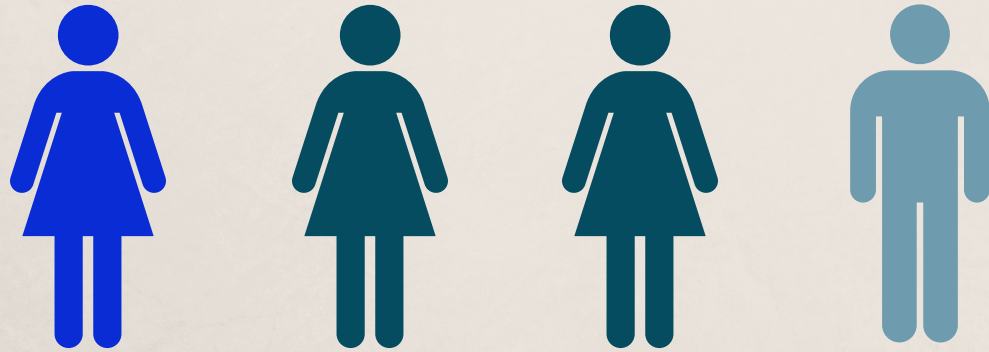# DIGITAL ADVERTISING STRATEGIES

HOW TO EFFECTIVELY REACH YOUR FUTURE STUDENTS

PRIMA CONFERENCE   NOVEMBER 5, 2015

THE TARGETS

GEN Z

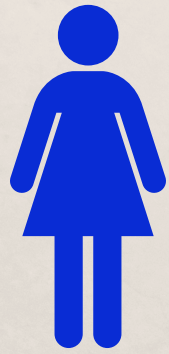**19 & Under**

76% Wish Their Hobbies Will Turn Into Full-Time Jobs

72% of High School Students Want to Start Their Own Business Some Day
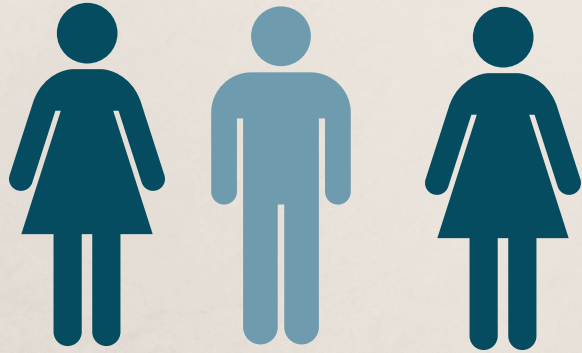
Average Attention Span of 8 seconds

GEN Z
19 & Under

52% Use YouTube or Social Media for Typical Research Assignments

33% Watch Lessons Online

32% Work with Classmates Online

MILLENNIALS
20-37

**Just 18% of their TV viewing is watching Live TV.
61% of video viewing is done on digital devices.**

Millennial Men are 4x more likely to watch a YouTube video than watch network TV each week.

55% of millennial women watch Cable each week

Smith Geiger 2015 / Millward Brown 2015

MILLENNIALS

20-37

Smartphones Are Important

35% are "Super-Checkers"--look at phones over 50 times per day

51% say they can't go 3 hours without checking phone

37% will immediately go home to retieve phone ithey forgot it.

Delvy 2015

GEN Z versus Millennials

GEN Z

5 Screens
Communicate with Images
Create Things
Future-Focused

MILLENNIALS

2 Screens
Communicate with Text
Share Things
Focused on the Present

Sparks & Honey2014

GEN Z versus Millennials

42% of GEN Z follow their parent's influence, compared to 36% of Millennials.

GEN X

38-49

Two-Thirds Use Facebook Monthly

Only 15% Use Twitter

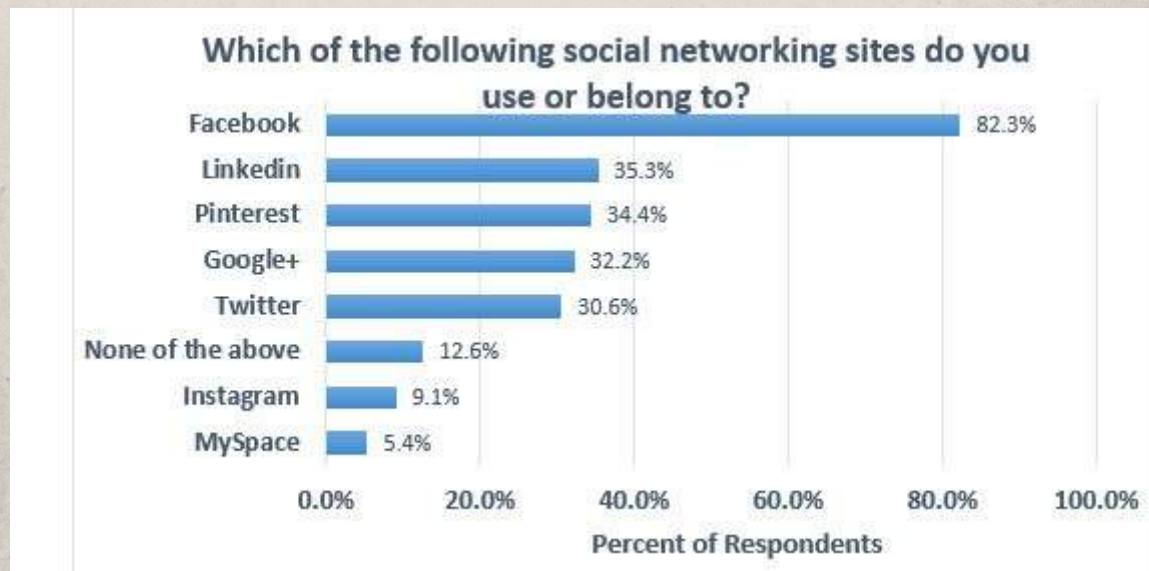**The age group who uses E-Mail most regularly.**

Leads Other Generations in consumption of video on-demand.

BABY BOOMERS

50-68

Baby boomers watch more TV and spend more time online than millennials

Which of the following social networking sites do you use or belong to?

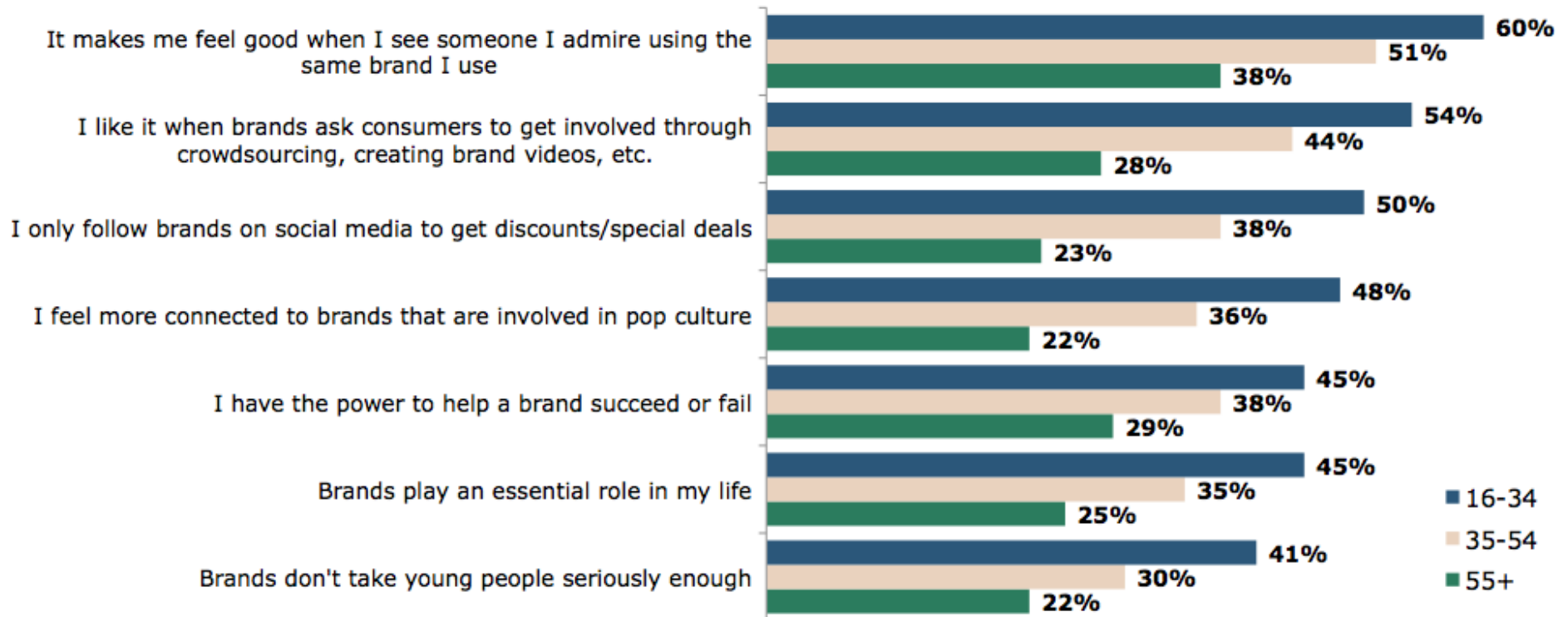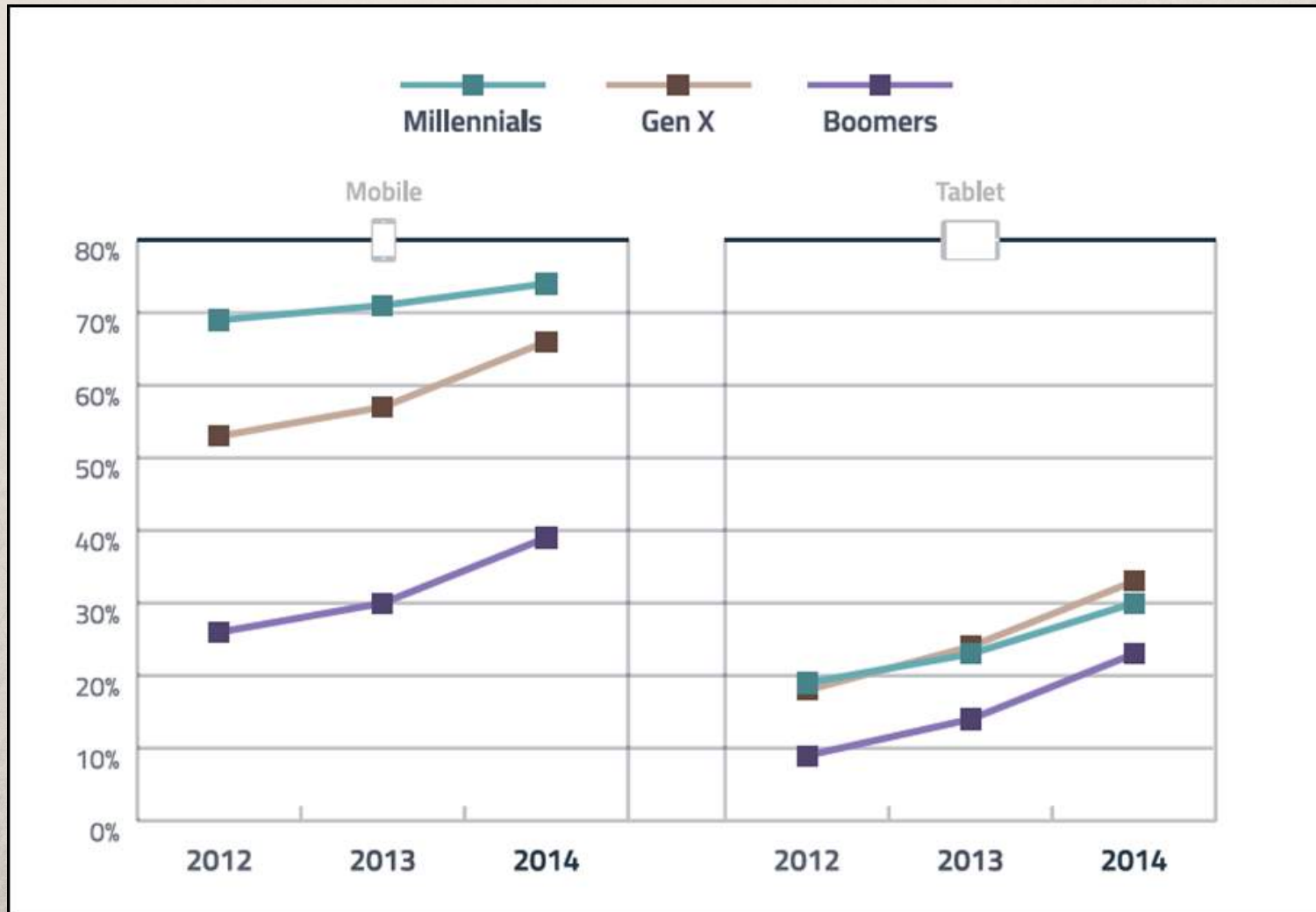| Social Network	Percent of Respondents
Facebook	82.3%
Linkedin	35.3%
Pinterest	34.4%
Google+	32.2%
Twitter	30.6%
None of the above	12.6%
Instagram	9.1%
MySpace	5.4%

Percent of Respondents

HOW THE GENERATIONS DIFFER

Consumers' Relationships With Brands
based on a survey of more than 10,000 consumers aged 16+ in 29 markets
October 2014

It makes me feel good when I see someone I admire using the same brand I use
- 16-34: 60%
- 35-54: 51%
- 55+: 38%

I like it when brands ask consumers to get involved through crowdsourcing, creating brand videos, etc.
- 16-34: 54%
- 35-54: 44%
- 55+: 28%

I only follow brands on social media to get discounts/special deals
- 16-34: 50%
- 35-54: 38%
- 55+: 23%

I feel more connected to brands that are involved in pop culture
- 16-34: 48%
- 35-54: 36%
- 55+: 22%

I have the power to help a brand succeed or fail
- 16-34: 45%
- 35-54: 38%
- 55+: 29%

Brands play an essential role in my life
- 16-34: 45%
- 35-54: 35%
- 55+: 25%

Brands don't take young people seriously enough
- 16-34: 41%
- 35-54: 30%
- 55+: 22%

Legend:
- 16-34
- 35-54
- 55+

MarketingCharts.com | Data Source: Havas Worldwide

HOW THE GENERATIONS DIFFER

Tactics for Reaching High School Student

Target: Demographic, Interests, Behaviors
Geographically Target by Zip Codes, Cities-Radius

Click to Website

Video Views

Target: Industry, Demographic (18+), Interests, Topics, Keywords-Contextual
Geographically Target by DMA, Cities, Zip Codes

INSTAGRAM

Instagram is now available through your Facebook platform and you can use the same types of ads.
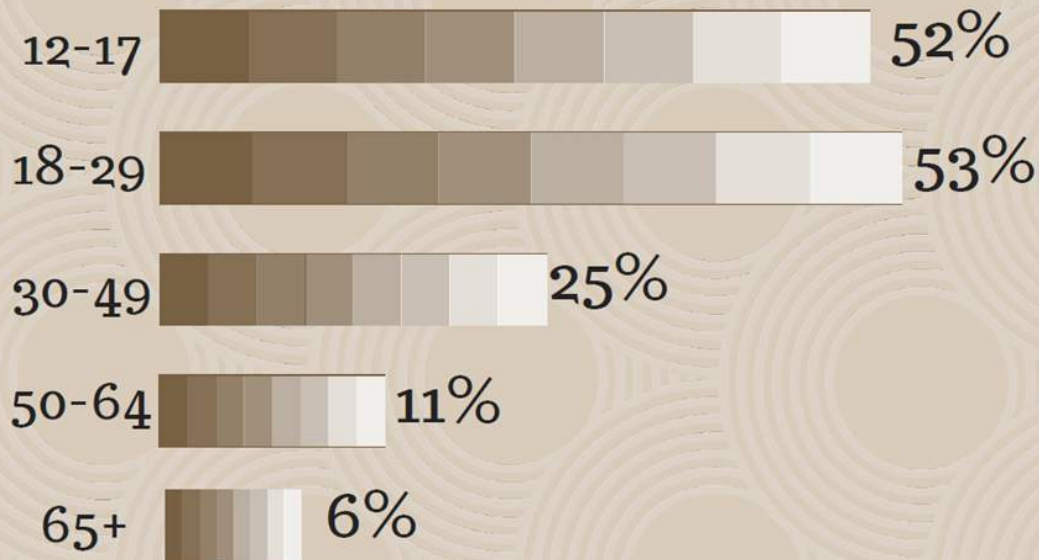
Instagram Users Stats & Figures*

Gender

Male: 22%
Female: 29%

Age

Age	Percentage
12-17	52%
18-29	53%
30-49	25%
50-64	11%
65+	6%

Pew Research Center

Target: Followers, Interests, Keywords
Geographically Target by State, DMA or Zip Codes

Tweet Engagement

Click to Website

Registration Campaigns

Target: Demographic
Geographically Target by State, County or Zip Codes

Pandora offers the ability to target by device

Mobile-Desktop-Audio Everywhere

Display Ads & Video Ads

Tactics for Reaching Parents of High School Students

Target: Demographic (Parents + Age-Range), Interests, Behaviors
Geographically Target by Zip Codes, Cities-Radius

Target: Demographic
Geographically Target by State, County or Zip Codes

Specific Program Campaigns

Tactics for Reaching Adult Learners

Target: Demographics, Interests, Behaviors

Target: Demographic Geographically Target by State, County or Zip Codes

Target: Industry, Job Title, School, Demographic Geographically Target by State or Metro Area

Western Carolina @WCU   less than 5 seconds ago
WCU's online #MasterofProjectManagement provides in-demand skills for jobs from construction to insurance & IT #MPM

Master the Skill Every Business Needs

Enroll now

Online Display Ads

Re-Targeting

Behavioral

Contextual

Geographic

Demographic

Online Display Ads

**Target: Demographics, Interests, Topics, Keywords
Geographically Target by State, City or Zip Codes**

Google

Programmtic Buying

**Demand Side Platform that's used to buy display and mobile ads in real-time.
Allows buying impressions across a range of sites targeted to specific users
based on information such as their location and previous browsing behavior.
Publisher websites make their impressions available thru ad exchanges and
DSPs automatically decide which of those impressions make the most sense
to buy based on the target.**

PAID SEARCH-SEM

Targets those Who are Actively Interested and Looking for Specific Information

PAID SEARCH-SEM

Should you buy your college's name as a keyword?

DIGITAL ADVERTISING STRATEGIES

HOW TO EFFECTIVELY REACH YOUR FUTURE STUDENTS

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