

1. Display

Gmail Ads for the Masters in Digital Marketing

Background

The digital marketing Institute's top tier course is the Masters in Digital Marketing. This is a 2-year course designed for senior marketers. The course fees are €9,500 so it's a significant time and cost investment. This case study outlines how using Gmail Ads to reach senior digital marketers by targeting the newsletters they are subscribed to led to 60% lower CPLs than standard display activity over a 45 day period between April and May 2016.

Business Goal

The goal of the activity is to generate gated brochure downloads from the desired audience, i.e. senior and experienced digital marketers. Customer details are captured in a download form on the website and entered into the CMS where a training advisor follows up with a call to discuss course options based on the customer's career goals.

Audience

To meet entry requirements, the ideal student needs to have a previous business/marketing degree and relevant work experience. This means that they will more than likely be busy on a professional level. Secondly many senior marketers feel that their working knowledge is satisfactory and are uncertain that the cost/time investment of a course will provide sufficient benefits.

As this is a considered purchase, customers tend to research many educational institutions before committing to one education provider.

Channel Choice & Targeting

Gmail Ads – contextual targeting email domains.

Strategy

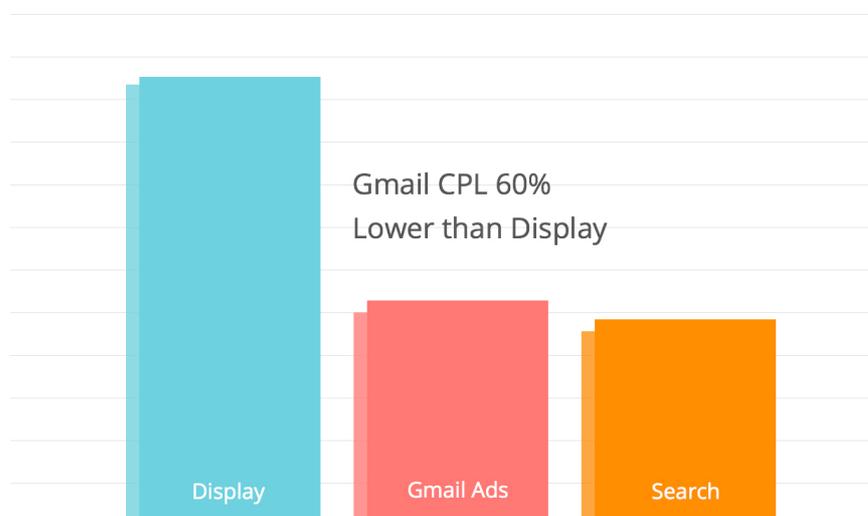
As we are targeting senior digital marketers we chose Gmail ads as a means to advertise the Masters in Digital Marketing Course to people subscribed to newsletters from the top digital publications around the globe. For example, direct response ads which encourage course brochure downloads are shown to subscribers of eConsultancy's newsletter and the Drumm etc.

By targeting people who receive newsletters from specified domain names in the sender's email address, the Digital Marketing Institute were able to reach their desired audience, i.e. people in senior positions who know and value the content delivered by these major digital marketing sites.

Results

CPL for Masters leads from Gmail Ads were 60% lower than standard display activity

CPL for Masters leads from Gmail Ads were on par with search CPL



2. Display

Similar Audience Remarketing

Background

The Digital Marketing Institute provides courses across numerous digital disciplines and at different levels of digital knowledge and skill. Some courses have entry requirements and others don't. Courses also vary in length and cost. This case study outlines how using Similar Audience remarketing lists on the Google Display Network increased conversions by 166% in the UK. We'll also discuss how this activity led to a second-tier effect on UK search activity resulting in an 18% increase in search conversions over a 45 day period between April and May 2016.

Business Goal

The goal is to generate contact requests (for more information) and brochure downloads (which are gated).

Audience

Multiple touchpoints with the customer are generally required before they decide to commit to as this is a considered purchase customers tend to research many educational institutions before committing to one education provider.

To instil a sense of brand trust in the decision making process, it is important to show the breadth of courses available from the Institute as this has a positive effect on decision-making in the research stage of the purchase cycle.

Channel Choice & Targeting

Text Ads on the Google Display Network targeting Similar Audiences to existing remarketing lists.

Strategy

As the courses are considered purchases, multiple touch points and brand familiarity are key components in the customer decision making process. With this in mind, retargeting site visitors is a powerful tactic in driving student numbers.

However, there is an acquisition piece required to reach new audiences to grow the business. As digital marketing courses have a niche audience, The Digital Marketing Institute chose to create campaigns targeting audiences with similar interests and demographic data to existing site visitors and converters.

To achieve this, audience lists were created and segmented into site visitors and converters (i.e. people who have taken action on the site such as filling in a form or downloading a brochure). From this data, similar audience lists are automatically created. These are new audiences who have never been on the Digital Marketing Institute website before but resemble people who have previously visited or taken action on the site.

By targeting people who resemble customers who have downloaded certain course brochures via similar audience lists the Digital Marketing Institute was able to reach new audiences who had never interacted with the brand before and serve them with relevant text ads directing to the page most relevant to them.

Results

166% increase in conversions from the UK

211% increase in traffic from the UK

44% increase in UK search conversion rate

169% increase in UK search conversions

