



# Washington College Grant Brand Awareness Campaign

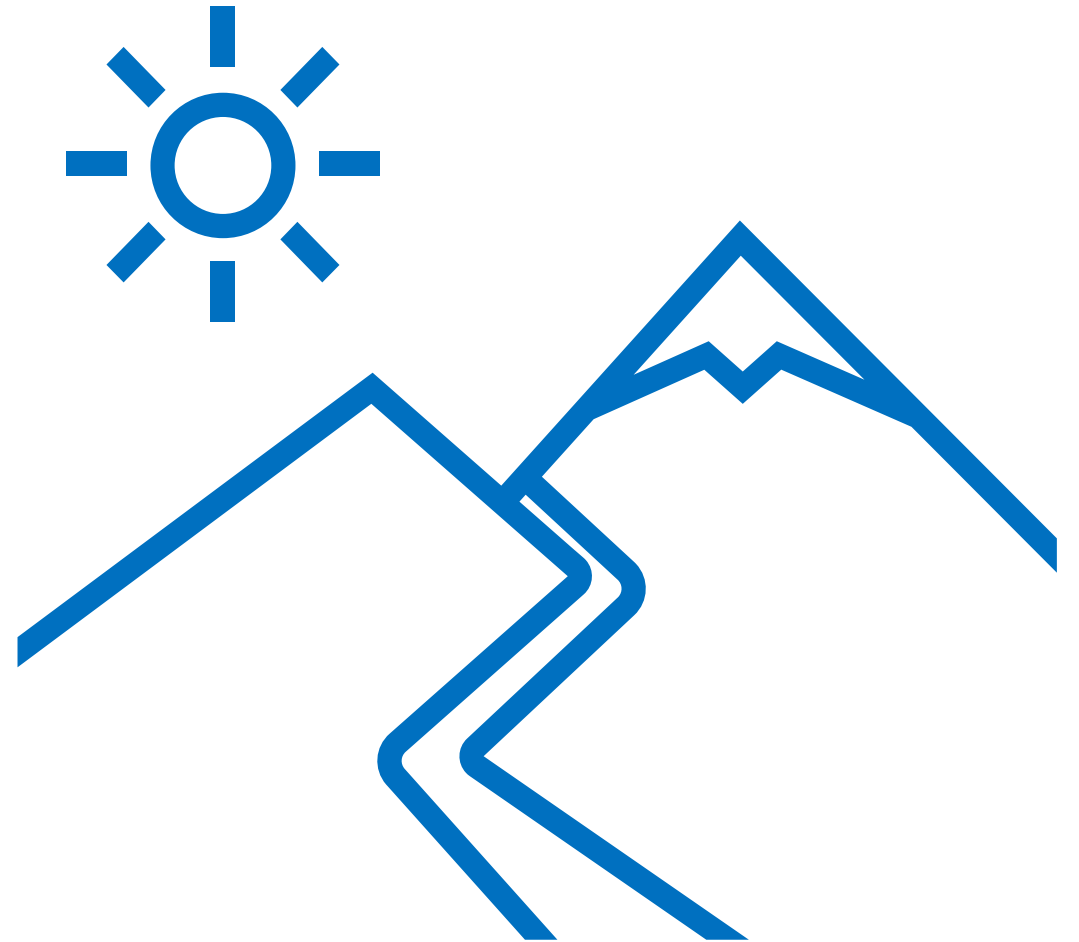
Prepared by GA Creative & Rich Marketing



# Campaign objectives

**Primary:** Build awareness of Washington College Grant and its generous financial eligibility requirements and flexibility

**Secondary:** Drive greater financial aid completions



# Campaign target audience

**Primary:** Income <\$75K, Teenagers & Students, Parents with Teenagers in the Home

**Secondary:** Income <\$75K, Adult Learners/Job Seekers



# Media Channels – English & Spanish



Billboards



Broadcast TV & streaming video



Facebook & Instagram



Digital display & native



Transit



Radio & streaming audio

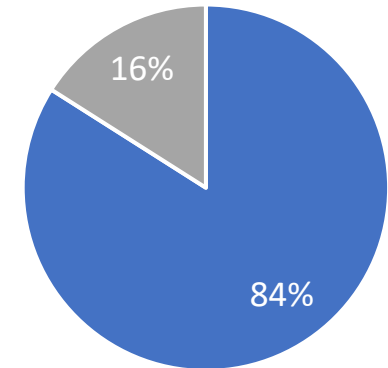


YouTube



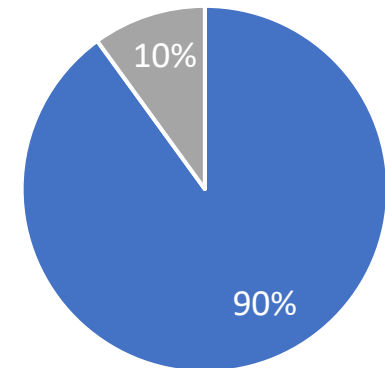
Google search  
*English only*

### Spend



■ English ■ Spanish

### Impressions

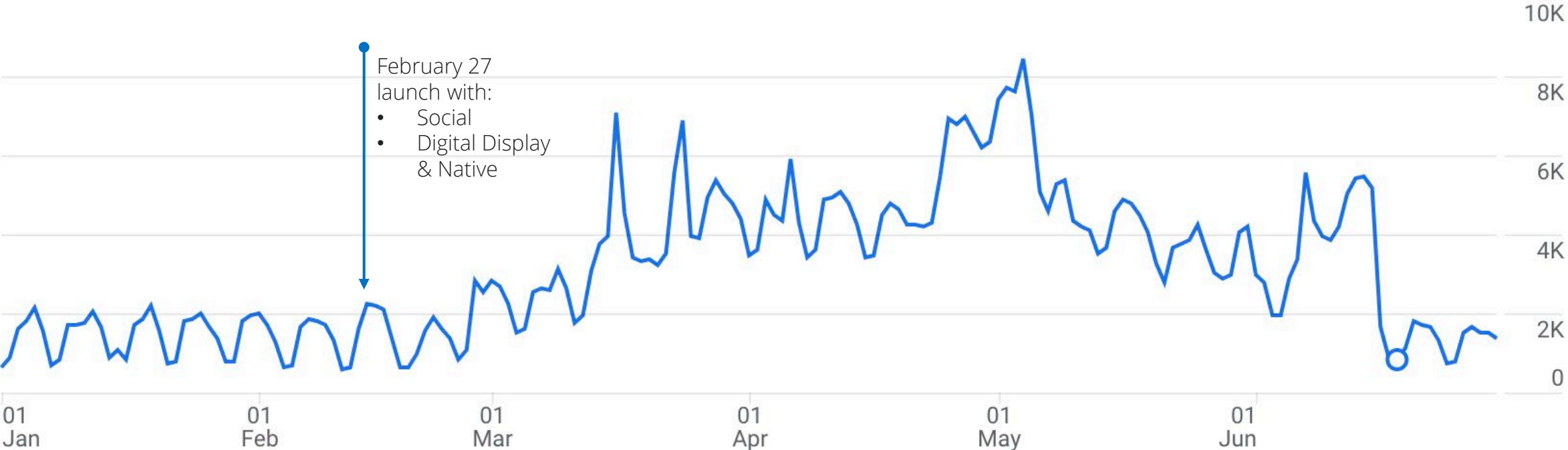


■ English ■ Spanish

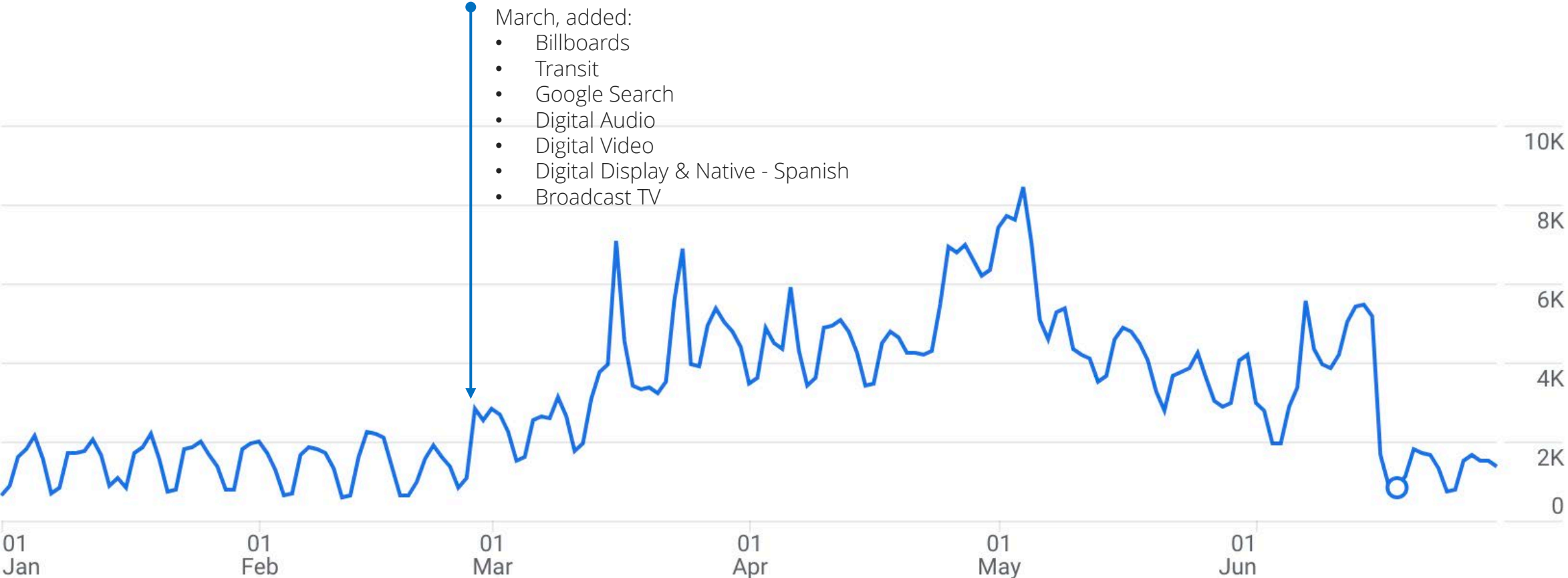
Awareness

Consideration

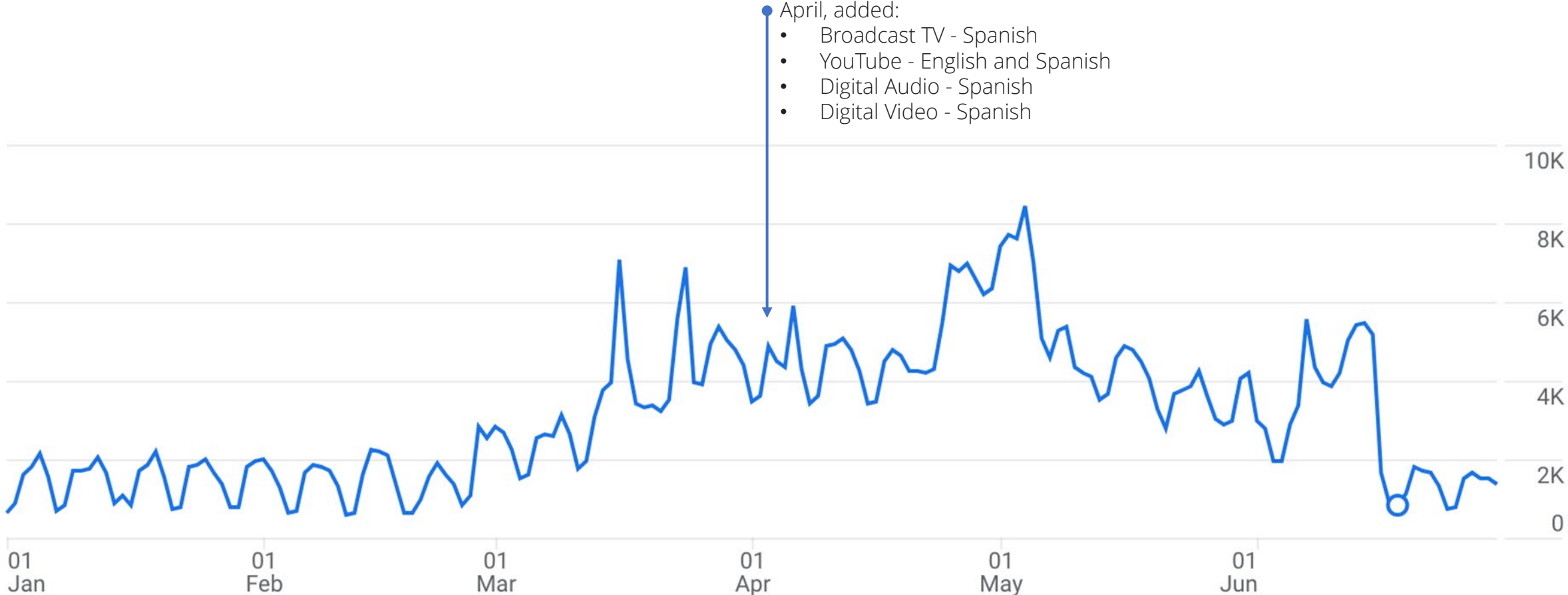
# Website traffic



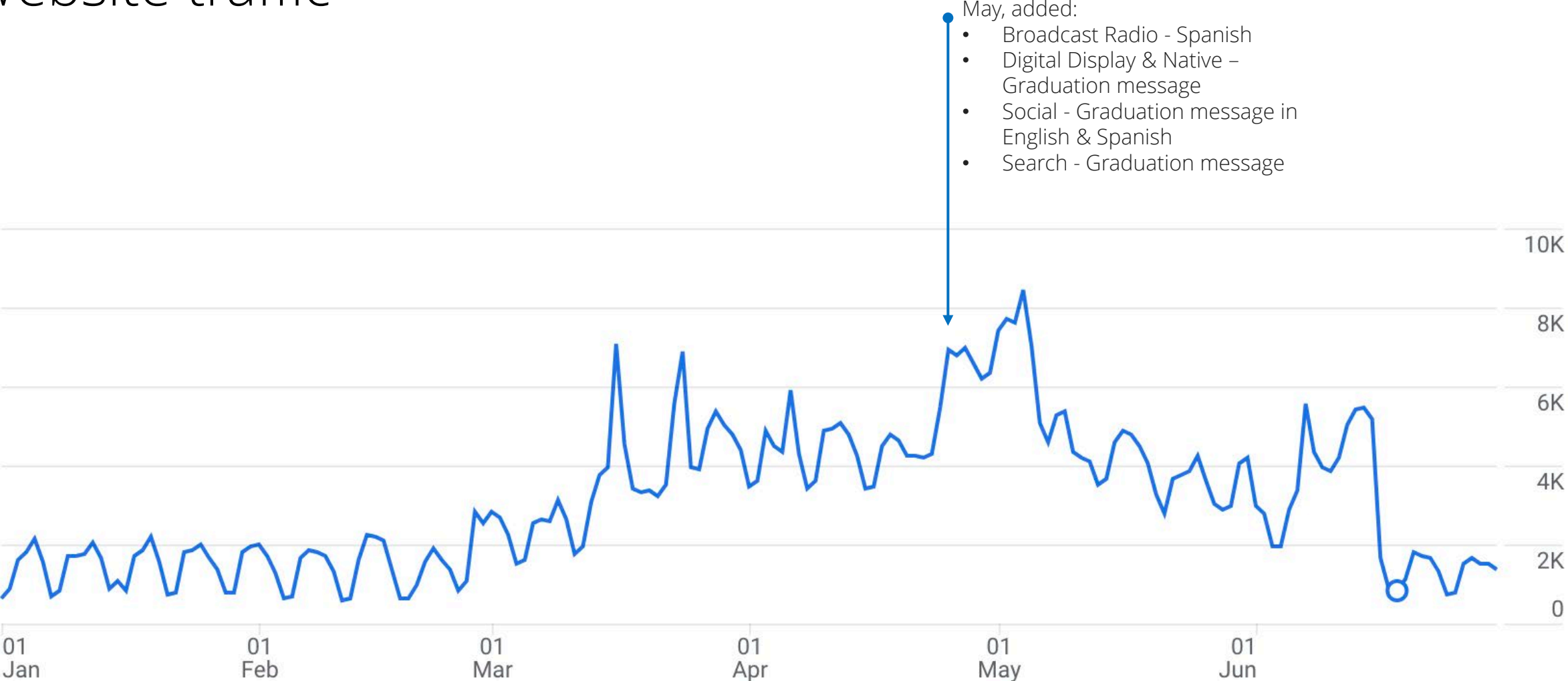
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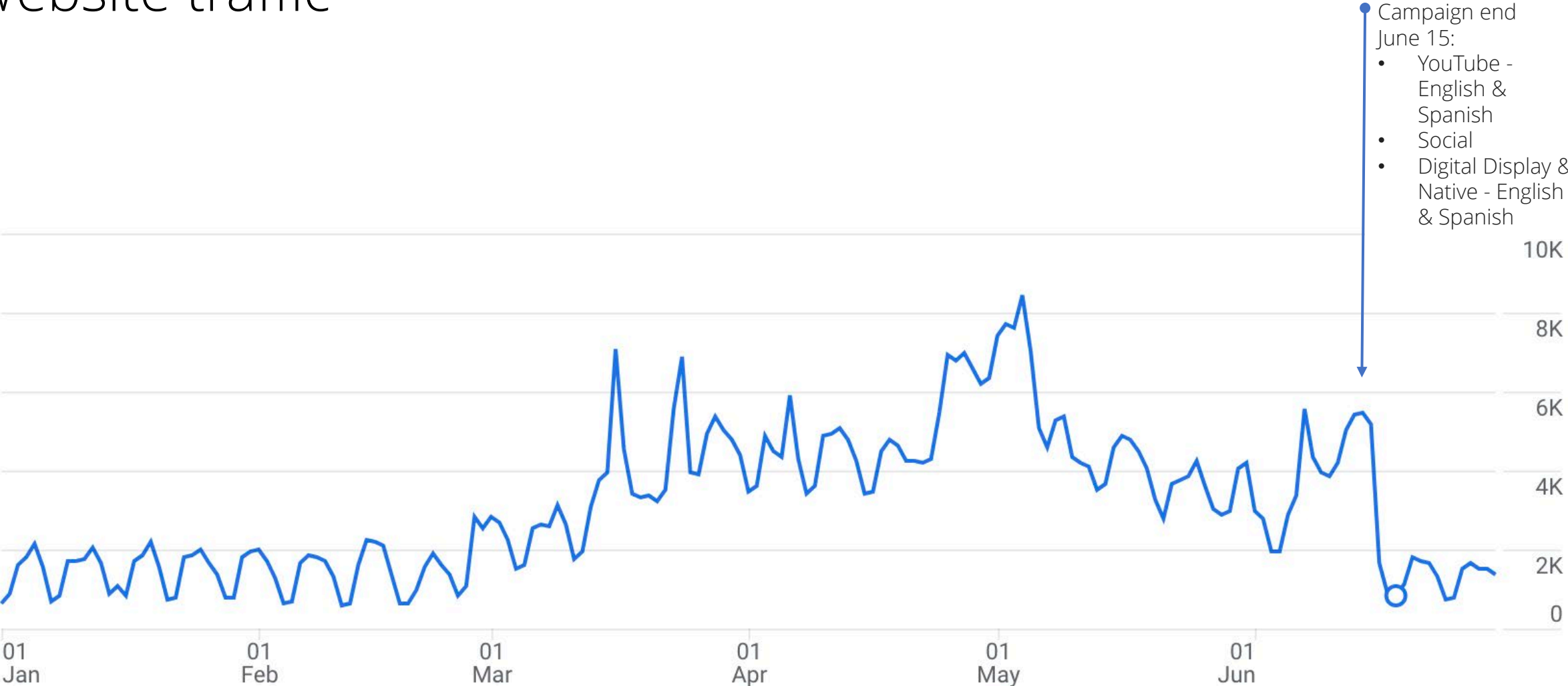


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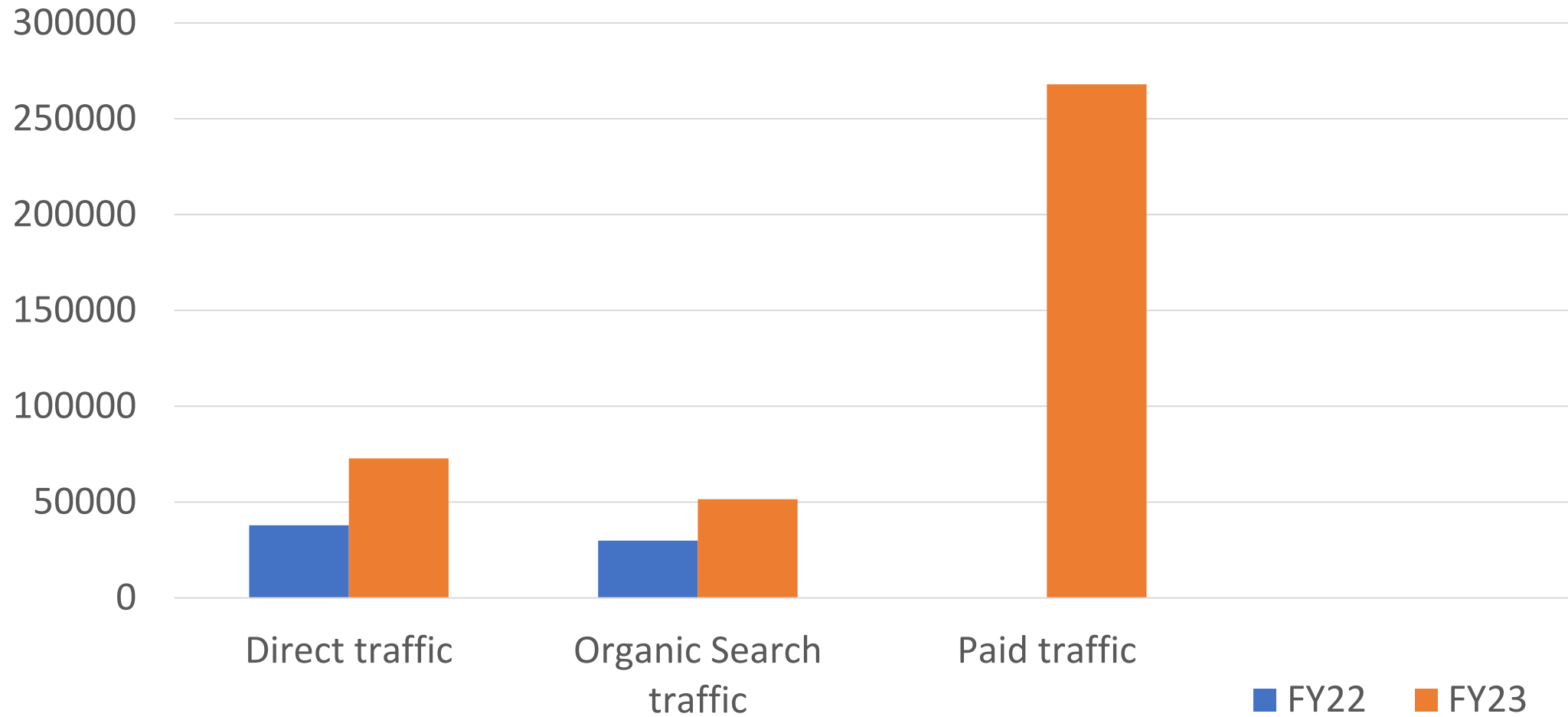




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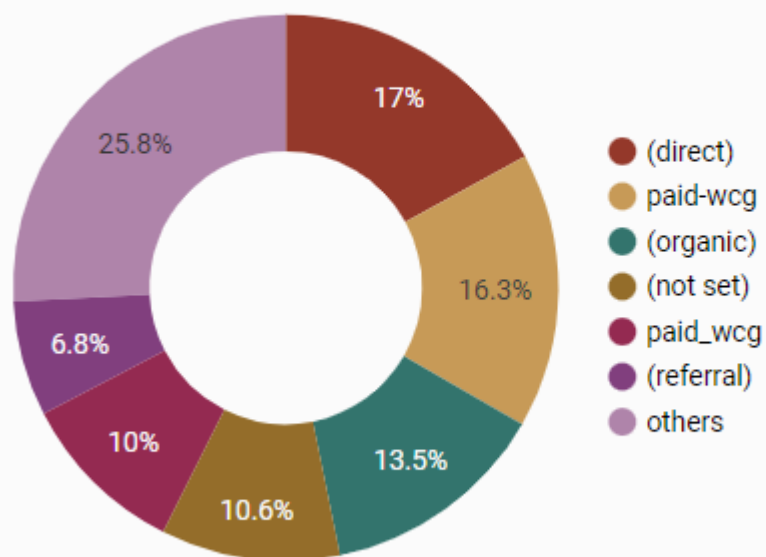


# Year over Year Increase in Website Traffic



# Acquisition traffic: All users

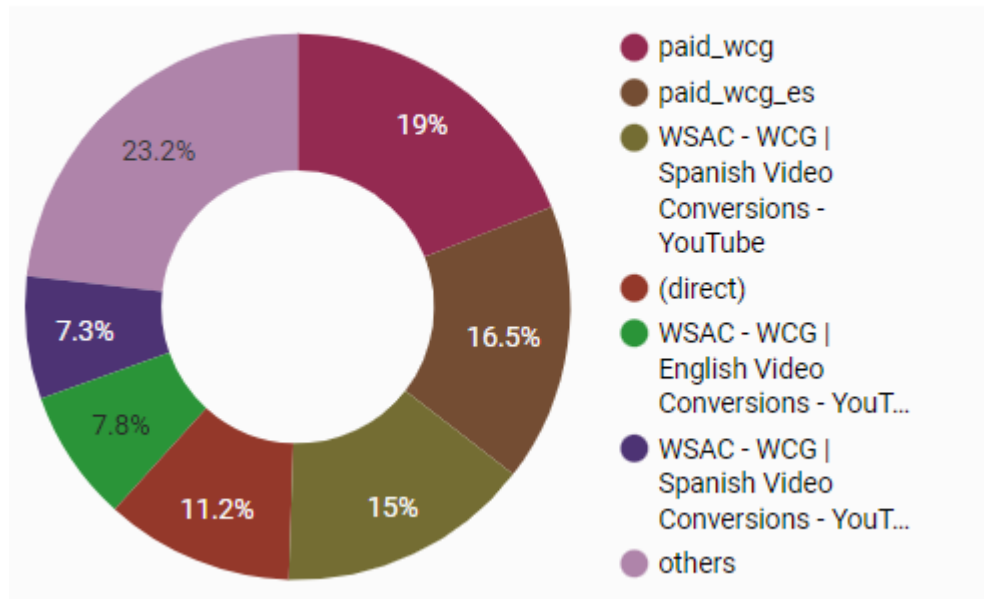
## Acquisition Traffic



Source	Medium	Campaign	Total users
(direct)	(none)	(direct)	72,766
google	organic	(organic)	51,504
google	cpc	(not set)	41,383
basis_dsp	digital_display	paid-wcg	40,116
google	cpc	WSAC - WCG Search Campaign	29,018
google	cpc	WSAC - WCG   English Video Conversions - YouTube	24,106

# Acquisition traffic: Spanish

## Acquisition Traffic



Source	Medium	Campaign	Total users
google	cpc	WSAC - WCG   Spanish Video Conversions - YouTube	3,418
(direct)	(none)	(direct)	2,546
google	cpc	WSAC - WCG   English Video Conversions - YouTube	1,784
social_meta	social_image	paid_wcg_es	1,747
google	cpc	WSAC - WCG   Spanish Video Conversions -	1,652

# Traffic & Engagement

All Languages

Total Users

406,703

↑ 186.9% from previous year



Organic Users

65,752

↑ 61.9% from previous year



New Users

399,030

↑ 194.3% from previous year



Engagement Rate

92.47%

↑ 75.6% from previous year



Spanish Language

Total Users

21,804

↑ 986.4% from previous year



Organic Users

2,250

↑ 607.5% from previous year



New Users

21,184

↑ 978.1% from previous year



Engagement Rate

94.22%

↑ 161.7% from previous year



# Opportunities moving forward

## Planning

- Use media performance metrics as benchmarks moving forward
- Optimize media and tune audiences further: highest-performing/lowest cost, new tactics for testing, zip code and lookalike audiences
- With paid search as highest tracked ad source – keep a consistent budget and layer on Spanish
- Explore creative ways to get message in front of hard-to-reach audiences like Digital Out of Home in grocery stores and gas stations

## Creative

- Refine based on best-performing messages
- Consider: explainer video, student testimonials, event-driven ads

## Website & tracking

- Revisit linked web pages for greater engagement e.g. [wsac.wa.gov/apply](https://wsac.wa.gov/apply)
- Create additional events/conversions, e.g. downloadable checklist
- YOY tracking and refinements to Google Analytics for peak performance