

eMarketing Examples

Presenter: C.J. DeSantis, Founder & CEO, eLearners.com

Session 6

Salon 11

9:50 to 11:10

9:55 – 10:25

Effective Marketing of Online Programs

- 1) Which is the best deal for \$2,500?
 - a. 1 directory listing for a year (print or online)
 - b. 1,000,000 banner impressions
 - c. 1,000 paid search clicks
 - d. 100 leads from an online directory

- 2) Which CPL deal would you rather have?
 - a. 1,000 leads for \$10 CPL from directory A
 - b. 400 leads for \$25 CPL from directory B

- 3) If both CPL deals above produced 10 enrollments, which is better and why?
 - a. 1,000 leads for \$10 CPL from directory A
 - b. 400 leads for \$25 CPL from directory B

10:35 – 11:05

Advanced eMarketing – Tracking & Metrics

- 1) At college XYZ you buy 1,000 leads for \$25 each. After six months you have generated 25 new starts. What is the Cost Per Start (CPS)?
Remember, $CPS = (\text{total marketing \& admissions costs}) / (\# \text{ starts})$

1b) After auditing your marketing and admissions processes at college XYZ you determine that it costs \$25 per lead for marketing and admissions costs (administration & payroll, technology, postage, printing) in the average CPL deal. What is the real CPS for example 1) directly above?

1c) Applying that \$25 hidden administrative cost per lead for college XYZ to example 3) from session 1 on top – what are the CPS's for directories A & B, and what is the real answer to that question?

2) At college XYZ you buy 1,000,000 graphical ad impressions for \$25 CPM. The CTR on these ads was 1%, 10% of clicks converted to leads and 2.5% of leads enrolled. What is your CPS for this CPM ad buy and would you prefer this deal or the one from example 1) above?
Remember, CPM = Cost per 1000 impressions

Help & Answers

Web: <http://elearners.com/sloan/>

Email: sloan@elearners.com

Phone: 866-eLearners (353-2763) x10