

UNIVERSITY ENROLLMENT

THE OBJECTIVE

Howard University's Department of Online Learning was aiming to boost enrollment in its Degree Completion Program. This program was designed for students who have completed between 60 and 72 college credit hours but have not yet graduated, or those includes individuals who may have previously dropped out of their studies.



THE SOLUTION

Our team developed a comprehensive digital advertising strategy to assist Howard University in reaching its objectives. This campaign utilized Google PPC and Programmatic Audio to specifically target prospective students aged 25-34 who have completed some college coursework but have not yet graduated, focusing on the Washington metropolitan area.

THE RESULTS

The Google Pay Per Click campaign ran for two months, April and May. In that time, the campaign achieved:

- **23%** conversion rate
- **10%** click through rate
- **596** conversions from Google Ads
- **20%** of 2998 total "Key Events" came from Google Ads

After the campaign concluded, we saw a **drastic drop** across the board, even for organic sources. This further underscored the success of the Google PPC campaign!

- **40%** drop in organic search
- **33%** drop in organic social
- **7%** drop in direct traffic
- **43%** down in “Key Events”
- **46%** drop in “Key Event sidebar link click”
- **33%** drop in “Form Submit”

Though Google Ads accounted for only 20% of the total Key Events, **its impact on all traffic sources far exceeded its spend.** Reporting this to the Director of Marketing for the Office of Digital and Online Learning provided the necessary information he needed in order to request a more consistent budget from the department.



I want to celebrate the success of our campaigns from last year. Your hard work truly made a difference. I look forward to continuing our working relationship for the 2024-25 Academic year. In this ever-evolving marketing landscape, I welcome to hear new strategies you may have to increase our reach and awareness for our online programs.

Director of Marketing
Howard University

