



## Digital Advertising

Kapi'olani Community College launched a pilot digital advertising campaign from July 9 through August 21, 2014. The digital campaign included; Google Adwords, Facebook, and Hawai'i News Now (HNN) Digital Ads. To track the effectiveness of the pilot campaign, marketing landing pages were created; GoKapiolani.com, and three targeted sub-landing pages were added that were directed from the HNN ads:

- <http://gokapiolani.com/future.php>
- <http://gokapiolani.com/business.php>
- <http://gokapiolani.com/hawaiian.php>

Users had a choice to either fill out a brief request information form to collect prospective students' information and their program of interest OR if users were current students they could click that and were directed to a Quick Links page on the Kapi'olani CC website. That single page contained all of the links a student needed to find class availability, to apply on-line, register on-line, and find financial aid and other services.

**FACEBOOK:** We ran six different ads that highlighted various programs through imagery and/or copy. Ads were served to Facebook users ages 17-50 who are located in Hawai'i. The total potential audience for the ads was 640,000 Facebook users.

- Facebook was the most successful digital vehicle, 4,550 clicks
- Health Sciences Degree accounted for 45% of all conversions from Facebook
- The greatest number of clicks were on Health Sciences, STEM, Raising the Standard, & Pursue What Interests You

**GOOGLE ADWORDS:** Google Adwords serves ads based on groupings of targeted keywords. Users were directed to the GoKapiolani.com marketing landing page and chose the same protocol as previously mentioned. The Google Adwords campaign was very successful with Kapi'olani CC ads being served over 41,000 times, 1,016 clicks. The most effective ads were those ads that used Kapi'olani or KCC in the keywords. Those ads resulted in 66 conversions and had lower cost per action than any other ad groups.

**Hawai'i News Now:** This campaign started late but delivered high visibility for Kapi'olani CC

Unit	Dates	Guaranteed	Delivered	Clicks	Click Rate
Website ROS	8/1-8/22	85,500	105,001	97	0.09%
Mobile ROS	8/1-8/22	85,500	105,003	594	0.57%
Pencil Pushdown	8/6	25% share of voice	208,147	207	0.10%