

## **Educational Leadership Degree Marketing Campaign: Final Report**

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### **Executive Summary**

Going into the 2020-2021 academic year, St. Bonaventure University's Department of Education is transitioning one of its hybrid master's in science programs to a completely online format. This program is the Master of Science in Educational Leadership (MSEd). This program qualifies teachers with their master's degree in education to earn their MSEd, allowing them to pursue positions in school administration and other leadership positions. This hybrid program has been only appealing to qualifying students within a certain geographical radius due to its on-campus classes. However, as the program has transitioned completely online, it has become open to qualifying students around the United States.

Our team's job has been to research and create a digital marketing campaign for St. Bonaventure University's Department of Education; this campaign is intended to increase awareness and interest in this program and its new online format. In order to create this campaign, we had to research the program, our target audiences, and the strategies of our competitors. Once we had a solid idea of the degree, who it applied to, and the most effective ways of conveying its benefits, we began creating our digital advertisement campaigns.

We decided to create a three-pronged advertisement approach through Google Ads Network, planning out campaigns and strategies for video advertisements, search advertisements, and display advertisements.

### **Educational Leadership Degree Marketing Campaign: Final Report**

Our client is St. Bonaventure University's Department of Education. The department has a program of a Master's in Science in Educational Leadership (MSEd). This program has previously existed in a hybrid format; students completing most of the work virtually while coming onto campus three or four weekends of the semester. However, going into the 2020-2021 academic year, the Department of Education will be relaunching this program in a 100% online format. Throughout this semester, our project has been to design and plan a multiple-pronged marketing campaign to promote this program to potential students.

St. Bonaventure University's Department of Education has been a long-standing part of the university's schools. The attraction of the various bachelor's degrees and certifications make these programs extremely popular among undergraduate students (St. Bonaventure University, n.d.). The master's degrees are no less popular and well-established with several credible students passing through the various programs. The Master of Science in Educational Leadership is a program meant to bolster a student's resume and experience, elevating them from the qualifications of a teaching position to the qualifications of a school administrative position. The degree comprises of three separate tracks: School Building Leader (24 credits), MSEd in Educational Leadership (30 credits), and School District Leader (12 credits plus an additional 24 credits from the School Building Leader program).

The most significant hurdles to overcome in this project were visibility and awareness. The MSEd in Educational Leadership has not been well-known outside of the Western New York and Northern Pennsylvania areas; former students came from these regions due to the on-campus recruitments. With the program now fully online, suddenly St. Bonaventure University had the ability to reach and establish students from a much wider geographical range. In order to

find these students, however, the Department of Education needed to revamp—or reinvent—its marketing strategy.

Our assignment this semester has been to create a digital marketing strategy to create increased awareness and interest in the now-online Master of Science in Educational Leadership program. Our team began this project familiarizing ourselves with the various options of digital marketing. We used the Google Display Network, as it is a system that we have been instructed and certified in. From there, we decided to take three different approaches to digital marketing: a search campaign, a display advertisement campaign, and a video advertisement campaign. The Google Ads Network is able to facilitate each of these campaigns.

Another of our challenges came from understanding location. Before we could design any ads, we had to understand where the Master of Science in Educational Leadership was applicable and what type of audience would be interested in this online degree. Through research, we narrowed down the appropriate states where we could target certain audiences (See Appendix 4C). Once our geographical regions and audiences were determined, next we had to tailor each advertisement campaign to use their own skills to reach our intended audiences. Through our research, we determined our target audience to fit within a certain range of demographics and characteristics (See Appendixes 4A, 4B and 5F). Abiding by official university guidelines in regard to formatting (logos, colors, text size and font), we created potential advertisement content for search ads, display ads, and video ads and laid out a strategy for implementing these different ads.

## **Google Ads Campaigns**

### **Video Advertisement**

While search ads are quite essential for reaching your target audience, Video ads are also an incredibly effective way of not only reaching your audience, but connecting with them. While search ads create exposure and conversion rates, video ads give companies and organizations the ability to find their target consumer, and truly express their message and mission. When taking a look at our client, St. Bonaventure University's Department of Education, there is plenty of value behind the program that needs to be effectively marketed to people who are looking to acquire The Master of Science in Educational Leadership (MSEd). The key is to be able to take this value and fully express it through creative video ads.

Our process of properly launching a video advertisement campaign starts with research on the different types of video ad formats. There are several types of video ads that are circulating around the internet on a daily basis, which is why it is important to select the type that will be most effective for your organization or company. To start off, we initially knew that we were going to go with YouTube video ads, which is available due to a major partnership between Google and YouTube. This ad platform is constantly growing, and advertisers choose YouTube due to its valuable and rich content. Due to the infinite number of communities that have been formed on YouTube, access to target consumers has never been easier and more readily available.

Google Ads provides you with very easy and effective marketing tools that allow you to push your ads, with proficient accuracy, to your target consumers. The types of audiences that Google can provide you with are called 'Available-intent Audiences.' The different audiences that are available are labeled as the following: In-Market Audiences, Life Event audiences, Custom-Intent Audience, Remarketing, and Similar Audiences. To define these different types of audiences, In-Market Audience allows you to reach consumers who have been doing research on

a particular product or service, and plan on making a purchase soon. Life Event audiences allow you to reach consumers who are currently undergoing an important transitional phase in their life such as graduating college, getting married, having children, or entering retirement. Custom-Intent Audiences allow marketers to locate consumers who have searched online for particular products or services. Remarketing allows marketers to locate consumers who have already been engaged with your product or service in the past. For example, you can see who has engaged with your ads online and can push your next set of ads their way to provide more information. Finally, Similar Audiences allows marketers to reach consumers that the company already has CRM data for, which is emails, phone numbers, or device ID. With all these tools, marketers need to configure how they are going to use them by selecting which type of video ad format they are going to work with.

There are several different types of video ads that allow marketers to choose how and where the video will be displayed. The two major types of ads are In-Stream ads, which are the videos that you see play before a video on YouTube, and Thumbnail ads, which appear on the YouTube homepage or next to related videos. These ads require users to physically click the ad in order to see it. After doing the research, we decided that the best format for our campaign would be to use True-View for Reach ads. These types of ads allow highly efficient reach to consumers with a skippable in-stream format. Ideally, these types of ads should have a duration between 15-30 seconds to optimize user engagement. The video will play for five seconds before the user has the option to either continue engaging with the ad or skip it and go straight to the video. True-View for reach ads are purchased with CPM, which is cost per one-thousand impressions, rather than views. We will use this ad format to establish our brand message, while providing information about our program and portraying its value.

For the media portion of our video campaign, our team has decided to run a variety of ads on YouTube using a seasonality method to maximize the efficiency of our ad spends and still drive visits to the website. A seasonal campaign offers the ability to change the type of ads being pushed out based on when the time frame that will garner the most impressions. An interview with an industry professional gave us insight as to when in the calendar year teachers commonly look to advance positions and how that process evolves into the decision to pursue a higher degree. She indicated that for a few different reasons, the main months teachers look to advance positions are at the beginning of the school year and a little after winter break. These two windows set up critical periods for our video campaign where we intend to have a heavy video presence of skippable in stream video ads. During the months of October, November, and January through May, our 30 second ad will be featured. This timetable allots for a total of 181 days of 30 second video spots running on channels specifically targeted at our demographic. The other months of the year will represent a period of maintenance for our video campaign and will be occupied with the much more cost-effective feature of YouTube advertising, bumper ads. This will effectively plant a seed in the portion of our target market that may not have been thinking of making a change during those critical time periods. Targeted buys for both spots will be made on YouTube to place our ad around content with which our selected target market frequently interacts. Below will be a step by step procedure to set up the video campaign through YouTube's ad manager. The media plan is displayed in a multi-price, tiered system, that is representative of different levels to which ads can be purchased based on the budget, which has yet to be confirmed. Without even an idea of the budget, a variety of price points offers the option to invest more in certain ads than others, which was in fact done. The pricing levels were decided around what was found to be the most economically efficient price point given our

demographic and market penetration. The campaign outlined is just a suggestion, obviously things can be changed, however please be aware that this will have an impact on the estimated impressions listed in the media plan for the video section of the campaign.

### ***30 Second Video Ads***

**Step 1: Campaign Name/Video ad.** Once you begin the campaign set up, it will ask you to dictate a campaign title and place a video URL into the Video Ad section. This will be the video you wish to show as your advertisement (Appendix 5J). For the sake of filling the space, an ad for another program at SBU was used, but this will be where you place the URL for the video you want to show as your ad. To obtain a URL for the video, just upload it to YouTube and use the link that provides. This is the most compatible method to upload the video and is quite frankly the easiest. When asked how you want your ad to show up in YouTube, select the option “Automatically played before other YouTube videos.” This option is best for driving traffic back to our website, which was a goal of our video strategy. The final section to fill in for the Video Ad section allows you to set a link for the website the ad will send viewers back to when clicked on.

**Step 2: Locations.** The next step of the process is selecting the locations where the ad will be featured. The list of states used for the simulated campaign is shown in Appendix 4C. The only other thing to do in this section is to select the languages your audience speaks, just as a note, English is not already selected, it must be done.

**Step 3: Audience.** Next is the audience breakdown, which allows you to start targeting the specific demographic (Appendix 5F). The next box asks for the customer intent. For this, the second option, “Reach people who intend to buy this product or service,” because we want to connect with people that intend to learn more about the program, rather than casting a larger net

at a broader audience that is made up of some people who may not interact with our ads at all, which is a waste of money. To do this, we intend to limit our campaign to people that may be in that transitional period of their career where they may want to pursue a higher degree. The selected demographic qualities (Appendix 5K) were decided upon through secondary research and areas we know our target market interacts when searching for videos.

**Step 4: Budget (30 sec. Video ads).** This step is where the budget is outlined. Given that YouTube only allows for bumper ads to be measured in CPM, which is unlike the measurement for the Video ad, which is CPV. This is also the only step that changes in each of the tiered price points, so everything prior to the budget can be completed the same once a bumper ad is selected as the media buy. For CPV pertaining to 30 second video ads, it is important to select the daily budget option as this eases the process for setting up a seasonal campaign. Pricing options are listed at daily budgets of \$10, \$20, \$50, and \$75 (Appendix 5L). Again, these are suggestions, but they were found to be optimal representations of spending efficiency based on our demographic, estimated views, impressions, average CPV, and budget spend. Please note that the estimated performance may be different while all aspects of the campaign are done following this plan to a tee, but that is natural as the estimations themselves change. For the 30 second video ad spots, I recommend that either the \$10 or \$20 options are chosen. The other two are more expensive and most likely would not be worth the extra money despite the better estimated performance. Recall that our target is quite narrow, so our ads should be aimed at mainly them, making a massive video ad spend unnecessary at the end of the day. Either of these options two options would be effective at achieving the goals of our campaign and should be decided between based on budget mostly. For the presented media plan example (Appendix 5M), the \$20 option was used, but that can easily be interchanged for the price one level down, at \$10. This

process must be completed twice to achieve seasonality in the campaign. The ad manager does not allow you to set up gaps in the campaign, so it must be done once for the ad spends in October and November, and again for the time between January and May.

### ***5 second Bumper Ads***

**Step 1: Campaign Name/Video Ad.** For the shorter bumper ads, after inputting the desired name and ad in the applicable sections, it offers the option to choose how the ad should show up on YouTube (Appendix 6A). Select the second option, “Automatically played before other YouTube videos.” This is the choice that creates bumper ads aimed at driving traffic to an external website. Once again, the video used is simply a placeholder to simulate the campaign, whatever ad is decided to be used should go in place of that URL.

**Steps 2-3: Locations and Audience.** Exact same as process for 30 second video ads.

**Step 4: Budget.** The only difference between the other ad purchase aside from the prices themselves (Appendix 6A is that in this portion you have to set a target CPM, which was set at \$2. Through some troubleshooting at higher and lower CPM’s, this number was found to produce the most efficient results. For the presented media plan example, the \$2 daily budget for the bumper ads was chosen. This ad spend offers a good bang for its buck and choosing the lowest option for our maintenance periods is in the nature of a seasonal campaign as it allows for a greater ad spend in the key months. Similar to the previous ad buy, the Bumper ads must be purchased three separate times, once for Sep., once for Oct, and lastly for Jun.-Aug.

Our recommended media plan (Appendix 7) runs from Sep. 2020-Aug. 2021 but could easily be continued from there if the budget allows for it. With this media plan, the YouTube video ad spend would total \$4,240. The YouTube bumper ad purchases total \$266 at the recommended daily budget of \$2. This would lead to a total spend for the video campaign to be

\$4,506 and will yield between 20,000 and 30,000 targeted impressions. The combination of YouTube video ads and bumper ads allows our campaign to run seasonally, which offers one main benefit: budget efficiency. This process allows for minimal ad spends in months that our target is not making purchasing decisions, while allotting the bulk of the budget to the most important months for our campaign. This does a good job in keeping the budget down without sacrificing impressions. By limiting our spending in the less active months, we are able to ease into the demographic in Sep., reach them constantly for the next two months, then pull the reins back for December. From January to May, we spend the bulk of the budget to be in front of the demographic during the time period they are most likely to decide to enroll in a higher leadership education program.

Once we selected the video ad format that would be best to use for our program, and did a walk-through in the bidding process, we decided it would be best to use Google's custom intent audiences. So, what does this mean for our program? Basically, we are specifically targeting people online who have evidently been searching online for information about The Master of Science in Educational Leadership. We noticed that people who are searching this program are typically looking at other schools all around the country that offer this program. After doing much research on what other schools are doing to market their MEd program, we had a good idea what was effective and what was lacking. In addition, we also were able to gain an understanding on what St. Bonaventure's School of Education was lacking as well, for this particular market. With that being said, it was time to write a script for the video ad that we are outlining for the Department of Education. The following paragraph is the official script that we have selected for the instream ad format in our campaign: \*beginning of video ad\* (creative video showing our beautiful campus). Somebody appears and says "After spending several years

in the field of education, many teachers ask themselves, ‘Am I ready to take that next step to further my career?’ Well, graciously, St. Bonaventure University offers a perfect solution for those who are willing to take that next step, with our MEd Program. Now being fully online, you no longer need to worry about putting your current life on hold to get that degree, with our fully online program, we aim to make it as convenient as possible for you. Take a few minutes to check out our program specific and remember: Go Bonnies.” After much thought about this script and whether or not it would be able to fit into a 30 second interval, we made a mock in-stream ad to check the time (refer to Appendix 7B).

In addition to this thirty second in-stream ad, we also created a quick digital short for a bumper ad. The script for this bumper ad is as follows: \*Drone view with time lapse of campus, students walking all over the place, just a beautiful day at St. Bonaventure\*  
“Looking to take that next step in your career? Our MEd program is now fully online and waiting for you.” This may seem short, but it fits in perfectly with the pre-existing culture of Bumper ads on the internet. (Refer to Appendix 7C).

### **Search Advertisement**

With the transition to a fully online curriculum, implementing a paid search campaign would be an effective way to raise awareness, increase site visits, and match up against competing programs that are already utilizing this strategy. Before I dive deeper into how we designed this particular campaign, I want to talk a bit about the Google Ads platform and how a paid search campaign can be extremely effective if used correctly. Starting with the basics, Google allows organizations to use their platform in order to bid on different keywords with a goal of placing towards the top of the search results page if the auction is won. The Google search algorithm determines top ad results not just based upon the top bid, but also based on how

relevant the particular ad will be to the user who is searching. Obviously certain keywords have higher prices depending on specific industries and the length of the actual search query. We took these factors into consideration and designed a strategy that could effectively produce results given a limited budget.

To ensure that our paid search strategy is understood correctly, I will walk through the step by step process in how we created it while utilizing the Google Ads platform. Furthermore, I will also explain the justification behind the different specifications and features that we chose to implement. When developing the search campaign, the first step involves creating an ad group. Now, for each ad group, you can create specific text ads with a corresponding list of keywords for that group. Google will ask for a specific landing page that will be utilized for the ad group and the different text ads. For this specific program, the current landing page is [“https://www.sbu.edu/academics/msed-in-educational-leadership.”](https://www.sbu.edu/academics/msed-in-educational-leadership) Once this page is uploaded, Google will provide a data set with relevant keywords and their corresponding bid prices at that time (Appendix 1A). Referring to Appendix 1A, these are some of the top search queries that relate to the program landing page along with corresponding bid prices and search volume. When diving into this data sheet, it is important to make comparisons among the variables to bid on the right keywords. Obviously for this program, a popular search query would be “Master’s in Educational Leadership” or “Online Master’s in Educational Leadership.” Now, these are important keywords to bid on because they are extremely relevant to what our university is offering. With these keywords, the program would acquire relevant traffic from educators who are searching for this specific program. It is however important to note that these keywords are also somewhat expensive with minimum bid prices of \$20.39 and \$30.01 respectively. These keywords still should be targeted because as I said, they are narrow queries that are specifically

associated with our target market. There are however expensive keywords that are not as specific and would waste our budget by acquiring irrelevant traffic. For example, search queries such as “Online Leadership Degree” and “Master’s in Leadership” have minimum bid prices upwards of \$25. Thankfully, Google offers a feature called “Negative Keywords.” With this feature, we can list irrelevant queries such as those listed above in order to avoid irrelevant traffic and focus our budget specifically on our target market. When developing this campaign, it is also critical to recognize the importance of keywords with low competition. For example, search queries such as “Educational Leadership Degree” and “Educational Leadership Degree Online” have lower competition accompanied by smaller bids. Especially with a limited budget, long-tail keywords like this can be used to place our website in front of users who are specifically searching for what we offer. I also wanted to discuss the debated practice of bidding on your own brand. When searching common practices for Google Ads, many websites state that you should avoid bidding on keywords that encompass your company’s brand. The reasoning is due to the fact that if a searcher is looking for your brand, you should not waste money placing an ad because the searcher will come to your site organically. For this specific campaign, our team believes that it is critical that we choose to bid on keywords such as “SBU” and “St. Bonaventure.”

Unfortunately, our site does not perform well organically so even if a user types in “educational leadership program SBU” our site is ranked below competitors such as Stony Brook who also uses the abbreviation SBU. Also, our research found that in the higher education industry, it is a common practice for competing schools to bid on brands of other universities. Due to these circumstances, we feel that the risk reward of paying a few extra dollars will be worth it in the long run to avoid losing potential students to competitors.

When actually creating the text ad, there are many different features that need to be considered. These text ads will be the front door of the program and they need to be informative, relevant, and engaging. Referring to Appendix 2A and 2B, models are shown that illustrate how our developed ads would appear in an actual search. When looking at these ad examples, the header text in blue is critical in achieving a high click through rate. Google allows three different sections of up to 30 characters to be utilized in the header. In our first ad example, we chose to first acknowledge the program itself, then the University, then a tagline of “100% Online” (Appendix 2A). Paired with this headline is a description (up to 180 characters) in which we elaborated on the title. You’ll notice that we first emphasized that the program is catered to elementary and secondary teachers. This is important because it will narrow in on our target audience and prevent irrelevant traffic from curious users who are not actually in the market for this specific program. Furthermore, in this description, we emphasized the value of a St. Bonaventure education in a flexible format. Now, this specific ad would be more beneficial when targeted toward searchers who are familiar with St. Bonaventure University. We will talk more about location targeting later on but we would recommend implementing this type of ad in New York and surrounding areas where we could potentially capitalize off of brand value and familiarity.

On the other hand, Appendix 2B illustrates our second ad model in which a different header and description are used. You will notice that in this particular header, we emphasized aspects such as affordability, flexibility, and the value proposition of becoming a building leader. In the accompanied description, we further elaborated on the opportunity of becoming a building leader and the opportunity to knock off 20% with the Dean’s Scholarship. In this ad, we did not mention the St. Bonaventure brand, although our URL will still be noticed by searchers. When

looking at competitors, many ads do not specifically mention the name of the university for online programs. In this case, many searchers are currently employed full-time and are seeking a program that is right for their needs. When location-targeting audiences who are far away from SBU (St. Bonaventure University), it would be more beneficial to emphasize the flexibility and scholarships that we offer given the limited character count. The ad would not perform well if we tried to capitalize off of SBU's value through a limited character count to a searcher who is unfamiliar with our university. That is what the landing page is for.

You will also notice that in both ad examples, there are subheadings for "Courses & Curriculum" and "Learning Outcomes." The Google ads platform allows you to add different extensions to a search ad which will improve ad rank and potentially the click-through rate as well. This particular option is the callout extension which allows you to use subheadings while also highlighting additional information. This extension has been proven to increase the CTR by at least 10%. In this particular campaign, we first chose to highlight the courses and curriculum which link to the corresponding page on the SBU website. We believe that many searchers will be at the top of the marketing funnel and will be searching for information regarding different programs. This is the perfect page to display exactly what our program consists of. Furthermore, we chose to implement the callout extension of "Learning Outcomes." As we know, searchers for this particular program have a desire to become a school principal or administrator. The learning outcomes extension could lead to an effective landing page that convinces potential applicants that this program will fulfill their desires. Searchers for this program want to become a leader. Currently the Learning Outcomes page lists knowledge and abilities that will be gained upon completion of the degree. This is fine but the page should also be enhanced with testimonials that prove how effective this program actually is. For example, in Appendix 3A,

there is a quote from a former graduate of this program who is now the principal of Lackawanna High School. The quote emphasizes the competitive advantage that was gained and it is supported by the fact that he achieved his goal of becoming a principal. The “Learning Outcomes” page could be an excellent additional landing page to convince searchers that this program will in fact prepare them to be a leader.

Now that I have covered the different components of our ad, I want to talk a little bit more about the Google Ads platform and how we should target different audiences. As you may know, Google collects an abundance of information from searchers and then segments them into different groups that could be targeted by advertisers. The platform also allows targeting for specific “in-market” audiences who Google presumes to be nearing the bottom of the purchase funnel. For this specific campaign, we have identified a few in-market audiences that would be beneficial to target and potentially bid higher for. These audiences can be seen in Appendix 4A. Similarly, Google allows segmentation based on demographic data as well. The ages that we are looking to target are pretty self-explanatory and could cut back on irrelevant traffic. For this campaign, we know that the majority of our target audience will already have an advanced degree and we can also assume that most of these individuals are homeowners as well. Finally, in Appendix 4C we have included a model that illustrates how location targeting should be used. As you know, the Educational Leadership Degree that we offer is not particularly relevant in all areas of the country. For example, in Ohio this degree is not needed; a majority of principals are only required to complete a training course and not a degree program. This may also be the case for a few other states that we can exclude from our campaign because they will bring irrelevant traffic. In Appendix 4C, I have also included a link that lists the relevancy of this program for

each of the 50 states. Furthermore, I excluded the West Coast in this model to illustrate the option of first launching the campaign on a regional basis before expanding nationwide.

### **Display Advertisement**

For our portion of the project, we mainly focused on creating Google Display Ads for the MEd Educational Leadership program. The first step in our process was to do research about display ads and really understand how they work. Specifically, we researched Google Display Ads even though there are many other display networks that companies can use to create and track their display ads. A Display Network includes publishers and advertisers. Publishers are typically media websites, they tell the ad network what type of content is shown, must have correctly sized ad space for advertisers, and must create an account to become part of the display ad network. Advertisers, on the other end through the display ad network qualifications, create ads, manage budgets, specify which sites they want their ads to show up on, earn website traffic, and receive reports from the display ad network. Display Networks are a group of online publishers who set the standards of advertising which is managed by the ad network. Display networks also include dictating size on publishers sites, determining which ads are shown on sites at certain times, and reports ad performance to advertisers. Advertisers pay the ad network which helps generate website traffic and conversions, then the ad network pays a percentage to the publishers (Larson & Draper, 2019). It is a win-win-win situation.

We chose to go through Google Display Ads because they have a very reliable, effective, and easy to use ad network that would best suit our client considering they are new to the display ad network. Google Ads offers different certifications of ads (ex, search, display, video, and shopping). We completed the Google Ad Display certification. Within Google Display Ads there are two options: Smart Display or Standard Display. Smart Display is a newer feature of Google

Ads, but it is meant to make dealing with the display advertising world simpler. It optimizes 3 specific technologies, automated bidding, automated targeting, and automated ad creation. Automated bidding, “Using Target CPA as a basis, Smart Display campaigns optimize to set your bids according to the likelihood of conversion in each and every ad auction, seeking to give you the best possible value.” Automated targeting, “Targeting optimizes as your campaign runs, which means your ads increasingly show where they’ll get you the most business. Where applicable, Smart Display campaigns use dynamic prospecting to match your feed to the likeliest converters.” Lastly, automated ad creation: “Ads are automatically generated from the building blocks you provide, like headlines, descriptions, logos, and images. They responsively fit into almost all ad spaces across the Display Network” (Google Ads Help, 2020). Smart Display is best used when you want to attract additional customers, want to focus on remarketing which is targeting people who have already visited the site involving cookies that track you through your web browser, and are new to advertising on the Display Network.

However, a downside to Smart Display is that there is a prerequisite of having 50 conversions on Display or 100 conversions on Search within the last 30 days. Finding this out, we concluded that Smart Display was not going to be an option for our client even though we were originally going to go down the Smart Display road. Standard Display gives the advertiser a lot more control over their ad campaigns. Within Standard there are two display options, Responsive Display Ad and Uploaded Ads. Uploaded Ads is fairly self-explanatory; they are image ads made outside of Google Ads, such as Canvas and uploaded to your campaign, but these are typically only eligible to banner ads due to sizing issues. Responsive Display Ads allows you to upload your own assets such as images, logo, video, headlines, and descriptions. It also includes automated bidding and A/B testing. A/B testing is a very effective tool advertisers

can use, it allows different ads to run against each other and in your report from the ad network you will see which ad performed the best. A big component of display ads is conversion tracking. Conversion tracking is what allows Google to give you a report of how your campaign performed. It is free and easy to set up and use. As the advertiser you choose a conversion action, website actions, phone calls, app installs and in-app actions, import, and local actions. For our client, we would choose the website actions because we want people to enroll in our program and request information from admissions.

After thoroughly looking into the pros and cons of each type of display option in Google Ads, we started experimenting and creating a campaign through Google Responsive Display Ads. While our group could have experimented with Uploaded Ads, we did not see a substantial promise of benefits in the future outcome of that option. Uploaded Ads were in our mind, a cop out and not as personally targeted to the market we were trying to reach.

The first step creating a Responsive Display Ad is creating a campaign. In order to create a campaign one must have a set up Google Ads account; instructions for that can be found [here](#). Once your account is ready, log onto Google Ads. From there, your homepage should look like the image in Appendix 5A. To start a new campaign, you simply click the button “NEW CAMPAIGN”. From there our team had a decision, we had to choose which goal that would make this campaign successful for us. The goal options were sales, leads, website traffic, product and brand consideration, brand awareness and reach, and app promotion, as well as the option to create a campaign without a goal’s guidance. After much consideration and conversation, we felt the needs of the program would be best met if we focused our campaign on brand awareness and reach (Appendix 5B). From there, in order to get to the Responsive Display Ads, you must choose the Display option, example screen found in Appendix 5C. Display Ads “build brand

recognition with compelling visual ads that show across the web, and choose to pay only when your ads are viewed” (Google Ads Help, 2020). Next, one will have to enter the website of the business, in the space newly provided after selecting “Display”. In this campaign we used the website [www.sbu.edu/academics/msed-in-educational-leadership](http://www.sbu.edu/academics/msed-in-educational-leadership). After, we had all our goals in place, it was time to start really getting into the details of the campaign. For our Campaign Name we chose SBU Educational Leadership Program. It is straightforward, to the point and causes no confusion to the audience. Next for location, we decided to do an Advanced Search. In Appendix 4C, you can see that our group is focusing our campaign for our client in the United States, more specifically, the Eastern region of the U.S.A. We have excluded locations like Arizona, California, Colorado, Idaho, Kansas and Ohio in hopes to proficiently increase our relevance in search. It is important to keep in mind that this degree one obtains from this program is not accepted/meant anything in certain states, namely Ohio. Since Ohio is so close to the central location of students who enroll in the program, it would be ideal to include them in our search, but since the degree is not applicable in that state, we must exclude it from our search.

For language, we chose English. When it came to Bidding, it was the smartest choice to do High Quality Traffic or also known as CPC (cost-per-click). CPC bidding for display ads works in the same way as CPC bidding for search ads. “The advertiser only pays when the displayed ad is clicked, which means the advertiser pays only when the ad brings a visitor to the website” (Larson & Draper, 2014). “High quality traffic is traffic that is likely to lead to actions on your website, app, or store” (Google Ads Help, 2020). Although we will be using CPC there are also CPA (cost-per-acquisition) and CPM (cost-per-mille). CPA bidding “enables advertisers to pay only when their advertisements result in successful conversions” (Larson & Draper, 2014). CPM is the payment method of traditional advertising. “If a magazine charges \$20 CPM

for a full-page advertisement and it has a circulation of 25,000, an advertiser would have to pay \$5000 for a full page ad in the magazine” (Larson & Draper, 2014). In our part of the project we did not specialize in Budget, but like explained earlier, our group’s budget will most likely be somewhere between \$2-5. In the campaign we are also choosing to optimize our Ad Rotation. This “shows ads that are expected to get more clicks or conversions” and is the most recommended for advertisers (Google Ads Help, 2020) (Appendix 5D). Our audience target market, which is the same as our search target audience can be found in Appendix 4A and demographics in Appendix 5F. We are targeting our ads to both male and females. We want persons anywhere between 25-64 years of age. These ages make the most sense for our campaign, because someone must have a master’s degree in education, teacher or school counselor certification, and three years of K-12 school experience to apply for the program. It is unlikely for someone with these credentials under the age 25, therefore making us start our demographics at 25 years of age. The average age in America to retire is 60 years old and given the limited age range on Google Ads, their generated 55-64 years of age option was still applicable for us. For parental status, it is not relevant in our situation, we chose those who are not a parent, are a parent and unknown. Lastly, for household income, in order to pay for the program, one must have a decent amount of money. This factor led to why our group chose anywhere between top 10-20%.

Finally, when all is done filling in information dealing with the campaign details, it is finally time to really create Responsive Display Ads. At the bottom of the campaign page click the “NEW ADD” button and select “+ Responsive display ad” (Appendix 5G). When creating a Responsive Display Ad, it is fairly simply. In Appendix 5H, there is a blank outline of how to

create these ads. Our group came up with a few different ideas for what should be in the headline, second headline, description, business name and call to action.

For the headline(s) of our ads we want it to be something short and simple. We want something to initially grab the reader, something that is no more than 30 characters. Some headline(s) ideas were: “Take Your Experience Further,” “Educational Leadership Program,” “St. Bonaventure MEd,” “A Program for You,” etc. We wanted to focus on the audience in our first headline, really make it about them.

In the description of the ad we can explain and go in deeper about what the program is really about. Some examples include: “Get 30 credits worth in a degree that could change your future for the better”, “St. Bonaventure University’s exclusively ONLINE educational leadership program”, “Take your leadership skills to the next level with an online master’s program”, “Advance your career with an online program while developing the values of St. Bonaventure.” All descriptions must be either at or below the 90 character limit. We wanted to keep some key words like the name of the school, the words: education, online, master’s program and more. In these ads it is important to highlight these keywords to get the main values and attributes of this program across.

For the name of our business we wanted this to be self-explanatory, something no one would question: St. Bonaventure MEd. This is the official title of the program, so we wanted to make it the business name to keep things consistent. Lastly, for call to action, we thought it would be best to stick with the classic “Learn More” approach. It is easy, timeless and familiar to all audiences.

In all of our ads, we made sure to include colors and fonts that follow the St. Bonaventure advertisement guidelines which were given to us. The primary color is Brown (HEX #4E3227),

secondary is yellow (HEX #FDDA24) and gray (HEX #B6ADA5). For fonts, Proxima Nova Black, Proxima Nova Bold (all caps) or Abril Fatface are the headline fonts, Abril Text Bold (all caps) is the sub headline font, and Abril Text Regular and Proxima Nova Regular are the paragraph fonts. It was also important that the images chosen were compatible with our program as well, images of St. Bonaventure University itself, a computer, keyboard with typing fingers and possibly even students themselves. Since this program is moving fully online, our group would suggest to stay away from photos of humans interacting or photos of two or more people to avoid confusion with the suggestion of in-class instruction and on-campus requirements. All example Responsive Display Ads are included under Appendix 5I.

### **Conclusions**

Although it will be launching in a newly online format in the fall, St. Bonaventure University's Master's in Science in Educational Leadership can be very successful. The current pandemic and necessary social distancing has made it increasingly apparent that remote, virtual work is not only mandatory, but sometimes more cost efficient and manageable than in-person instruction. For adults looking to advance their career within the world of education, this online program offers them the flexibility to complete a degree alongside an existing career and other life responsibilities.

The university's Department of Education can distinguish itself from competitors through the benefits of a well-rounded liberal arts education at a respected, ethics-minded institution. All students at Bonaventure receive the benefits of an education that forms them into students as well as compassionate, responsible humans. Students within this online degree would receive the same benefits of lessons in educational leadership as well as humanhood.

Through video advertisements, search advertisements, and display advertisements, St. Bonaventure's Department of Education can market its Master of Science in Educational Leadership to targeted audiences and successfully increase awareness and interest in this online program.

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[03d0e2cff93f/7297e36f-2132-418c-902f-3dbbeb08126e/7ba4c27b-71e8-49fc-bd46-](https://edify.stukent.com/app/publication/d801ea3f-55b7-4374-ac5a-03d0e2cff93f/7297e36f-2132-418c-902f-3dbbeb08126e/7ba4c27b-71e8-49fc-bd46-9dbe53501cc1/3d0c2831-6694-4748-89e4-dc64f8e9762b/view)

[9dbe53501cc1/3d0c2831-6694-4748-89e4-dc64f8e9762b/view](https://edify.stukent.com/app/publication/d801ea3f-55b7-4374-ac5a-03d0e2cff93f/7297e36f-2132-418c-902f-3dbbeb08126e/7ba4c27b-71e8-49fc-bd46-9dbe53501cc1/3d0c2831-6694-4748-89e4-dc64f8e9762b/view)

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from [https://www.sbu.edu/academics/msed-in-educational-](https://www.sbu.edu/academics/msed-in-educational-leadership?utm_source=adwords&utm_medium=cpc&utm_campaign=digital&utm_content=educationalleadership&gclid=CjwKCAjw4871BRAjEiwAbxXi25OwMJpqhyC-QIBKmJmSoY_vhAmKjTnlYmr8bLkHq2TBvzMXLN1PcBoCHj4QAvD_BwE)

[leadership?utm\\_source=adwords&utm\\_medium=cpc&utm\\_campaign=digital&utm\\_cont](https://www.sbu.edu/academics/msed-in-educational-leadership?utm_source=adwords&utm_medium=cpc&utm_campaign=digital&utm_content=educationalleadership&gclid=CjwKCAjw4871BRAjEiwAbxXi25OwMJpqhyC-QIBKmJmSoY_vhAmKjTnlYmr8bLkHq2TBvzMXLN1PcBoCHj4QAvD_BwE)

[ent=educationalleadership&gclid=CjwKCAjw4871BRAjEiwAbxXi25OwMJpqhyC-](https://www.sbu.edu/academics/msed-in-educational-leadership?utm_source=adwords&utm_medium=cpc&utm_campaign=digital&utm_content=educationalleadership&gclid=CjwKCAjw4871BRAjEiwAbxXi25OwMJpqhyC-QIBKmJmSoY_vhAmKjTnlYmr8bLkHq2TBvzMXLN1PcBoCHj4QAvD_BwE)

[QIBKmJmSoY\\_vhAmKjTnlYmr8bLkHq2TBvzMXLN1PcBoCHj4QAvD\\_BwE](https://www.sbu.edu/academics/msed-in-educational-leadership?utm_source=adwords&utm_medium=cpc&utm_campaign=digital&utm_content=educationalleadership&gclid=CjwKCAjw4871BRAjEiwAbxXi25OwMJpqhyC-QIBKmJmSoY_vhAmKjTnlYmr8bLkHq2TBvzMXLN1PcBoCHj4QAvD_BwE)

### Appendix

#### Appendix 1A:

Keyword	Min search volume	Max search volume	Competition	Competition (indexed value)	Top of page bid (low range)
educational leadership	1,000	10,000	Low	32	\$4.77
masters in educational leadership	1,000	10,000	High	73	\$20.39
online masters degree	1,000	10,000	High	95	\$14.02
masters in leadership	1,000	10,000	High	83	\$15.00
online graduate programs	1,000	10,000	High	95	\$15.00
educational leadership degree	100	1,000	Medium	62	\$14.00
instructional leadership	100	1,000	Low	4	\$1.08
educational leadership programs	100	1,000	Medium	41	\$11.77
online master degree programs	1,000	10,000	High	92	\$16.28
masters leaders	1,000	10,000	Medium	48	\$12.29
master degree programs	1,000	10,000	High	89	\$7.65
masters in education administration	1,000	10,000	High	74	\$17.38
leadership program	1,000	10,000	High	68	\$5.11
online masters in education	1,000	10,000	High	91	\$28.53
education administration degree	100	1,000	High	73	\$9.81
online degrees	10,000	100,000	High	94	\$15.96
online school programs	1,000	10,000	High	95	\$11.34
online masters in educational leadership	100	1,000	Medium	45	\$30.01
educational leadership masters programs	10	100	Medium	37	\$23.69
online master's programs	10,000	100,000	High	95	\$15.00
educational leadership courses	10	100	Low	19	\$8.49
doctorate in educational leadership	100	1,000	High	80	\$20.00
leadership degree	100	1,000	Medium	58	\$11.48
phd educational leadership	100	1,000	High	86	\$16.63

#### Appendix 2A:

**MSEd Educational Leadership | St. Bonaventure | 100% Online**  
Ad [www.sbu.edu/academics/msed](http://www.sbu.edu/academics/msed) (716) 375-2021

Online program catered to elementary and secondary teachers pursuing a leadership role. The value of a St. Bonaventure University education now offered in a flexible format.

**Learning Outcomes**  
See what our Students and Grads say about their MSEd Experience

**Curriculum & Courses**  
Grow as a Leader Within Your School  
View Detailed Program Curriculum

#### Appendix 2B:

**Affordable MSEd Online Program | Become a School Leader**  
Ad [www.sbu.edu/academics/msed](http://www.sbu.edu/academics/msed) (716) 375-2021

Direct pathway to become a building leader. Flexible curriculum that ensures success. Catered to elementary and secondary teachers. Take 20% off tuition with Dean's Scholarship

**Learning Outcomes**  
See what our Students and Grads say about their MSEd Experience

**Curriculum & Courses**  
Grow as a Leader Within Your School  
View Detailed Program Curriculum

Appendix 3A:

**Principal Wakelee - Lackawanna High School**

“Once I began the program and became acquainted with both my colleagues and professors, I became a Bonaventure fan for life. I truly believe that my coursework through the program gave me a **competitive edge** over other candidates looking for administrative positions, as well as an in-depth knowledge of what it takes to be successful in this field. I **never felt like I was just another student** in the program. The professors did a great job building connections and taking the time to respond to our questions, always providing feedback when needed.”

Appendix 4A:

In-market audiences	
Employment <u>Clerical &amp; Administrative Jobs</u>	
Employment <u>Education Jobs</u>	
Education <u>Post-Secondary Education</u>	
Baby & Children's Products > Childcare & Education <u>Early Childhood Education</u>	

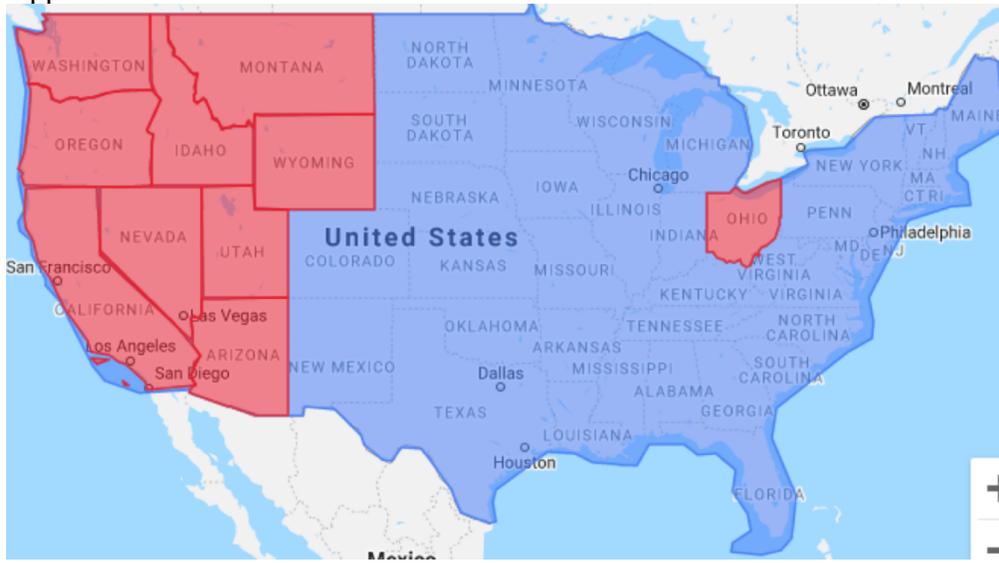
Appendix 4B:

Detailed demographics	
Homeownership Status <u>Homeowners</u>	
Education > Highest Level of Educational Attainment <u>Advanced Degree</u>	

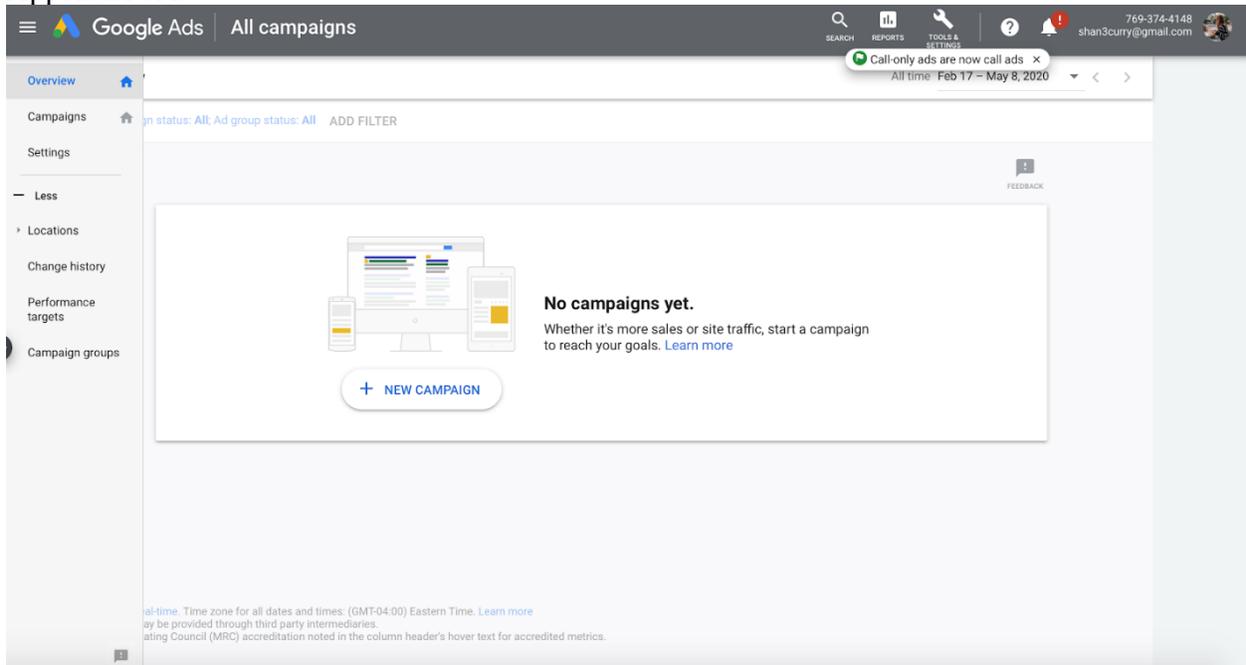
<input checked="" type="checkbox"/>		25 - 34	Eligible	-	0	0
<input checked="" type="checkbox"/>		35 - 44	Eligible	-	0	0
<input checked="" type="checkbox"/>		45 - 54	Eligible	-	0	0

Appendix 4C:

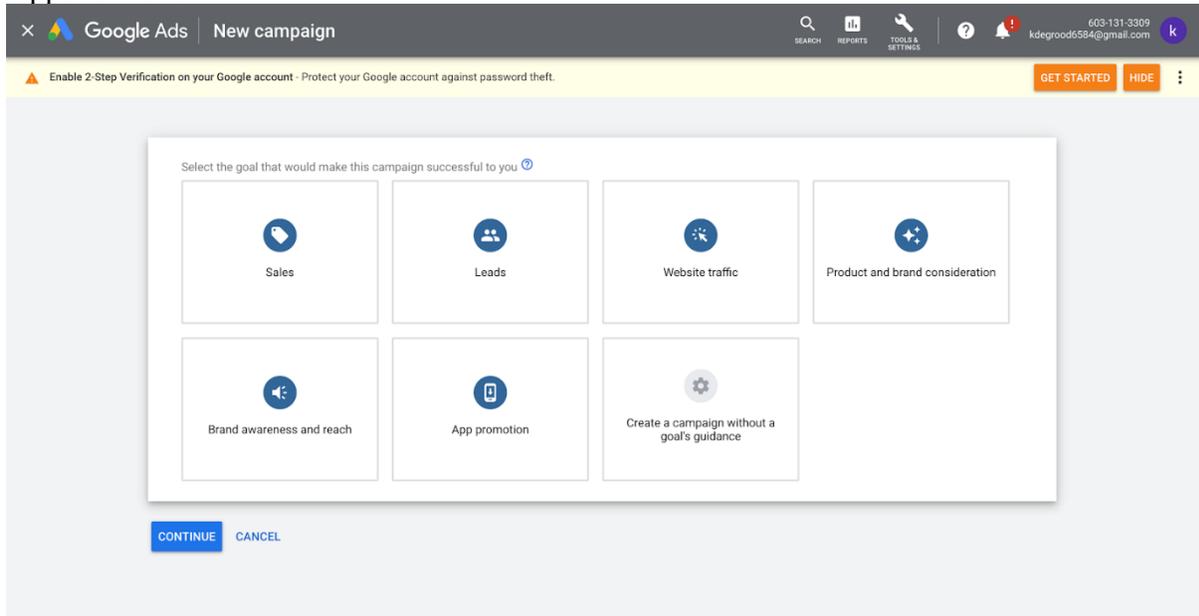


<http://ecs.force.com/mbdata/MBQuest2RTANW?rep=SLC1806>

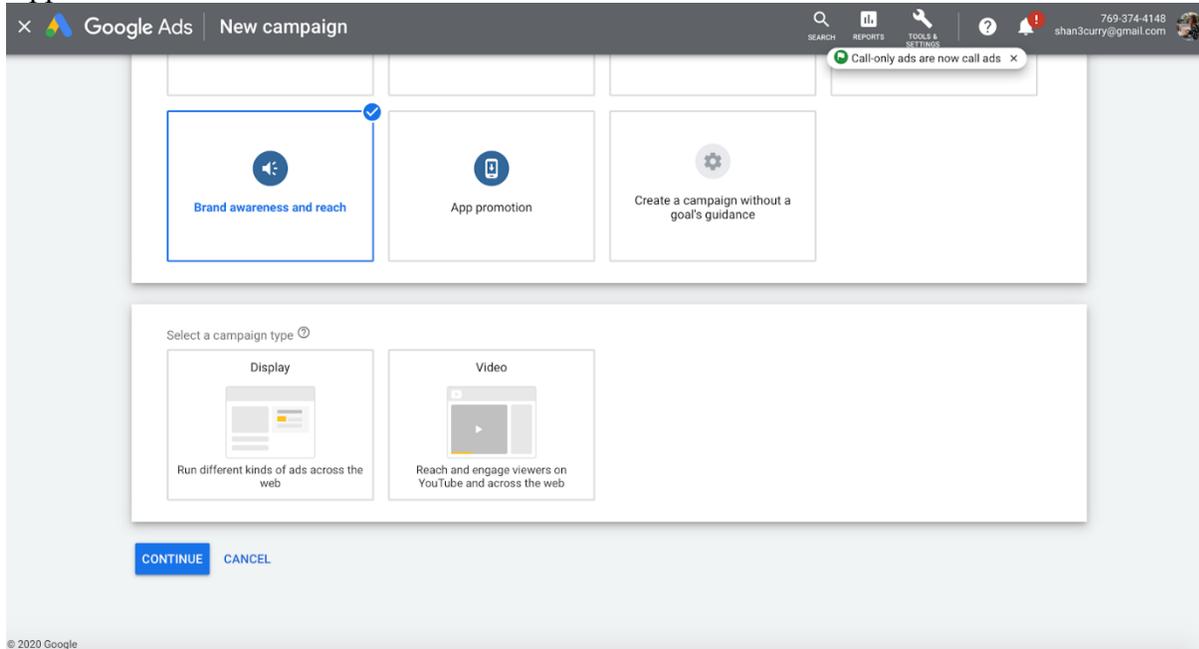
Appendix 5A:



Appendix 5B:



Appendix 5C:



Appendix 5D:

**Bidding**

What do you want to focus on? [?](#)  
**High Quality Traffic** [v](#)  
 Viewable impressions is recommended for your campaign goal

Pay for [?](#)  
 Clicks

**1** Based on the selections, this campaign will use the **CPC (enhanced) bid strategy** [?](#)

[Learn more](#)

[Or, select a bid strategy directly \(not recommended\)](#)

**Budget**

Enter the average you want to spend each day  
 \$ 2.00

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend more or less than your daily budget. [Learn more](#)

**Ad rotation**

Optimize: Prefer best performing ads  
 Do not optimize: Rotate ads indefinitely

Show ads that are expected to get more clicks or conversions. Recommended for most [^](#)

**Weekly estimates**

**Available impressions** [^](#)  
 Based on your targeting and settings but not your budget or bid  
 Impressions  
**10B+**  
 0 since last update

**Your estimated performance**  
 To see estimated performance, enter the following settings:

- Bid
- Budget

[Leave feedback](#)

Appendix 5F:

**Edit targeted demographics** **DONE**

Gender	Age	Parental status	Household income
<input checked="" type="checkbox"/> Female	<input type="checkbox"/> 18 - 24	<input checked="" type="checkbox"/> Not a parent	<input checked="" type="checkbox"/> Top 10%
<input checked="" type="checkbox"/> Male	<input checked="" type="checkbox"/> 25 - 34	<input checked="" type="checkbox"/> Parent	<input checked="" type="checkbox"/> 11 - 20%
<input checked="" type="checkbox"/> Unknown <a href="#">?</a>	<input checked="" type="checkbox"/> 35 - 44	<input checked="" type="checkbox"/> Unknown <a href="#">?</a>	<input type="checkbox"/> 21 - 30%
	<input checked="" type="checkbox"/> 45 - 54		<input type="checkbox"/> 31 - 40%
	<input checked="" type="checkbox"/> 55 - 64		<input type="checkbox"/> 41 - 50%
	<input type="checkbox"/> 65+		<input type="checkbox"/> Lower 50%
	<input type="checkbox"/> Unknown <a href="#">?</a>		<input type="checkbox"/> Unknown <a href="#">?</a>

**Note:** Household income targeting is only available in select countries. [Learn more](#)

Appendix 5G:

**Create your ads**

Create an ad now, or skip this step and create one later. Your campaign won't run without an ad.

+ Responsive display ad

↑ Upload display ads

📄 Copy existing ads

Based on your targeting and settings but not your budget or bid

**Impressions**  
**10B+**  
0 since last update

---

✓ **Your estimated performance**

To see estimated performance, enter the following settings:

- Bid
- Budget ✓

Appendix 5H:

× Google Ads | New campaign
SEARCH REPORTS TOOLS & SETTINGS
769-374-4148 shan3curry@gmail.com

1 Create your campaign
2 Confirmation

**New responsive display ad**

Final URL  
<https://www.sbu.edu/academics/msed-in-educational-leader>

**Images and logos**  
Add 2 or more (1 square and 1 landscape required)

Image

Image

Image

+ IMAGES AND LOGOS

**Videos**  
optional, but up to 5

+ VIDEOS

**Headlines (up to 5)**

Headline 0 / 30

ADD HEADLINE

**Ad strength** 👤 Leave feedback

○  
Incomplete

Add some images and logos to make your ad stand out

- Images
- Headlines [View ideas](#)
- Descriptions [View ideas](#)

**Preview**

WEBSITES AND APPS GOOGLE PROPERTIES

Key ad formats

◀ ▶ ⏪ ⏩

Example of your text ad at 300x250

Header

Headline

Business name

Description

**Weekly estimates**

**Available impressions**

Based on your targeting and settings but not your budget or bid

**Impressions**  
**10B+**  
0 since last update

---

✓ **Your estimated performance**

To see estimated performance, enter the following settings:

- Bid
- Budget ✓

[Leave feedback](#)

Appendix 5I:

Example of your image ad at 160x600



**TAKE YOUR EXPERIENCE FURTHER**



Advance your career with an online program while developing the values of St. Bonaventure



Example of your native ad at 480x120



Become an exceptional leader for your community with a flexible affordable...

Ad MEd St. Bonaventure

Learn More

Example of your image ad at 300x250



**TAKE YOUR EXPERIENCE FURTHER**

Advance your career with an online program while developing the values of St. Bonaventure

MEd St. Bonaventure



Example of your text ad at 300x250

**TAKE YOUR EXPERIENCE FURTHER**

MEd St. Bonaventure

Advance your career with an online program while developing the values of St. Bonaventure

LEARN MORE

Example of your image ad at 728x90



**TAKE YOUR EXPERIENCE FURTHER**

Advance your career with an online program while developing the values of St. Bonaventure



Example of your image ad at 160x600



**TAKE YOUR EXPERIENCE FURTHER**



Advance your career with an online program while developing the values of St. Bonaventure



Example of your native ad at 480x120



Become an exceptional leader for your community with a flexible affordable...

Ad MEd St. Bonaventure

Learn More

Example of your image ad at 300x250



**TAKE YOUR EXPERIENCE FURTHER**

Advance your career with an online program while developing the values of St. Bonaventure

MEd St. Bonaventure



Example of your text ad at 300x250

**TAKE YOUR EXPERIENCE FURTHER**

MEd St. Bonaventure

Advance your career with an online program while developing the values of St. Bonaventure

LEARN MORE

Example of your image ad at 728x90



**TAKE YOUR EXPERIENCE FURTHER**

Advance your career with an online program while developing the values of St. Bonaventure



Example of your image ad at 160x600



**Educational Leadership Program**

St. Bonaventure University's exclusively ONLINE educational leadership program

SBU School of Education

Example of your native ad at 480x120



An opportunity you CANNOT pass up.

Ad St. Bonaventure University's exclusively ONLINE educational leadership program

SBU School of Education

Visit Site

Example of your image ad at 300x250

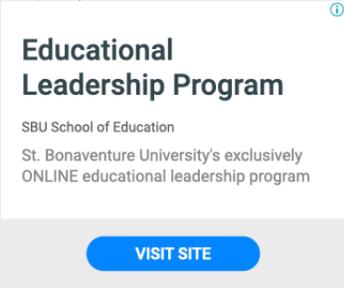


**Educational Leadership Program**

St. Bonaventure University's exclusively ONLINE educational leadership program

SBU School of Education

Example of your text ad at 300x250



**Educational Leadership Program**

SBU School of Education

St. Bonaventure University's exclusively ONLINE educational leadership program

VISIT SITE

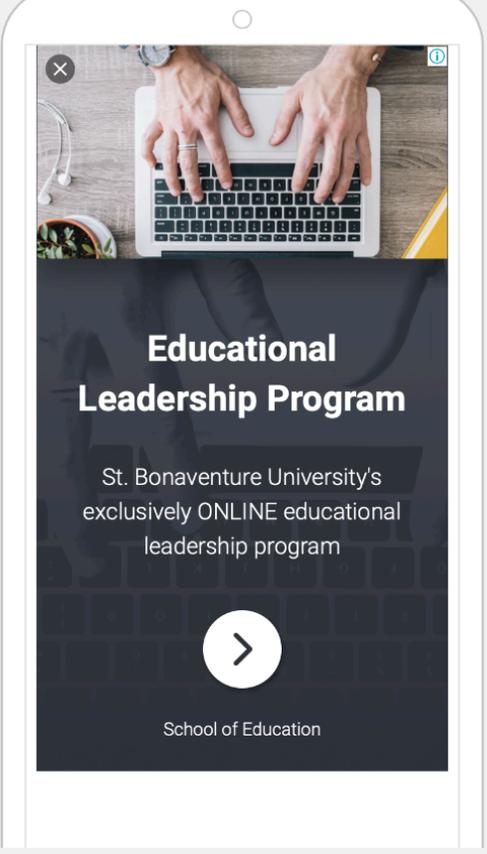
Example of your image ad at 728x90



**Educational Leadership Program**

SBU School of Education

St. Bonaventure University's exclusively ONLINE educational leadership program



**Educational Leadership Program**

St. Bonaventure University's exclusively ONLINE educational leadership program

School of Education

Appendix 5J:

**Your YouTube video**



**St. Bonaventure University Online - MS...**  
by SBU Online · 80 views  
Ashley Luedke speaks about how St. Bonav...

**How do you want your ad to show up in YouTube?**

**Automatically played before other YouTube videos**  
Best for driving traffic to an external website ?

**Placed as a thumbnail next to related videos or on the YouTube homepage**  
Best for driving traffic to the ad's watch page ?

**Where do you want your ad to appear?**

On YouTube and on Google video partner sites ?

**Only on YouTube**

**After viewers click your ad, where do you want to send them?**

URL

**Ad Preview**

ON YOUTUBE

---



  
Mobile

  
Desktop

You can watch and share your video ad preview on YouTube, complete with any cards, overlays or companion banners.

Default demo video ▾ ? PREVIEW AD ?

Appendix 5K:

---

**Education** ^

---

<input type="checkbox"/> Foreign Language Study	<input checked="" type="checkbox"/> Post-Secondary Education	<input checked="" type="checkbox"/> Primary & Secondary Schools (K-12)
<input type="checkbox"/> Study Abroad Programs	<input type="checkbox"/> Test Preparation & Tutoring	

---

**Employment** ^

---

<input type="checkbox"/> Accounting & Finance Jobs	<input type="checkbox"/> Career Consulting Services	<input type="checkbox"/> Clerical & Administrative Jobs
<input checked="" type="checkbox"/> Education Jobs	<input type="checkbox"/> Executive & Management Jobs	<input type="checkbox"/> Government & Public Sector Jobs
<input type="checkbox"/> Health & Medical Jobs	<input type="checkbox"/> IT & Technical Jobs	<input type="checkbox"/> Internships
<input type="checkbox"/> Legal Jobs	<input type="checkbox"/> Resumes & Portfolios	<input type="checkbox"/> Retail Jobs
<input type="checkbox"/> Sales & Marketing Jobs	<input type="checkbox"/> Temporary & Seasonal Jobs	

---

**Event Tickets** v

---

**Financial Services** v

---

**Food** v

---

**Gifts & Occasions** v

---

**Home & Garden** v

---

**Media** v

---

**Real Estate** v

---

**Seasonal Shopping** ^

---

<input checked="" type="checkbox"/> Back-to-School Shopping	<input type="checkbox"/> Black Friday Shopping	<input type="checkbox"/> Christmas Shopping
<input type="checkbox"/> Mother's Day Shopping		

Appendix 5L:

Video Ads: 30 sec. spot				Bumper Ads: 6 sec. spot				
Nov + Jan-May = 181 Days of video advertising				Sep + Dec + Jun-Aug=185 days of banner ads				
Daily Budget	Total Cost	Estimated Performance		Daily Budget	Target CPM	Total Cost	Estimated Performance	
\$10	\$2,120	<b>Views</b> 3.1K – 6.2K <b>Average CPV</b> \$0.01 – \$0.02	<b>Impressions</b> 6.5K – 12K <b>Budget spend</b> 95% – 100%	\$2	\$2	\$266	<b>Impressions</b> 3.7K – 13K <b>Budget spend</b> 95% – 100%	<b>Average CPM</b> \$0.80 – \$2.00
\$20	\$4,240	<b>Views</b> 6.6K – 14K <b>Average CPV</b> \$0.01 – \$0.02	<b>Impressions</b> 13K – 24K <b>Budget spend</b> 95% – 100%	\$5	\$2	\$915	<b>Impressions</b> 9.4K – 30K <b>Budget spend</b> 95% – 100%	<b>Average CPM</b> \$0.80 – \$2.00
\$50	\$10,600	<b>Views</b> 17K – 39K <b>Average CPV</b> \$0.01 – \$0.02	<b>Impressions</b> 37K – 64K <b>Budget spend</b> 95% – 100%	\$8	\$2	\$1,464	<b>Impressions</b> 13K – 41K <b>Budget spend</b> 95% – 100%	<b>Average CPM</b> \$1.00 – \$2.00
\$75	\$15,900	<b>Views</b> 26K – 59K <b>Average CPV</b> \$0.01 – \$0.02	<b>Impressions</b> 52K – 93K <b>Budget spend</b> 95% – 100%	\$10	\$2	\$1,830	<b>Impressions</b> 15K – 48K <b>Budget spend</b> 74% – 100%	<b>Average CPM</b> \$1.10 – \$2.00

Appendix 6A:

Video ad

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Your YouTube video



**Shortest Video on Youtube**  
by hiddentracktv2 • 3,313,490 views  
All these "Shortest Video on Youtube" video...

How do you want your ad to show up in YouTube?

Automatically played before other YouTube videos  
Best for driving traffic to an external website ?

Placed as a thumbnail next to related videos or on the YouTube homepage  
Best for driving traffic to the ad's watch page ?

Where do you want your ad to appear?

On YouTube and on Google video partner sites ?

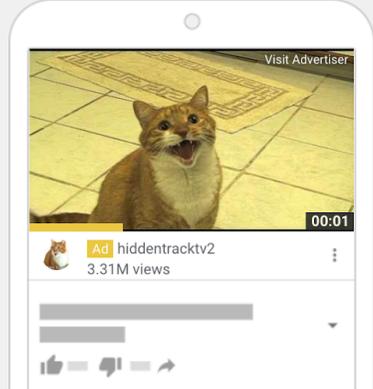
Only on YouTube

After viewers click your ad, where do you want to send them?

URL  
[www.sbu.edu/academics/msed-in-educational-leadership](http://www.sbu.edu/academics/msed-in-educational-leadership)

Ad Preview

ON YOUTUBE
GOOGLE VIDEO PARTNERS



Mobile
 Desktop

You can watch and share your video ad preview on YouTube, complete with any cards, overlays or companion banners.

Default demo video ▾ ? [PREVIEW AD ON MOBILE](#) ?

CONTINUE

Appendix 6B:

Video Ads: 30 sec. spot				Bumper Ads: 6 sec. spot				
Nov + Jan-May = 181 Days of video advertising				Sep + Dec + Jun-Aug=185 days of banner ads				
Daily Budget	Total Cost	Estimated Performance		Daily Budget	Target CPM	Total Cost	Estimated Performance	
\$10	\$2,120	<b>Views</b> 3.1K – 6.2K Average CPV \$0.01 – \$0.02	<b>Impressions</b> 6.5K – 12K Budget spend 95% – 100%	\$2	\$2	\$266	<b>Impressions</b> 3.7K – 13K Budget spend 95% – 100%	<b>Average CPM</b> \$0.80 – \$2.00
\$20	\$4,240	<b>Views</b> 6.6K – 14K Average CPV \$0.01 – \$0.02	<b>Impressions</b> 13K – 24K Budget spend 95% – 100%	\$5	\$2	\$915	<b>Impressions</b> 9.4K – 30K Budget spend 95% – 100%	<b>Average CPM</b> \$0.80 – \$2.00
\$50	\$10,600	<b>Views</b> 17K – 39K Average CPV \$0.01 – \$0.02	<b>Impressions</b> 37K – 64K Budget spend 95% – 100%	\$8	\$2	\$1,464	<b>Impressions</b> 13K – 41K Budget spend 95% – 100%	<b>Average CPM</b> \$1.00 – \$2.00
\$75	\$15,900	<b>Views</b> 26K – 59K Average CPV \$0.01 – \$0.02	<b>Impressions</b> 52K – 93K Budget spend 95% – 100%	\$10	\$2	\$1,830	<b>Impressions</b> 15K – 48K Budget spend 74% – 100%	<b>Average CPM</b> \$1.10 – \$2.00

Appendix 7A:

Recommended YouTube Media Plan Sep. 2020-Aug. 2021													
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Total
<b>Youtube Video</b>		\$620.00	\$600.00		\$620.00	\$560.00	\$620.00	\$600.00	\$620.00				<b>\$4,240</b>
<b>Youtube Bumper</b>	\$60			\$62						\$60	\$62	\$62	<b>\$266</b>
<b>Total Monthly Cost</b>	\$60	\$620.00	\$600.00	\$62	\$620.00	\$560.00	\$620.00	\$600.00	\$620.00	\$60	\$62	\$62	<b>\$4,506</b>
	\$20 Daily Budget for Video ads												
	\$2 Daily Budget Bumper ads												

Appendix 7B:

<https://youtu.be/96wgjQI> SFU Mock In Stream Ad

Appendix 7C

<https://studio.youtube.com/video/TF9-Eco1lt4/edit> Mock Bumper Ad