

AFFORDABILITY | GO BLUE GUARANTEE



GO BLUE GUARANTEE

FEBRUARY 14, 2019

CAMPAIGN GOALS

①

Increase application and enrollment rates among high-achieving, in-state students with family incomes up to \$180,000

②

Increase communication of U-M as an affordable, high-value institution that is within reach to qualified in-state students at all income levels

MARKETING OBJECTIVES

- Communicate to families in Michigan making up to \$65,000 that they are eligible to receive free tuition, and may be eligible for further aid to defray the cost of attendance (room and board, fees and books)
- Communicate that U-M is affordable for all in-state students, including those with family incomes above \$65,000
- Communicate that U-M is the most affordable public university in the state for students with financial need
- Reach influencers in the college application process

TARGET AUDIENCES

PRIMARY:

- High school students and their families
- Counselors in Michigan high schools
- Community-based organizations/
partners

SECONDARY:

- General public
- State and national media
- Stakeholders (elected officials,
donors, alumni)
- In-state high-achieving high
school juniors and seniors at
all income levels

2018 Campaign

2018 CONSOLIDATED CAMPAIGN GRAPHICS

INDIVIDUAL MESSAGES

Two separate marks, each under the Go Blue Guarantee banner. The marks will toggle from FREE TUITION to TUITION SUPPORT in videos and animations to present both messages.



GENERAL MESSAGES

Go Blue Guarantee mark speaking to general affordability.

GENERAL—



DUAL PROMOTION—



2018 CAMPAIGN

CONSOLIDATED MESSAGE



GOOGLE DISPLAY



PAID SOCIAL



DISPLAY AD EXAMPLE WITHIN A STUDENT STUDYING TOOL (Quizlet is used by 2 in 3 high school students)



2018 CAMPAIGN

STADIUM PLACEMENT

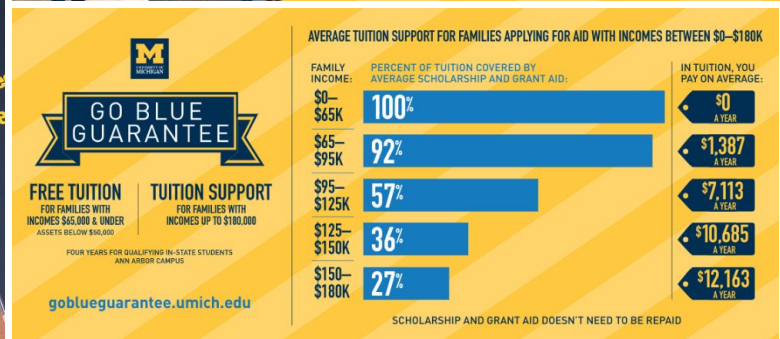


OEM RECRUITMENT MATERIALS



The **Go Blue Guarantee** is our commitment to keeping a world-class education affordable and accessible for all Michigan residents pursuing undergraduate study on our Ann Arbor campus. At the University of Michigan, attendance costs less than it did 10 years ago for many in-state undergraduate students.

goblueguarantee.umich.edu



2018 Digital Campaign Results

Year Over Year Comparison of Landing Page Form Fill Leads

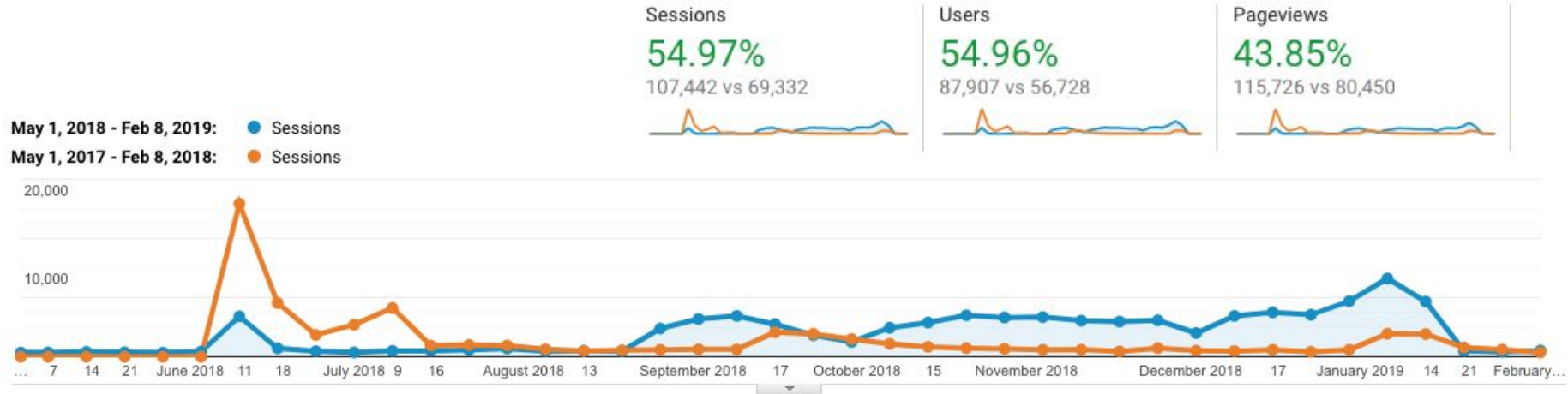
- As of Sept 1st, **up 57% (804 form fills)**
 - Through Sept 1, 2017: 1398
 - Through Sept 1, 2018: 2202
 - Over 1,100 additional form fills since 9/1
- As of Jan 4th
 - **EA applications - 35% increase**
 - 2018 EA Apps: 80
 - 2019 EA: 108
 - **EA admits - 33% increase**
 - 2018 EA Admits: 33
 - 2019 EA Admits: 44 (projected at 2018 conversion -- 41%)

	2017/18	2018/19
Form Fills	1,398	2,202
EA Apps	80	108
EA Admits	33	44

2018 Landing Page Metrics

5/1/2017 to 2/8/2018 vs 5/1/2018 to 2/8/2019 Landing Page Traffic

- When looking at May 1 to Feb 8th YoY for the GBG landing page, we see a 54% increase in overall traffic.
 - Last year's announcement and PR can be seen during June of last year with increases in traffic during October & January
 - This year's traffic doesn't have the same spike in June but has consistently high traffic September through January.

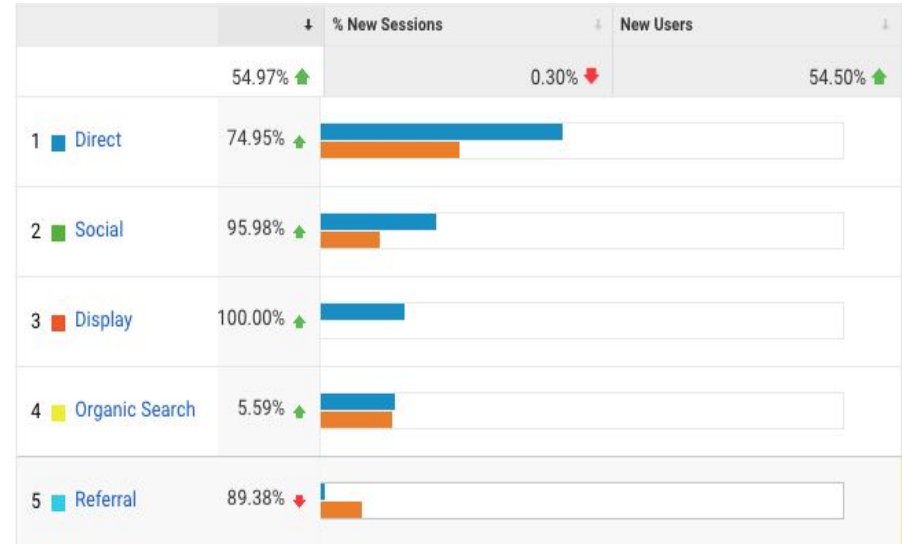


Landing Page Traffic

May 1st to February 8th
2017/18 vs 2018/19

The graphic on the right shows;

- The increase in each channel year over year
- The decrease in referral traffic is due to the earned media from the affordability announcement in 2017.



Conversions per Tactic

- Landing page form fills (right) are mainly attributed to direct and Facebook traffic with Instagram traffic filling out forms at the highest rate.
 - Higher conversion rates indicate intentional behaviors from Instagram audiences
 - Direct numbers indicate return visitors (needing multiple touch points to fill out form) or awareness from other sources and remembering URL.
- Assisted conversions indicate, much like the direct traffic, the need for multiple touch points before conversion.
 - This also illustrates a need to evaluate common questions prospective students and parents have and way to answer those questions with content.

Conversions Per Landing Page Source May 1, 2018 to Feb 8, 2019				
Source	Sessions	Conversion Rate	Form Fills	Assisted Conversions
Instagram	3,255	8.75%	384	15
Organic	15,376	4.26%	550	46
Facebook	19,738	4.06%	1194	139
Direct	49,835	2.03%	1013	107
Display	17,407	1.25%	435	58

Parent Audience Creative

- Lakaylia performed the best across the board with the best ad highlighted on this slide.
 - 2nd and 3rd best performers are also shown
- Engagement among parent targeting was mostly “tagging” which means our ads were seen by many more Facebook users than we paid for.

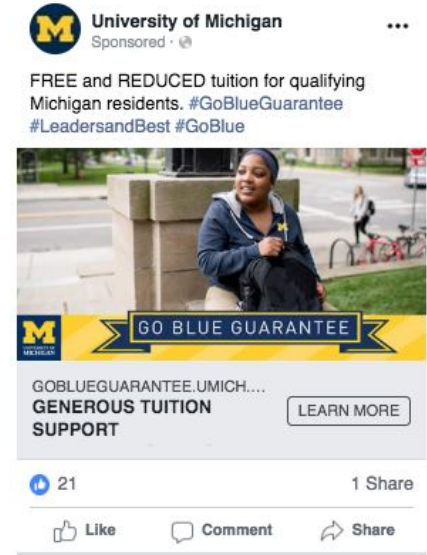


- Corey Burns** Tieanna Burns Tabby Burns 3 months ago
- Virginia Gutierrez** Mariah Guzman 3 months ago
- Gina Williams** Allana Brandi 4 months ago
- Kimiko Adolph** Joshua Hill 4 months ago
- Susie Crouch Rigg** Valerie Tripp 4 months ago
- Kimiko Adolph** Joshua Hill 4 months ago
- Dana Tyner-Walker** Christian Walker Pretty Kayy 4 months ago
- DeBora Birch Mac** Destine Mac 4 months ago



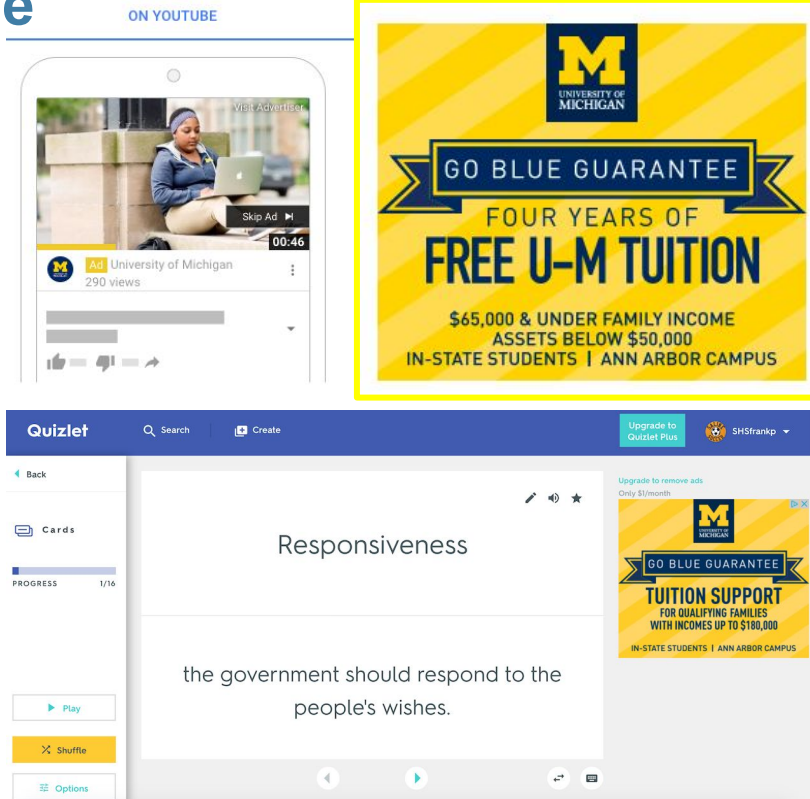
Student Audience Creative

- Peyton performed the best overall with the best ad highlighted on this slide.
 - Lakaylia also performed well
- Engagement among student targeting was a combination of “tagging” and “school spirit.”



Display & Youtube

- Display
 - Added “intent targeting”
 - In-market targeting
- Youtube
 - Turned off early in campaign due to underperformance



SENTIMENT ANALYSIS

U-M Affordability Conversations
9/15/2016 to 9/15/2018



Top: National affordability conversation sentiment
Bottom: U-M affordability conversation sentiment



Key Findings

- Sentiment of national online conversations and U-M specific conversations on the topic of affordability were mostly neutral.
- Based on this analysis, U-M affordability conversations were 12% less negative and 12% more neutral in sentiment than conversations across the US.
- Due to the growing negative sentiment around higher education and tuition costs, the ability to grow neutral and positive conversations while reducing negative conversations is important for the overall perception of U-M.