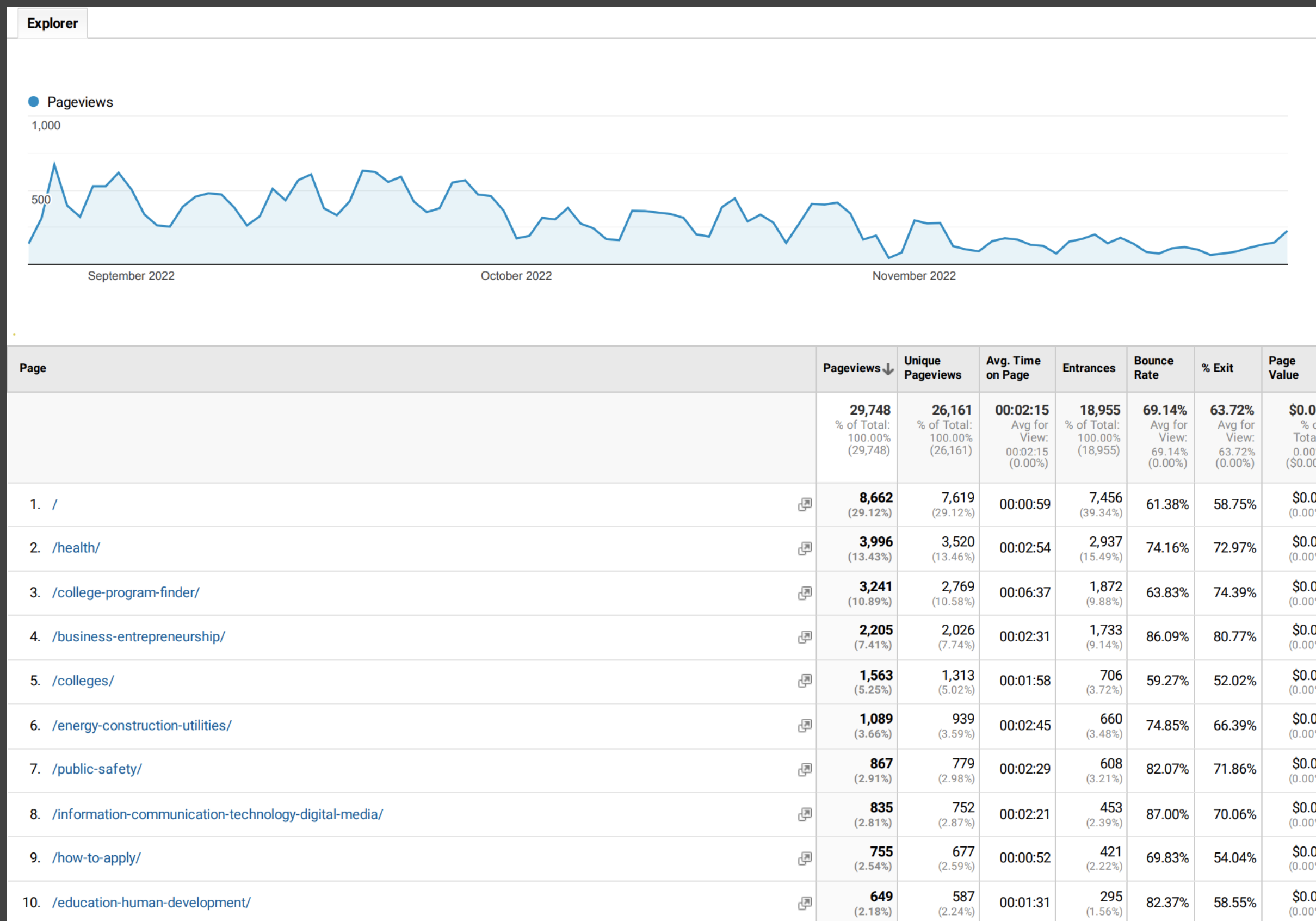
- Campaign traffic drove 79% of all new users. This contributed to an organic traffic lift of 5% lift in new users.



# Google Analytics

## Top landing pages

Aug. 24<sup>th</sup> – Nov. 30<sup>th</sup>



- Top pages included /Health, /college-program-finder, and /business-entrepreneurship
- A mixture of specific programs and ‘how to apply’ were some of the top visited landing pages during this campaign. This shows interest at all levels of the student journey from initial interest to intent to enroll.

THANK YOU