

GBG Paid Media

Impressions: 19,587,627

Google - 14M

Facebook - 5.5M

Clicks: 71,851

Google - 29.7K

Facebook - 42K

Video Plays: 1,039,437

Google - 283K

Facebook- 755K [viewplays]



Facebook Carousel and Instagram ads



GO BLUE GUARANTEE

LEARN HOW AFFORDABLE
A WORLD-CLASS UNIVERSITY CAN BE



FREE TUITION

FOR FAMILIES WITH INCOMES \$65,000 & UNDER
ASSETS BELOW \$50,000

IN-STATE TUITION | ANN ARBOR CAMPUS



TUITION SUPPORT

FOR SOME FAMILIES EARNING MORE

IN-STATE TUITION | ANN ARBOR CAMPUS



GO BLUE GUARANTEE

Photos and other assets copyright 2019 by the University of Michigan. All information is for informational purposes only. For more information, please visit www.umich.edu/go/blueguarantee.



GO BLUE GUARANTEE

Photos and other assets copyright 2019 by the University of Michigan. All information is for informational purposes only. For more information, please visit www.umich.edu/go/blueguarantee.



GO BLUE GUARANTEE

Photos and other assets copyright 2019 by the University of Michigan. All information is for informational purposes only. For more information, please visit www.umich.edu/go/blueguarantee.

Snapchat Video



GBG Landing Page

Views: 114,969

Total number of pages viewed.

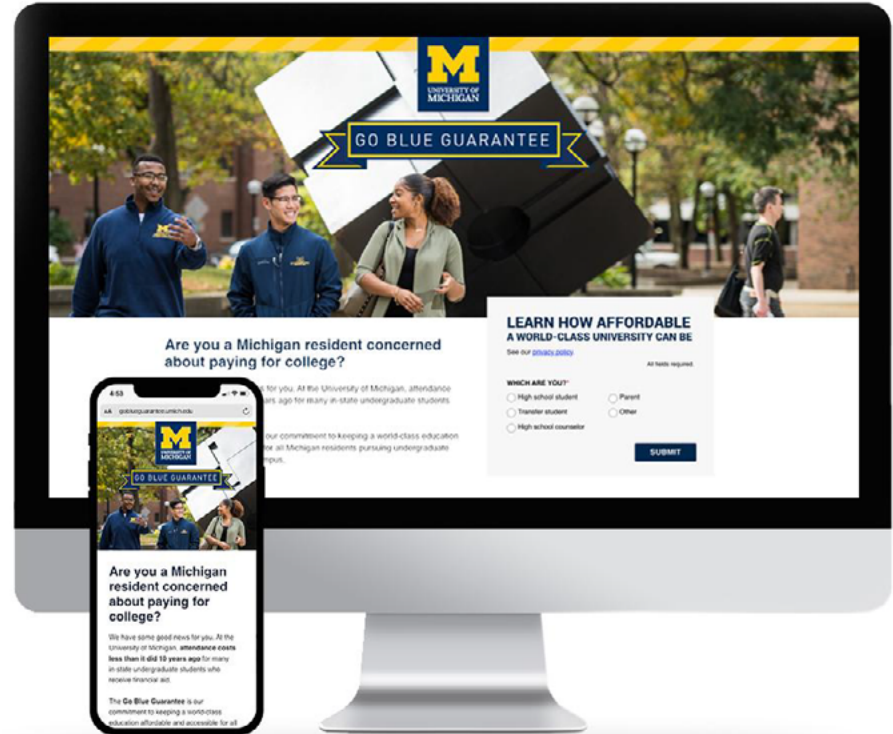
Conversions (leads): 8,703

Total number of thank you page views or form submissions.

Avg. Time on Page: 11:53

The average amount of time users spent viewing a specified page or screen, or set of pages or screens.

goblueguarantee.umich.edu



GBG Email

Research

- What information do prospects want to know?
- How did previous email topics perform?
- Where do users need to be sent for more information? What sites/links?

Build

- Choose 1 main topic per email
- Limit link options to 3-5
- Write email copy
- Thinking about email structure, what should be visually represented versus designed

Design

- Layout what should be visually represented versus written
- Hero images, visual cues, buttons

Code & Test

U-M provides you with:

A global community.
At U-M you will meet and learn from students and faculty from 139 countries and all 50 states.

College success.
U-M has high student retention and graduation rates: 97% of U-M freshmen return after the first year, and 92% of all students graduate.

High lifetime earning potential.
U-M graduates earn \$1,000,000+ more over their lifetimes than high-achieving high school graduates.

A supportive alumni network.
U-M has one of the largest and most successful alumni networks — more than 611,000 strong — eager to help you connect with career opportunities.

Strong friendships and community.
With more than 1,600 student organizations, you can develop deep connections while pursuing your passions.

And many Michigan families can receive free or reduced tuition with the Go Blue Guarantee.

LEARN IF YOU QUALIFY

Apply to U-M / Next Steps / U-M Financial Aid Website
Financial Aid Timelines / Cost to Attend U-M / Tuition Terminology

Office of Undergraduate Admissions
515 East Jefferson Street
1200 Student Activities Building
Ann Arbor MI 48109-3091
734.764.7433

GBG Campaign Journey



