

Overview of Four Online Advertising Acquisition Methods

Assume that your goal is maximum enrollment at the lowest cost/highest ROI

Alternative A: Directory Listing for \$3,000 Flat Fee

Advantages:

- Easy to budget for a flat fee
- Could end up being a low cost per lead
- Directory visitors are looking for education content
- May provide a graphical branding opportunity
- Low effort -- "Set and forget"

Unknowns / Risks

- Typically no performance guarantees
- Risk Factors: $(\# \text{ Impressions}) \times (CTR) \times (\text{Lead Conversion } \%) \times (\text{Enrollment } \%)$
- How many times was your listing viewed? (you'll probably never know)
- How many times was it clicked on? (Links to your site should be tagged so you can track those visitors)
- How many 'leads' did that traffic generate?
- How many enrollments did those leads generate?

Work/Effort Involved

- Buy or build a tracking system
- Give copy to directory & approve your listings
- Build & test landing pages to capture leads – forms should have validation incorporated
- Convert leads into enrollments

Alternative B: 1,000,000 Banner Ad Impressions for \$3.00 CPM

Advantages:

- Will provide a graphical branding opportunity
- Many publishers available to sell inventory on CPM basis
- Some level of performance guarantee (impressions guaranteed)

Unknowns/Risks:

- Impressions are guaranteed, click-throughs are not
- High impressions = (usually) low targeting
- Risk Factors: $(CTR) \times (\text{Lead Conversion } \%) \times (\text{Enrollment } \%)$
- How targeted are the impressions to your audience? Where will they be shown?
- How many clicks will you get? – have other creative ready to swap/test to optimize for this campaign
- How many leads did the traffic generate?
- How many enrollments did those leads generate?

Work/Effort Involved:

- Buy or build a tracking system
- Design ad copy & creative – several versions are necessary
- Build & test landing pages to capture leads – forms should have validations incorporated
- Monitor and optimize campaign and make changes as needed (daily?)
- Convert leads into enrollments

Alternative C: 1,000 Clicks at \$3.00 CPC

Advantages:

- Only pay when interested parties click on the ads.
- May provide a graphical branding opportunity
- Sometimes tagged to keywords to provide contextual relevance

Unknowns/Risks:

- Risk Factors: (*Lead Conversion %*) x (*Enrollment %*)
- How many leads did the traffic generate?
- How many enrollments did those leads generate?

Work/Effort Involved:

- Buy or build a tracking system
- Design ad copy & creative – several versions required
- Build & test landing pages to capture leads – forms must have validation incorporated
- Monitor and optimize campaign and make changes as needed (daily?)
- Convert leads into enrollments

Alternative D: 100 Leads at \$25.00 CPL

Advantages:

- Only pay when you get an inquiry
- Sometimes less work because of greater simplicity – no landing pages, copy, content updates, forms, etc.
- May provide zero-cost branding opportunity

Unknowns/Risks:

- Risk Factors: (*Enrollment %*)
- How many enrollments did those leads convert into?
- Because lead is not generated on your web property, quality must be monitored

Work/Effort Involved:

- Send program & school info to publisher for setup
- Monitor lead flow & communicate with publisher (monthly?)
- Convert leads into enrollments