

Launching a new virtual campus when one already exists:

Strategy, Marketing, and Scale

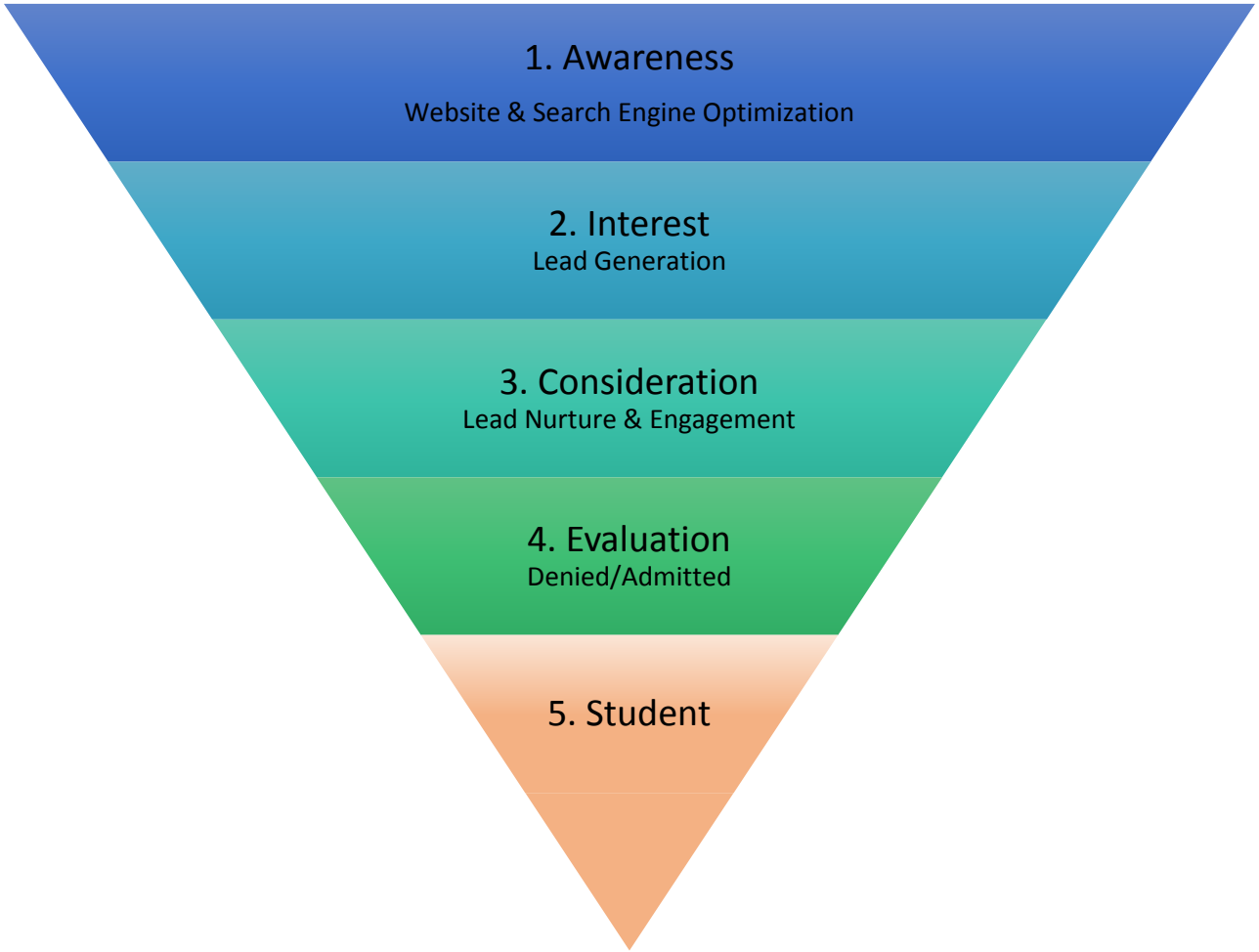
Thomas Cavanagh, Ph.D., Vice Provost for Digital Learning

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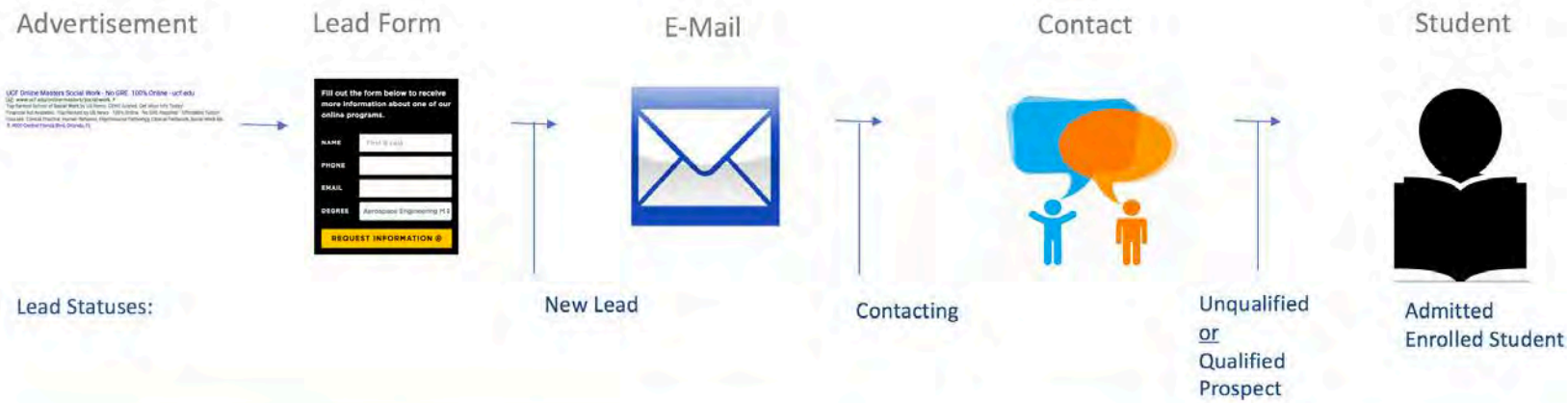
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Marketing
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Marketing Set-up – Funnel



Marketing Set-up – Lead Management



UCF Online KPI's:

Total "New Leads"

# of New Leads
(New Lead: defined as a potential student filled out the form.

Contact Rate

Actual Leads Contacted/# of New Leads

Conversion Rate

# of Students Enrolled /# of New Leads

Marketing Set-up - Infrastructure

Channel

- Search Engine Optimization (SEO)
- Pay Per Click (PPC)
- Email Marketing
- Social Media

Website



Landing Page



Go-to-Market Strategy Year 1

Takes Time
Resources
Engagement
Long-term ROI
Fixed Cost



Instant Results
High Maintenance
National Exposure
Targeted
Short-term ROI

20% + of website accounts for paid search (attribution)

Search Engine Optimization (SEO)

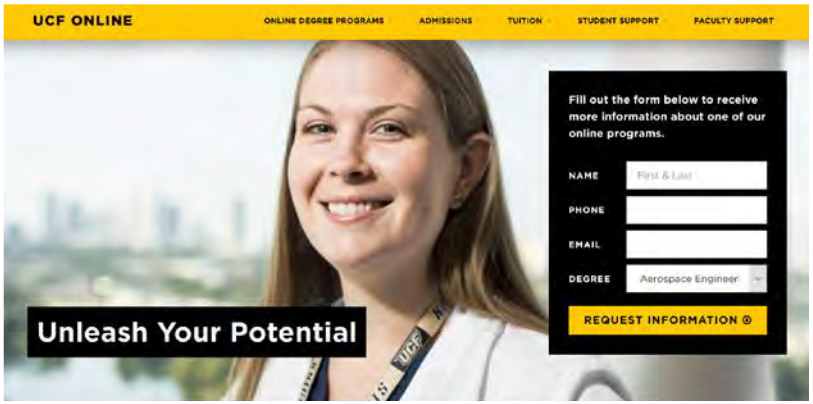
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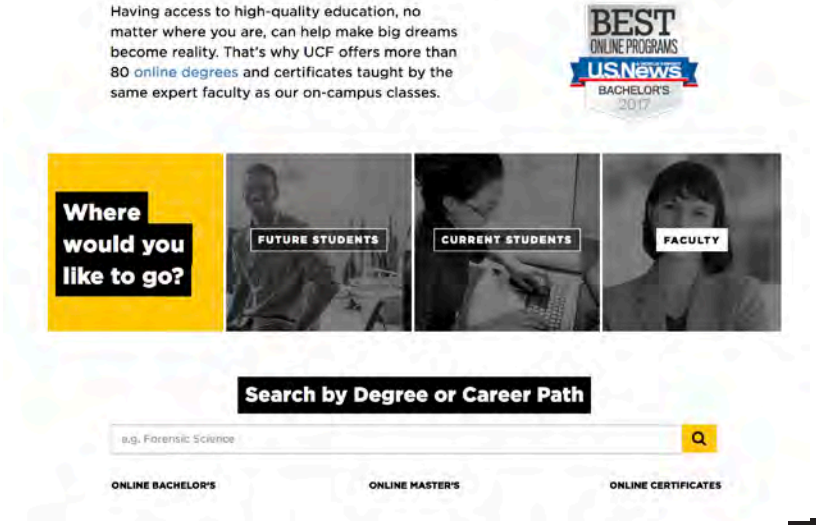


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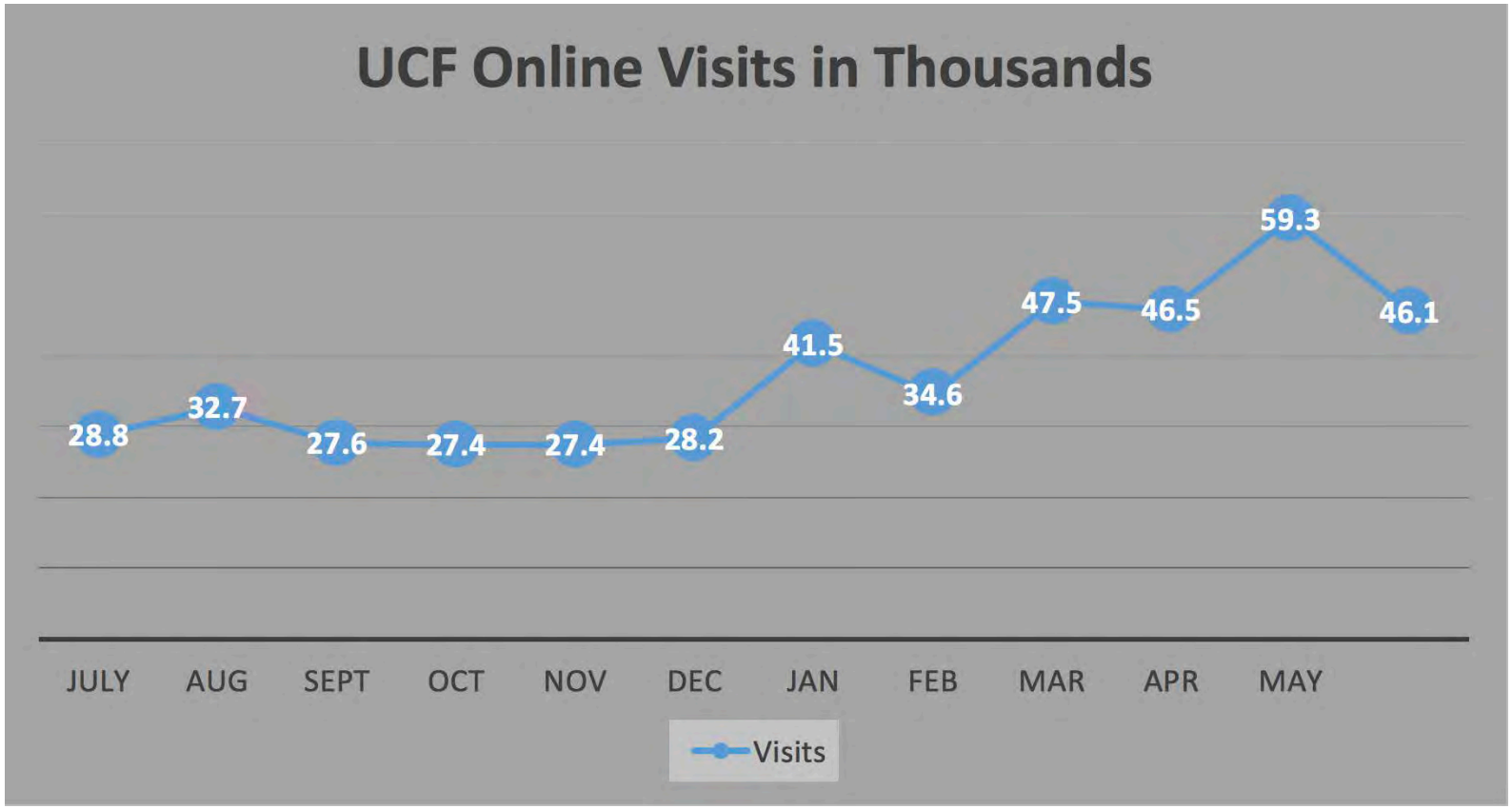
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2016 — Today

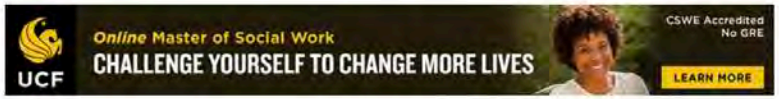
SEO Results

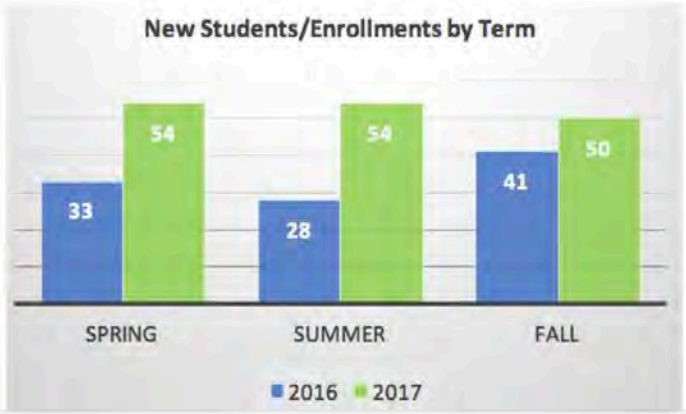

UCF Online Visits in Thousands
28.8
32.7
27.6
27.4
27.4
28.2
41.5
34.6
47.5
46.5
59.3
46.1
JULY
AUG
SEPT
OCT
NOV
DEC
JAN
FEB
MAR
APR
MAY
Visits

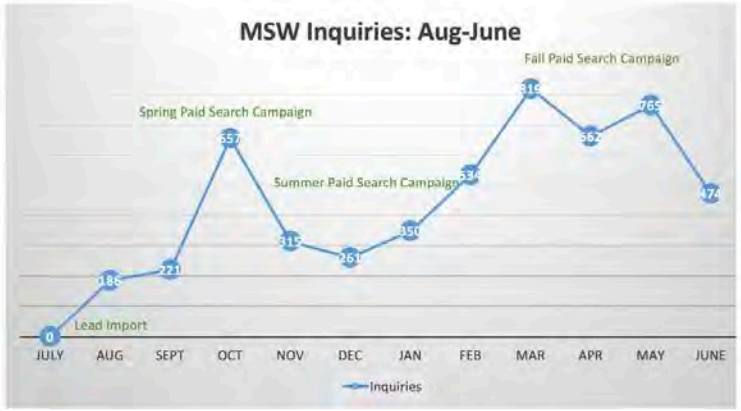
Pay-Per-Click (PPC) Results

Master of Social Work

- **Total Inquiries:** 2,037
- **Average Cost Per Inquiry:** $67.81
- **Total Impressions:** 5.6mil
- **Total Spent:** $148k
- **Facebook** is the stronger of all channels, showing over 600 leads at a $31.16 cost per inquiry







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