

ADVERTISING/PAID PROMOTION | REPORT

WCNR ADMISSIONS



WARNER COLLEGE
OF NATURAL RESOURCES
COLORADO STATE UNIVERSITY

OUR CAMPAIGNS



Lead Generation Ads.

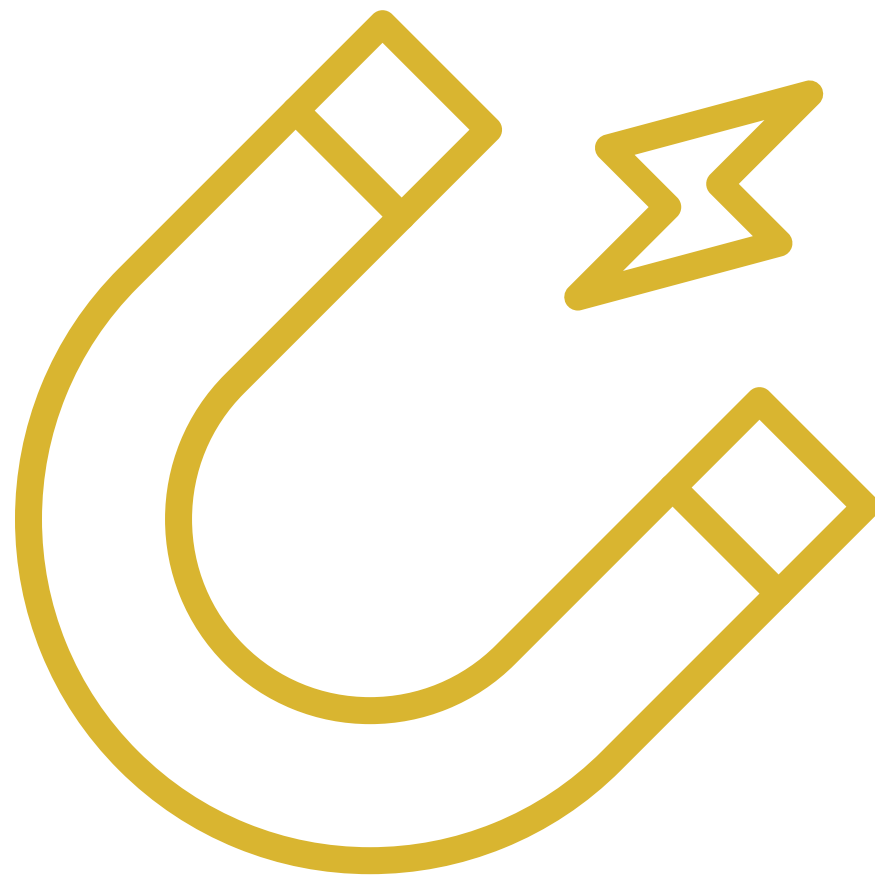


Free App Day
[WCNR & FRS]

OUR GOALS



LEAD GENERATION ADS.



- **Facebook Business ads**
 - Drive traffic to our growth-oriented programs
 - Call to action: explore the major and connect with Warner and CSU
- **Two Waves**
 - Advertising 3 majors per wave
 - Wave 1: GEO, FRS, HDNR
 - Run Dates: 9/27 - 10/1
 - Wave 2: Rest. Eco., NRM, NRT
 - Run Dates: 10/3 - 10/8
 - Note: Budget Varied by Program

STRATEGY

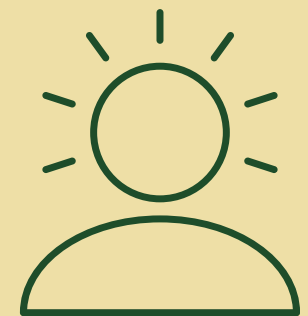
Career-Oriented strategy

- Goes beyond the college experience tied to university setting
- Introduces audience to career titles for degree type
- Expands into career settings, visually dynamic and energetic



Awareness Strategy

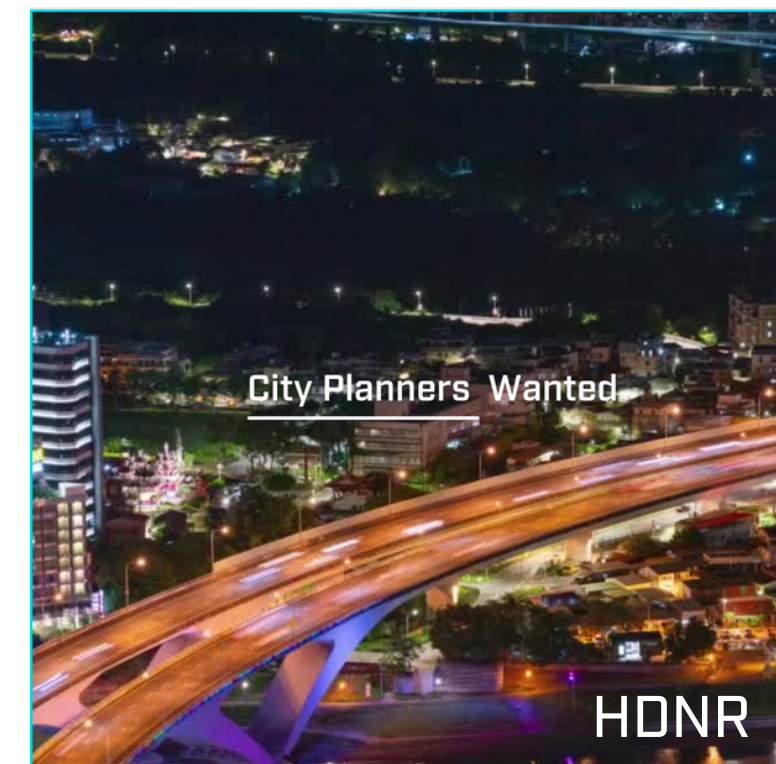
- Develops an awareness of brand
- Creates awareness of degree types
- Engages viewers visually with places they can explore after college



KEY MESSAGING

"Career Title/Role" wanted.

- Messaging aimed at career opportunity with career role followed by "wanted"
- Implies an abundant and varied job market for our degrees
- Invites viewer to envision themselves in this role
- Uncovers unknown/low-awareness career titles
- Visuals show great range in job type/locations
- Destination and career is attainable, demystifies the NR career experience



CONTENT



CONTENT (CONTINUED)

Conservation Leaders Wanted

Study Human Dimensions of Natural Resources at Colorado State University. In the major, you'll acquire the skills to envision a desired conservation outcome, design a plan, and identify the steps for success. Preserve our world by becoming the next conservation leader in examining political, socio-economic, and ecological dimensions. Learn more about our major and connect with Warner College by requesting information and scheduling a visit.

Explore Human Dimensions of Natural Resources



Careers



Major Requirements



Student Organizations



Inquire

Visit

PERFORMANCE



Performance Projection:

- Analytics:
 - Avg Reach: 70K
 - Avg Link Clicks: 700
 - Avg Conversion Rate: 1%
- Campaign Results:
 - Combined total Inquiries: 200
 - Combined apps from campaign: 15

Performance Outcome:

- Analytics:
 - Avg Reach: 45K
 - Avg Link Clicks: 855
 - Avg Conversion Rate: 1.9%
- Campaign Results:
 - Combined total Inquiries: 221
 - Combined apps from campaign: 27

RESULTS: WAVE ONE



42,989 Reach
666 Link Clicks
\$538/\$675 Spent
197 Unique Pageviews



52,815 Reach
697 Link Clicks
\$385/\$500 Spent
251 Unique Pageviews



46,536 Reach
702 Link Clicks
\$514/\$675 Spent
219 Unique Pageviews

RESULTS: WAVE TWO



61,891 Reach
1160 Link Clicks
\$560/\$675 Spent
371 Unique Pageviews



39,063 Reach
1098 Link Clicks
\$439/\$500 Spent
394 Unique Pageviews



29,164 Reach
809 Link Clicks
\$392/\$475 Spent
248 Unique Pageviews

CAMPAIGN RESULTS: APPLICANTS & AWARENESS

- Aside from the awareness generated (reach), the ads led viewers to the landing page and subsequently to inquiry and applications pages
- This effort showed an increase of applications this cycle.

Term Department	Fall 2022					Fall 2021					Fall 2020				
	Apps	Admits	Admit %	Confirms	Enrolls	Apps	Admits	Admit %	Confirms	Enrolls	Apps	Admits	Admit %	Confirms	Enrolls
⊕ Human Dimensions of Natural Resources	23	17	73.9 %	3		29	26	89.7 %	5		29	19	65.5 %	5	
⊕ Geosciences	59	40	67.8 %	1		47	30	63.8 %	1		51	32	62.7 %	3	
⊖ Forest and Rangeland Stewardship	142	77	54.2 %	2		119	83	69.7 %	2		94	62	66.0 %	8	
Forest and Rangeland Stewardship	91	45	49.5 %			75	51	68.0 %	1		53	29	54.7 %	4	
Natural Resources Management	32	22	68.8 %	1		30	25	83.3 %	1		25	18	72.0 %	3	
Restoration Ecology	19	10	52.6 %	1		14	7	50.0 %			16	15	93.8 %	1	

Data as of 12/7/21 - Dashboard



FREE APP DAY

- **Facebook Business**
 - To drive traffic to the application page
 - Call To Action - learn more about Warner/FRS and Apply to CSU from 10/19 - 10/25
- **Two Runs**
 - WCNR
 - Save the Date
 - Run Dates: 10/14 - 10/18
 - Apply Now
 - Run Dates: 10/19 - 10/25
 - FRS
 - Save the Date
 - Run Dates: 10/16 - 10/18
 - Apply Now
 - Run Dates: 10/19 - 10/25

STRATEGY

Awareness/Interest: Save the Date

- Advertisement one week before raises awareness about Free App Week
- Clickable button links to a "learn more" page from CSU
- Gives forewarning for upcoming date, time to plan



Desire/Action: Week Of

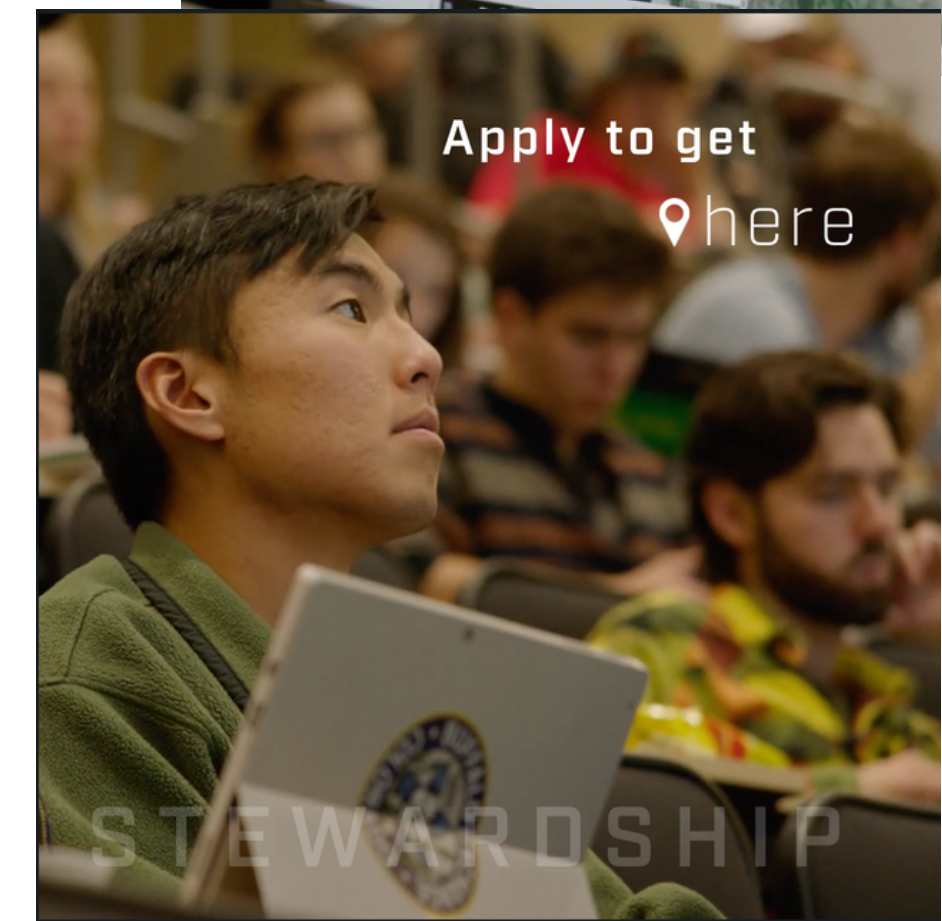
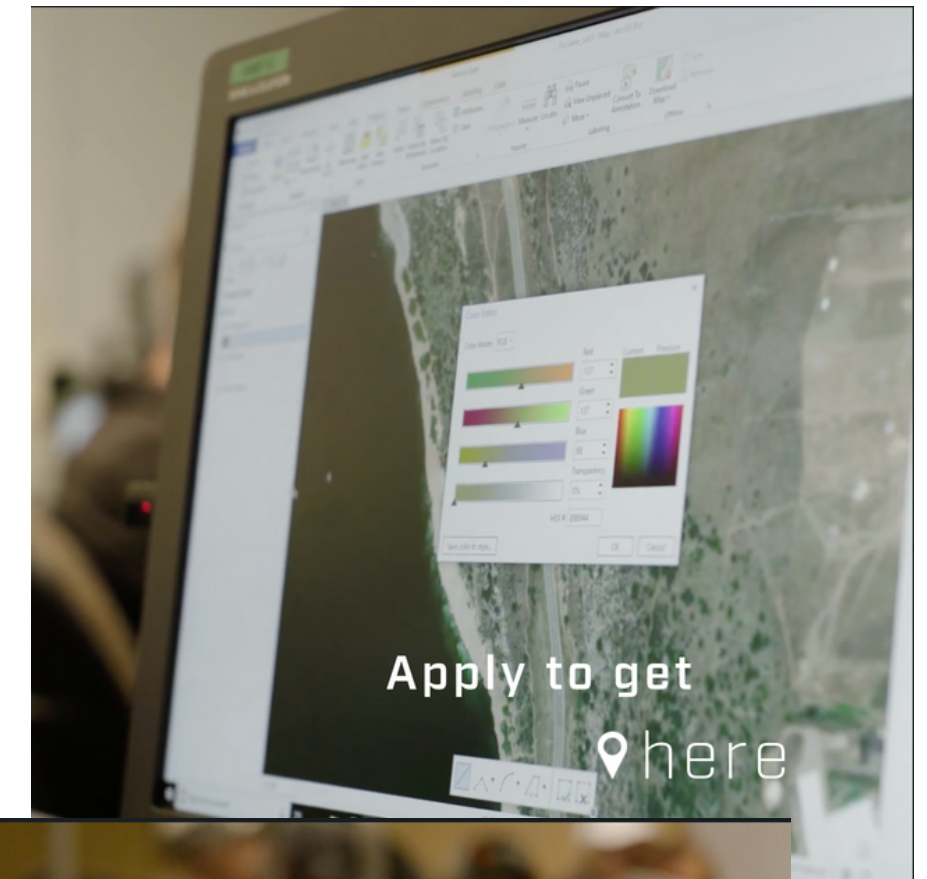
- Creates a link to direct action through clickable button
- Details the \$50 off savings
- Video shows imagery of college experience, creating desire



KEY MESSAGING

"Get Here" Campaign

- Warner College: Get Here with Free App Day
- Campaign aimed at showing the opportunities at Warner College through WCNR b-roll footage closely sliced together
- A mix of in-classroom and outdoor experiences available
- Tag line "Get here" is metaphorical and literal
- Challenges the viewer to see themselves in the experience



CONTENT



CAMPAIGN RESULTS

NUMBER OF APPS

