Launching a new virtual campus when one already exists:
Strategy, Marketing, and Scale

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Marketing Set-up – Funnel

1. Awareness
Website & Search Engine Optimization

2. Interest
Lead Generation

3. Consideration
Lead Nurture & Engagement

4. Evaluation
Denied/Admitted

5. Student
Marketing Set-up – Lead Management

Lead Statuses:
- New Lead
- Contacting
- Unqualified or Qualified Prospect
- Admitted Enrolled Student

UCF Online KPI's:
- Total “New Leads”
- Contact Rate: Actual Leads Contacted/# of New Leads
- Conversion Rate: # of Students Enrolled/# of New Leads

UCF Online KPI's:
- # of New Leads (New Lead: defined as a potential student filled out the form.)
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)

- ucf.edu/online
- online.ucf.edu

Having access to high-quality education, no matter where you are, can help make big dreams become reality. That's why UCF offers more than 80 online degrees and certificates taught by the same expert faculty as our on-campus classes.
SEO Results

UCF Online Visits in Thousands

<table>
<thead>
<tr>
<th>Month</th>
<th>Visits (in thousands)</th>
</tr>
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<tbody>
<tr>
<td>JULY</td>
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UCF
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