

UNIVERSITY OF HOUSTON

Studio Brand used research and strategy methods to optimize our campaigns with University of Houston and worked to improve our measurements for success.

GOALS

- Optimize campaign elements such as copy and targeting through data-driven marketing tools.

APPROACH

- Establish key performance indicators and metrics that will be used to measure the performance of the campaign.
- Identify ads that yield the highest engagement rates and use this data to optimize, the campaign.
- Consistently optimize campaign through measurement and analysis of key metrics.

RESULTS

- Content focused on UH's culture, achievements, faculty, resources, and metropolitan locale.
- Successfully equated UH to its main competitors and touted its standout programs and unconventional flexibility.
- Portrayed UH as a source of innovation, education, talent, youth, and optimism that serves and reflects its namesake city.
- Nearly 9,000,000 impressions created using search engine marketing tactics allowing Studio Brand and UH to reach online users across ten different countries.
- Achieved first position search status on various outlets like Google and Bing through the entirety of the campaign.
- Generated over 14,500 user sessions across multiple devices such as PC, smartphones, and tablets.
- Accumulated over 26,000 clicks from various paid advertisements and featured positions on all search engines.

THE CURRENT SITUATION

In the 1990s, UH was the state's third fastest-growing university and concentrated on becoming a leading metropolitan university, appealing to both traditional and non-traditional students as well as business professionals with the desire to continue their education. Today, UH is a major public research and teaching institution, serving more than 39,800 students annually with nearly 300 undergraduate and graduate programs. Even with this rapid growth and expansion, the university still felt that more brand awareness was critical. Studio Brand executed marketing research for the University of Houston with the objective of increasing website traffic and improving the quality of user sessions in hopes of generating stronger awareness.

INDUSTRY: INSTITUTION

YEAR: 2018

SERVICE SCOPE: RESEARCH & STRATEGY

PROJECT TEAM:

BRAND DEVELOPMENT · CONTENT MARKETING · SOCIAL MEDIA MARKETING · WEB DEVELOPMENT · INTERACTIVE MARKETING

We conducted research in order to determine what content that is prevalent among the target audience and what is most cost-effective. Over the course of the campaign, we regularly measured key metrics and analyzed user behavior in order to optimize-ad content and the overall strategy.

THE SOLUTION:

Studio Brand conducted research that was used to design an engaging and effective campaign for UH through various focus groups, industry reports, and digital media metrics. Data gathered and analyzed included keyword research, audience segmentation, competitor analysis, and industry analysis. By using research tools, we were able to find related keywords that deliver the highest qualified search traffic to the University of Houston landing pages. Studio Brand also proposed implementing user experience testing to further learn about the target audience and tailor the campaign to resonate with users.

PROJECT GOALS AND OBJECTIVES

Analysis of the market atmosphere and trends, target demographics and psychographics, target audience profiles, and market opportunity helped determine marketing objectives to position UH to its most critical constituencies favorably. Studio Brand utilized our research conclusions to produce campaign materials, including ad-copy and creative design. Studio Brand employed A/B testing by generating various permutations of the same advertisement with different variables. This allowed us to test ads against each other to determine which ads resonate most with the user. Studio Brand regularly conducted ad-copy optimization since the audience and industry trends are ever-changing.

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The constant evaluation of our campaigns gave us great peace-of-mind that our marketing execution was as efficient as possible.

— Megan Miller, Designer at Studio Brand

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MEASURE OF SUCCESS

Studio Brand monitored campaign performance and optimized our campaign content using the methods discussed above. Throughout the campaign, Studio Brand would continually evaluate items such as:

- Search ad copywriting
- Display ad design
- Ad copy A/B testing
- Ad copy optimization

By applying basic metrics to these various methods, we were better able to plan and attribute our research findings in a way that is optimal for our target market. Studio Brand met with the University of Houston monthly to provide performance reports, discuss campaign analytics, and present proposed adjustments.



Which, if any, part of these ads would you MOST want to click on?

Note: Heat map is divided into three quadrants and the images used are the larger images of an ad set.

