

# How to plan a successful online & social media campaign for joint programmes

**EM-ACE Final Conference, Rome - 22 May 2015**

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# How to plan a successful online & social media campaign for joint programmes

## Structure

1. How to find a successful promotion mix for joint programmes
2. The case of the EMLE (European Master in Law & Economics)
  - 2.1 Multimedia Campaign
  - 2.2 Online and Social Media Campaigns
    - 1) Permanent advertisement
      - Website
      - Online Search Platforms
    - 2) Flexible advertisement
      - Google AdWords
      - Social Media
        - Facebook
        - LinkedIn
3. Summary

# How to plan a successful online & social media campaign for joint programmes

## 1. How to find a successful promotion mix for joint programmes

### a) Goal of promoting E+ programmes:

- to attract as many eligible and highly qualified applicants as possible with a given budget (maximum principle)

### b) Campaign should be designed for relevant target group(s):

- Programme Countries (most of them „EU“)
- Partner Countries („Non-EU“)
- Field(s) of study (interdisciplinarity?)
- Students looking for funded participation (scholarships)

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## c) Find the perfect mix of campaign components

- Print
- Education/Job fairs
- Mailing campaigns
- Online
- Social media
- Etc.

## d) Development, maintenance, and further advancement

- Find out how applicants did hear about you!
- Find the appropriate campaign mix
- Finetuning of current campaigns
- Find out new and innovative types of marketing
- Abandon dying darlings and give new ideas a try

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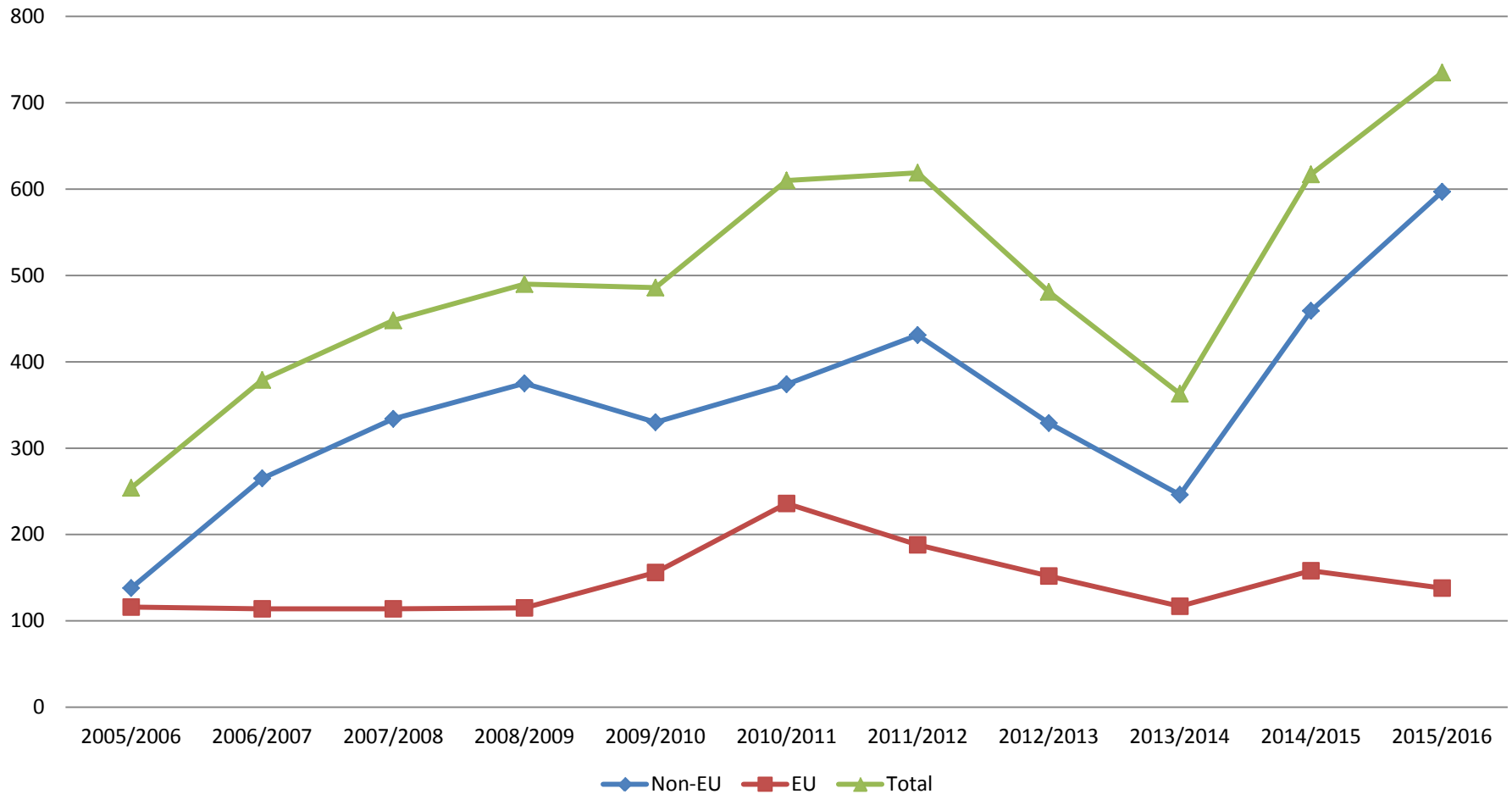
## How applicants get to know the EMLE

2014			EU	Non-EU	2013		
Answer	Count	%	Count	Count	Answer	Count	%
Google	306	21,35	73	233	Friend or Alumni	248	24,46
Friend or Alumni	295	20,59	70	225	EU-Website	162	23,31
EU-Website	185	17,60	33	152	LLM-Guide.com	121	17,41
LLM-Guide.com	145	13,80	45	100	Professor	121	17,41
Professor	137	13,04	39	98	Google Online Advertisement	89	12,81
DAAD Guide	68	6,47	9	59	DAAD Guide	58	8,35
Facebook	63	5,99	4	59	Poster or Brochure	42	6,04
Masterstudies.com	48	4,57	15	33	Masterstudies.com	39	5,61
Poster or Brochure	42	4,00	16	26	Facebook	30	4,32
ELSA /ILSA	22	2,09	6	11	ELSA	17	2,45 free of charge
llmstudy.com	19	1,81	4	15	Der LL.M. / e-fellows.net	9	1,29
Google Search	11	1,05			Google Search	3	0,43
Der LL.M. / e-fellows.net	10	0,95	7	3	Internet	2	0,29
Google Online Advertisement	6	0,57			EMLE website	2	0,29



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## Number of applications



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## 2. The case of the EMLE

### 2.1 Multimedia Campaign: DAAD (German Academic Exchange Service)

- One might think that a German funding organization addresses only students in German speaking countries **BUT**
- DAAD advertisement clearly focusses on international students interested to study in Germany
- Multimedia-based: print and online
  - Website (more than 46,000 page impressions per day)
  - Brochures
  - CD-ROM: in 2014 approx. 100,000 brochures and CD Roms were distributed in over 100 countries

#### Summary:

- Efficient and attractive tool with an excellent cost-benefit relation
- Takes over functions the EMLE could not manage itself (personal advice at international education fairs, costly international print advertisements)

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## 2.2 Online and Social Media Campaigns

### 1) Permanent advertisement

- Website: [www.emle.org](http://www.emle.org)

The screenshot shows the 'Programme Structure' page on the EMLE website. The page is divided into several sections:

- Navigation:** A list of links including Home, EMLE, Programme Structure, The Universities, The Courses, The Midterm Meeting, The Master Thesis, Degrees awarded, Ph.D., Opportunities, Accreditation, Downloads, Application, Scholarships, Students, Student Experience, News, Contact, Webmail, and Privacy Policy.
- Programme Structure:** A detailed description of the programme, stating it covers one academic year for 60 ECTS points, combining economic analysis with law. It mentions the functional approach of economic analysis of law and the unique interdisciplinary character of the EMLE Programme.
- Student Voices:** A section featuring a photo of a student and a quote: "The EMLE year was an unforgettable experience. Academically, it expanded my understanding of law and economics by offering a unique approach to a broad range of legal issues using economic reasoning and public policy analysis. Personally, the privilege of earning a master's degree in different countries with a diverse group of students provided an interesting cultural opportunity to widen our horizons about the world." The student is identified as Lucas Ataydes Leite Seabra (Brazilian).
- Academic Calendars:** A link to download academic calendars.
- Exchange opportunities:** A section mentioning that students who perform well in the first term can spend the third term at the University of California at Berkeley.
- Internal Organisation:** A section providing details about the internal organization of the programme, including coordination, duties of consortium universities, and academic goals.

The screenshot shows the EMLE website with a navigation menu and a main content area. The navigation menu includes Home, Why EMLE?, Applicants, Students, Alumni, Employers, and Contact. The main content area features a large image of a modern building and a section titled 'Programme Structure' with a detailed description of the programme. The page also includes a 'News@EMLE' section with recent updates and a 'Students Voices' section with a photo of a student. At the bottom, there are logos for the European University Association (EUA), NVAO, and Erasmus+.



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## Prospective students (target group): Generation „M“ (Mobile)

- Short attention span
- Emphasis on bite sized information
- Informal language
- Preponderance of visual information over written word

## Creation of a new website

- New texts (keep it short and simple; students hate to „scroll“)
- Infos should be found fast with only a few clicks
- Logical structure of the website (number and names of menu items, drop-down menu)
- Less redundancies
- More visual information/elements
- Website runs also on mobile devices

# How to plan a successful online & social media campaign for joint programmes

## Online search platforms

Provide a comprehensive and up-to-date **directory of Bachelor-, Master-, or Ph.D. programmes worldwide** and help students to easily find their website of interest.

You create a **profile** to describe your university, department, and study programmes, as well as the school's location and student life on campus. This gives users a good overall impression of the programme. You can create a banner which provides a representation of your programme and **boosts visitor traffic to programme listings and webpage.**

### Fee-based:

- LL.M. Guide.com (more than 1500 profile views per month for EMLE)
- Masterstudies.com
- Postgradsolutions.com

### Free of charge:

- ILSA/ELSA (Law students associations: Graduates and Alumni)

## 2) Flexible Advertisement

- **Google AdWords:** Advertisement via Google/Google search engine

### Goal:

- Users/Target group uses Google Search Engine searching for study programmes („keywords“)
- Your programme's advertisement (promoted by Google AdWords) appears on the Google's first result page („impression“)
- Users click on your advertisement („click through“)
- Users apply for your programme („conversion“; from a searcher to a student)

# How to plan a successful online & social media campaign for joint programmes

## Google search result page

Including results for *llm programs*  
Search only for *llm programmes*

### LLM Program From USC - usc.edu

[onlinellm.usc.edu/](http://onlinellm.usc.edu/)

Earn Your U.S. LLM or Business Law Certificate Online. ABA Accredited  
ABA Accredited · Top Ranked by U.S. News · WASC Accredited

### LLM Degree Program Online - ed.ac.uk

[www.law.ed.ac.uk/distancelearning](http://www.law.ed.ac.uk/distancelearning)

Internationally recognised LLM degrees by online distance learning  
Postgraduate: Edinburgh Law School

### LLM GUIDE - Master of Laws (LL.M.) Programs in Germany

[www.llm-guide.com/germany](http://www.llm-guide.com/germany)

"The ILF offers one of the few programs in Europe with a truly international, rather than national or EU focus, for study of law and finance. All teaching is in ...  
ILF Institute for Law and ... - Freie Universität (FU) Berlin - Ludwig-Maximilians ...

### Online LL.M. In U.S. Law

[onlinelaw.wustl.edu/LLM](http://onlinelaw.wustl.edu/LLM)

Washington University Law:  
Earn an LL.M. in U.S. Law online.

### LLM Programs

[www.bu.edu/law](http://www.bu.edu/law)

3.6 ★★★★★ rating for bu.edu

Enhance Your Career in Law  
Earn Your LL.M. From BU - Apply Now

### LLM online programs

[www.college.ch/Get-More-Information](http://www.college.ch/Get-More-Information)

International Business Law.  
Online LLM in 1 Year. Get More Info

### LLM Programs Worldwide

[www.llm-guide.com/](http://www.llm-guide.com/)

Find Your Master of Laws Degree.  
Use Our Global LLM Program-Database



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# How to plan a successful online & social media campaign for joint programmes

## Select your keywords:

- Start with a tiny handful of important ones; use „keyword tool“ if you have problems finding proper keywords or want to generate more ideas

## Write your ad:

- Headline: up to 25 characters of text
- 2nd line: up to 35 characters: describe a benefit or use Display URL/landing page
- 3rd line: up to 35 characters: describe a special feature or offer
- 4th line: describe a special feature or offer or your Display URL/landing page

# How to plan a successful online & social media campaign for joint programmes

## Example: EMLE AdWords campaign:

All online campaigns > EMLE - Content >

This month: May 1, 2015 - May 3, 2015 ▾

Ad group: Allgemein

LLM in Law & Economics

[www.emle.org](http://www.emle.org)

LLM Degree at up to 3 top European Universities. Apply now!

Enabled

Ad group bids (Max. CPC) [Edit](#) ?

Default bid €0.40 ?

Active bid adjustments: Device

Settings

Ads

Ad extensions

Dimensions

Display Network

All but removed ads ▾

Segment ▾

Filter ▾

Columns ▾

↶

↓

Search

[View Change History](#)

+ AD ▾

Edit ▾

Automate ▾

More actions... ▾

Labels ▾

<input type="checkbox"/>	<input checked="" type="radio"/>	Ad	Status ?	Labels ?	% Served ?	Campaign type ?	Campaign subtype	Clicks ? ↓	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?
<input type="checkbox"/>	<input checked="" type="radio"/>	LLM in Law & Economics LLM Degree at up to 3 top European Universities. Apply now! <a href="http://www.emle.org">www.emle.org</a>	Campaign paused	--	--	Display Network only	All features	0	0	0.00%	€0.00	€0.00	0.0



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# How to plan a successful online & social media campaign for joint programmes

## Important factors of a Google AdWords campaign

- Create a “Killer” Keyword List!
- Create a perfect Ad
- Define advertising period
- Plan investment: overall budget and budget per sub-periods (weeks, days, etc.)
- Check for results
- Adjust budget and period if necessary (daily check during the application period)

**Wrong choice of keywords, inappropriate ad and advertising period can be very costly and eats up money easily!**

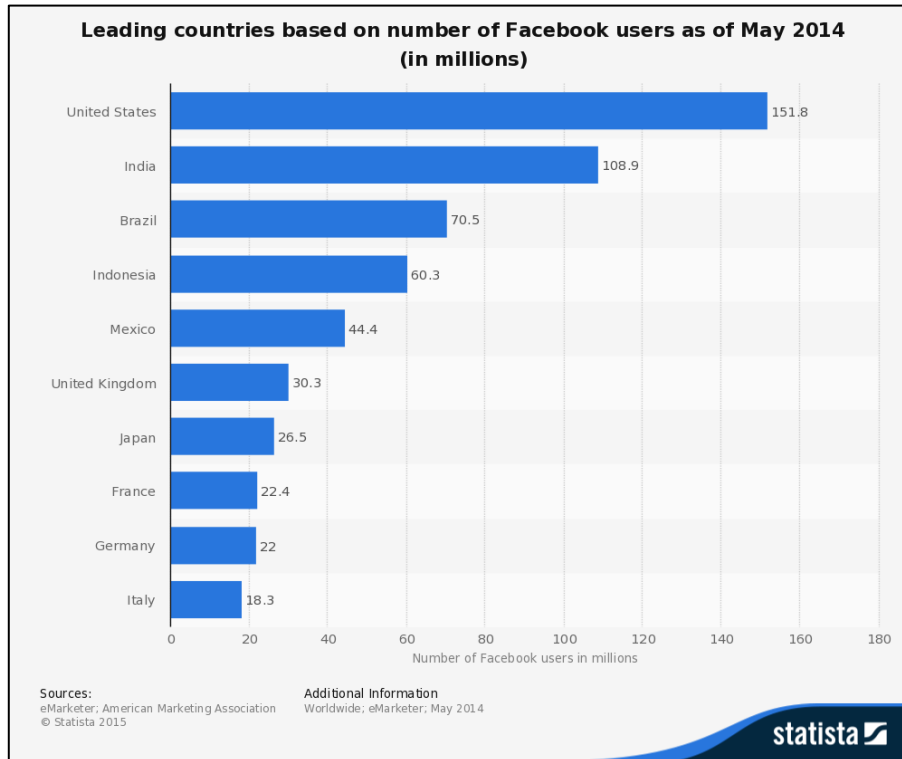
Tutorial on: <https://www.google.com/intl/en/adwords/>

# How to plan a successful online & social media campaign for joint programmes

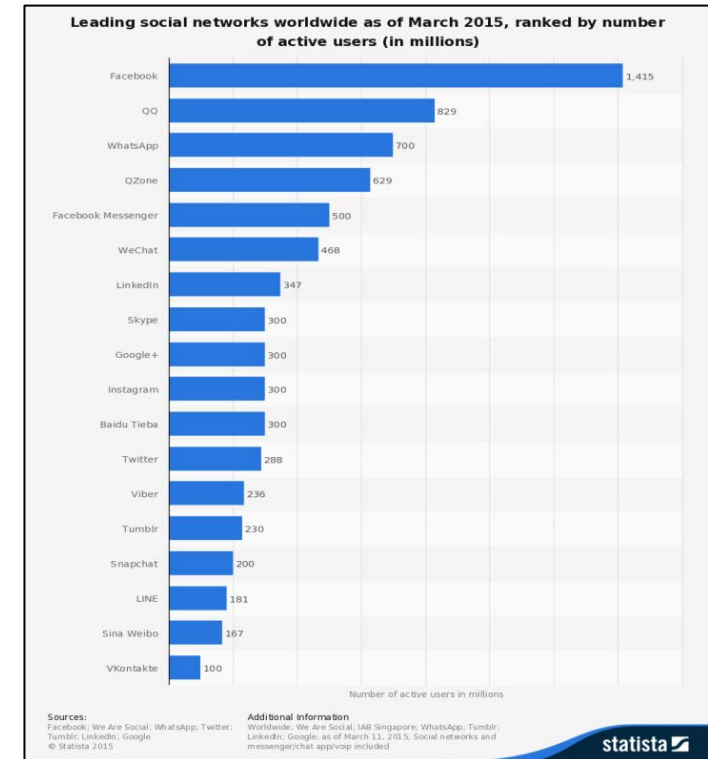
## Social Media

- Facebook: Still one of the most popular social networks worldwide

### Distribution worldwide



### Number of Daily Users: 936 million





# How to plan a successful online & social media campaign for joint programmes

## EMLE Facebook page

- A reaction to the changing ways of communication and advertising. Most of our target group (graduates) use social media for interaction nowadays.
- We would like the EMLE page to be close to a permanent newsletter which provides news, deadlines and interesting events (conferences, call for papers etc.).
- Aim: to get and stay in contact with prospective applicants, current and former students of the EMLE as well as people interested in Law & Economics all over the world.

## EMLE Facebook advertisement

- Placing advertisements on the EMLE Facebook page (several times during the application period) turns out to be very effective and cost-saving.

# How to plan a successful online & social media campaign for joint programmes

## Facebook Page

- Profile Pic
- Cover Pic
- Link to Website
- Contact info
- Description of your programme
- Messages
- Links, photos or videos (engaging content)
- Special events or deadlines

Think of recognition!

The screenshot displays the Facebook page for the European Master in Law and Economics (EMLE) program. The page header includes the program name and navigation options like 'Timeline', 'About', 'Photos', 'Likes', and 'More'. The main content area shows a post from 'European Master in Law and Economics - EMLE' with a photo of a tower and the text 'You can sleep here.' Below this is another post from 'Cassou' with the text 'Art, Law and humor: Cassou's judicial series from a courthouse to a...' and a post from 'Renato Amodeo' with the text 'Have you found that on Belgium? Shania for Belgium, they say - and...'. The right sidebar shows page statistics: 7,316 likes, 239 post reach, and 238 post reach. The bottom right corner features a large graphic of an envelope with a green checkmark and the word 'Accepted!' written on it.



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# How to plan a successful online & social media campaign for joint programmes

## Facebook advertising/campaign

- Create Facebook Page
- Create advertisement based on your goals (attract applicants)
- Choose the audience that should see your advertisement
  - Location
  - Demographics (age, gender and more)
  - Interests (field of study, degrees, programmes)
  - Connections (users who like your page + friends OR defined target group)
- Choose a short, clear and convincing text
- Choose a photo (consider copyrights!)
- Choose start and end date
- Choose budget
- Start advertisement
- Check performance daily (Advertisement Manager)
- Make changes if necessary or wanted
- Tutorial and more information on: <https://www.facebook.com/business/learn/>



# How to plan a successful online & social media campaign for joint programmes

## Facebook advertisement/Ads Manager

The screenshot displays the Facebook Ads Manager interface for a campaign titled "Beitrag: „One Year, Three Degrees, Excellent Education L...“". The campaign is in a "Completed" status with a budget of €0.00 and a total spend of €104.00. The campaign ran from January 2, 2015, to January 11, 2015.

Key performance indicators (KPIs) shown are:

- Post Engagements: 14,600
- Reach: 82,050
- Frequency: 1.24
- Total Spend: €104.00
- Avg. Cost Per Post Engagement: €0.01

A line graph illustrates the "Page Post Engagement" over time, showing a peak around January 10th.

The ad creative features the text: "European Master in Law and Economics - EMLE", "One Year, Three Degrees, Excellent Education", and "Deadline Jan. 15th - Apply Now!". Below the text is an image of three students looking at a laptop.

The performance metrics for the ad are:

- Status: Not Delivering
- Reach: 82,050
- Frequency: 1.24
- Clicks: 16,242
- Click-Through Rate: 15.96%
- Spent Today: €0.00
- Total Spent: €104.00
- Max. Bid: Auto
- Avg. Price: €1.02

The interface also includes a "Creative" section with "Ad Preview" and "Create Similar Ad" buttons, and a "Performance" section with a list of actions: 14,903 Total Actions, 14,993 Post Likes, 421 Page Photo Views, 303 Page Likes, and 86 Other Actions.



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## Facebook Alumni Page

- Closed group
- Keep traffic up!
  - Each update/post appears in the newsfeed of the group members
  - Traffic keeps up interaction/contact/community feeling
  - Prevents problems with copyrights (photos, etc.)
- Post all news about applications (changes, start of application phase, deadlines, and problems)!
- All that increases the likelihood that Alumni recommend applying for the EMLE to friends



# How to plan a successful online & social media campaign for joint programmes

## LinkedIn

- LinkedIn is a social media platform mostly used by post-graduates. We aim to stay in contact with the EMLE Alumni and make it easier to track their professional career.
- The basic functionality of LinkedIn allows users (workers and employers) to create profiles and "connections" to each other which may represent real-world professional relationships. Main goals:
  - Find jobs (seekers)
  - List jobs (employers)
  - More adequate for alumni than student applicants
- Both private and public groups



## 3) Summary: Development and maintenance of digital campaigns

- Find out how applicants got to know your programme (application form)
  
- Find suitable mix of campaigns for your special target group(s)
  - Check your current mix for relevance
  - Look for competitors and what digital tools they use
  - Adjust your mix accordingly
  - Digital marketing is a little like a „trial and error“ task

# How to plan a successful online & social media campaign for joint programmes

## ▪ Maintenance and further advancement

- Take care of your flexible advertisements during the application period (finetuning: invest more/less depending on responsiveness, effectiveness, and (sub)target group; adjust promotion time). Daily check if necessary!
- Check your permanent advertisement once a year (after evaluating the feedback in your applications)
- Take care of your Alumni
- Find out new and innovative types of marketing



# Thank you for your attention!

