



Capabilities Overview for IACT

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Thank You!

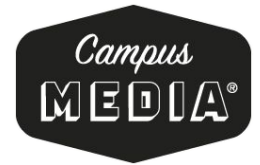
Focused on Engaging Students



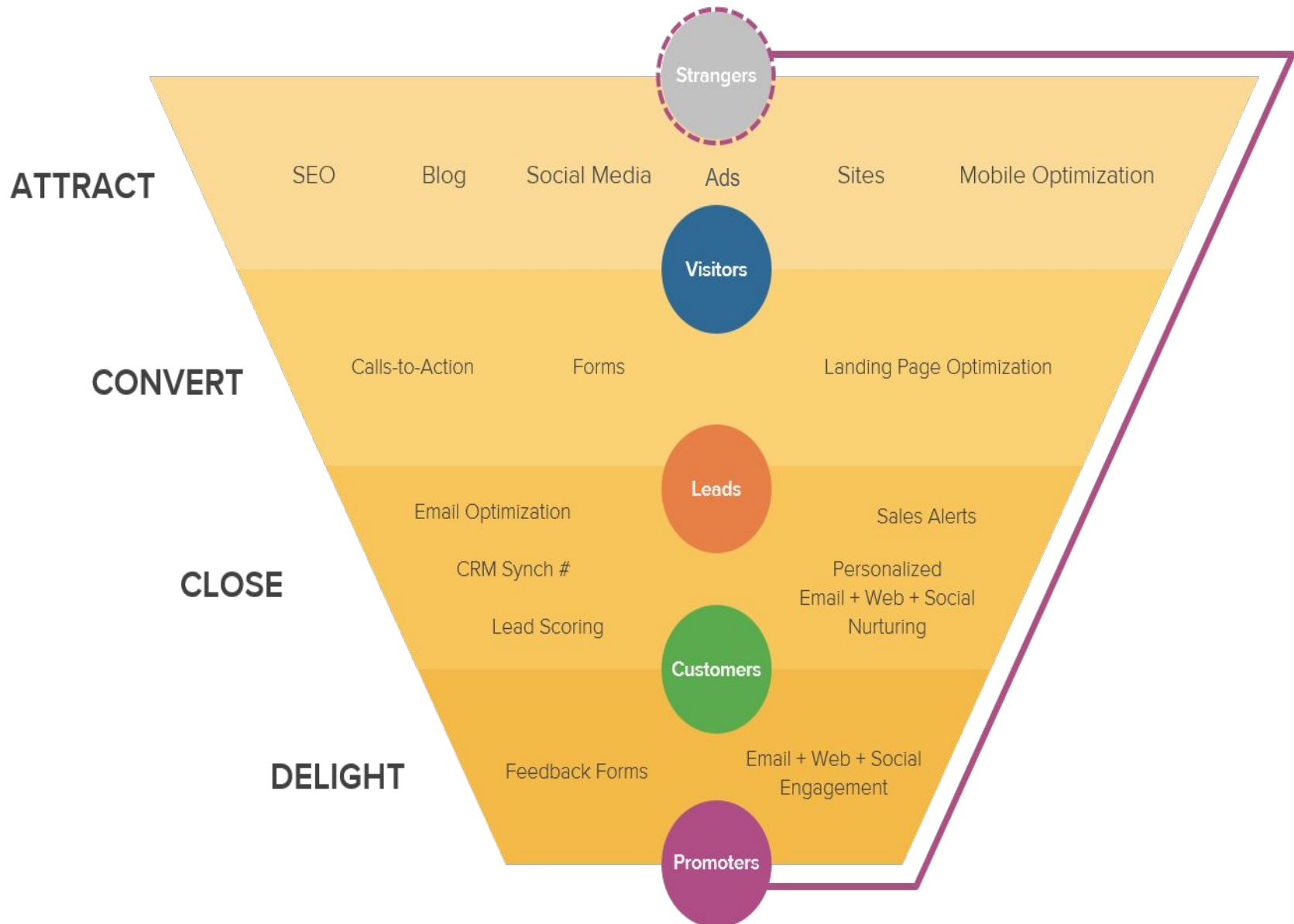
- Founded in 2002, we use our collective experience to help brands reach and engage college students
- Strategy and execution with a “100% Say/Do” ratio
- Traditional, Non-traditional, Digital, Inbound Marketing



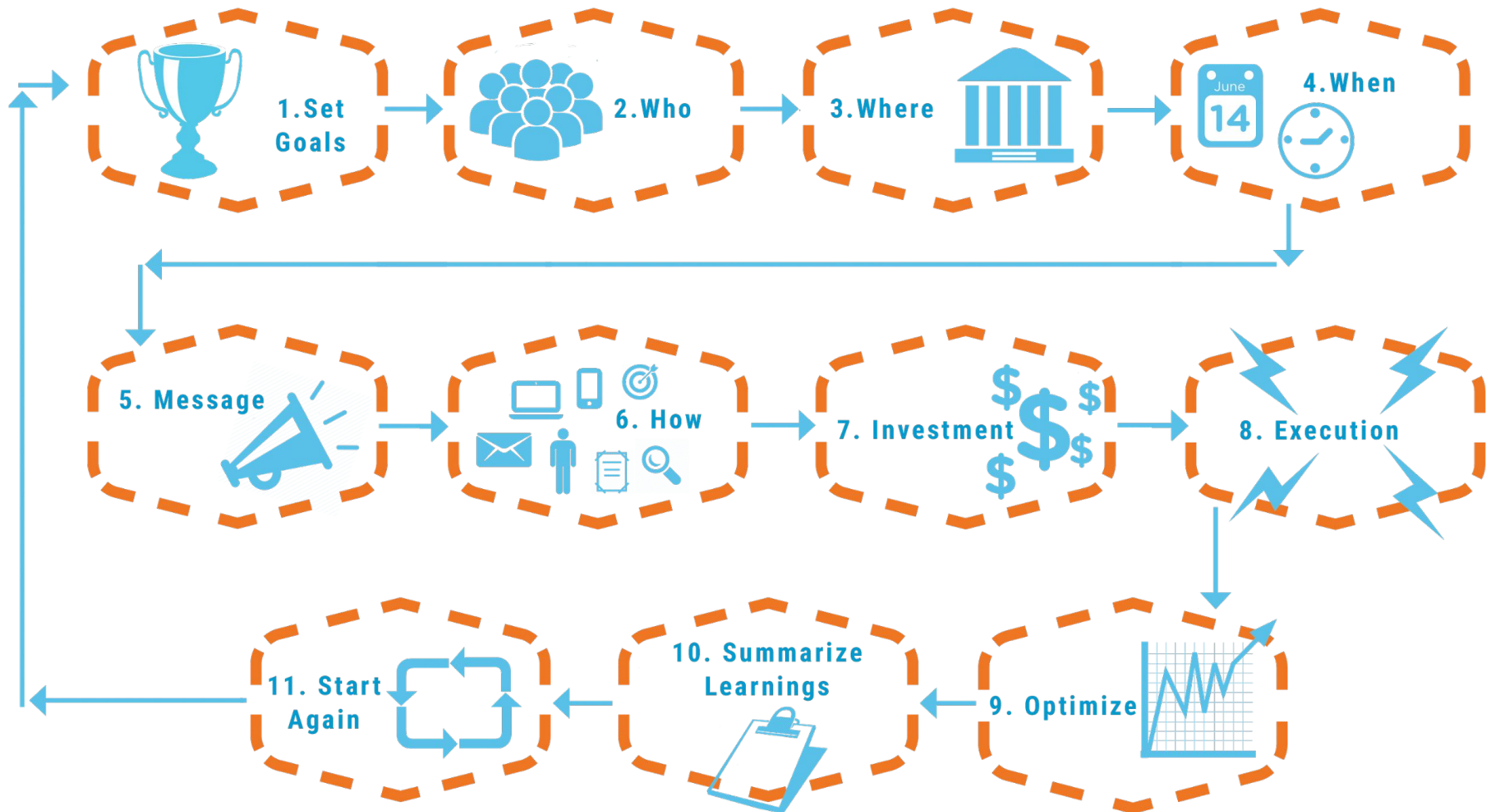
Recruiting/Branding Clients



Engagement Funnel



Our Process



Audience & Reach

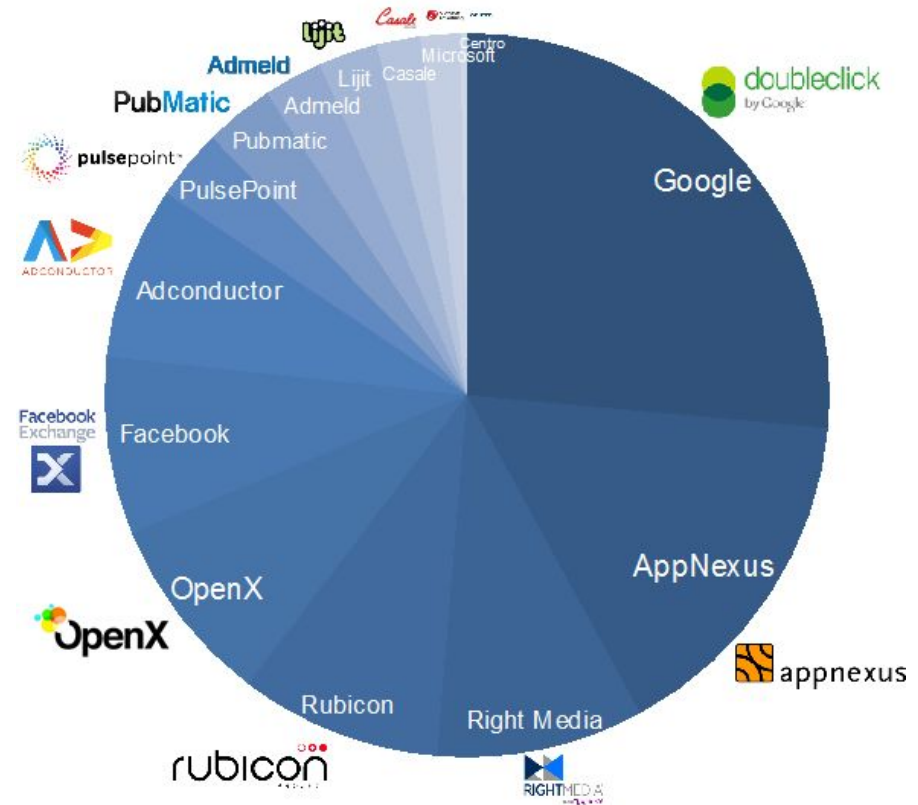


Access to top networks like AppNexus, Rubicon, Google, OpenX, and more

- Reach 98% of users online in the U.S.
- Thousands of top sites including CNN, ESPN, and more
- Reach users on Facebook and YouTube

Identify and target users most likely to buy your product or service based on premium data intelligence

- Efficiently reach your target audience wherever they are
- Higher quality impressions, reduced waste

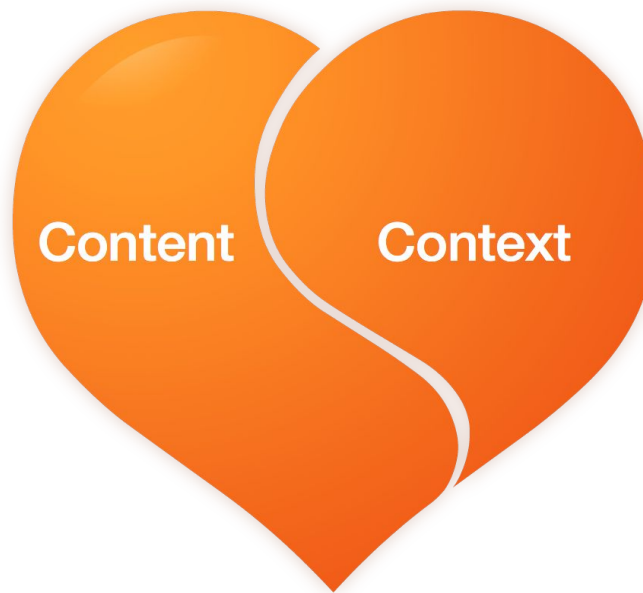


What Is Inbound Marketing?



An Approach to Marketing That Reaches Today's Consumer

Get found by qualified leads online with content (website pages, blog articles, social messages) optimized for search and social media.



Understand what content pulls your target audience through the sales/applicant funnel, and use that context to personalize your marketing at scale.

Buyer's Journey



College Student Applicant's Journey

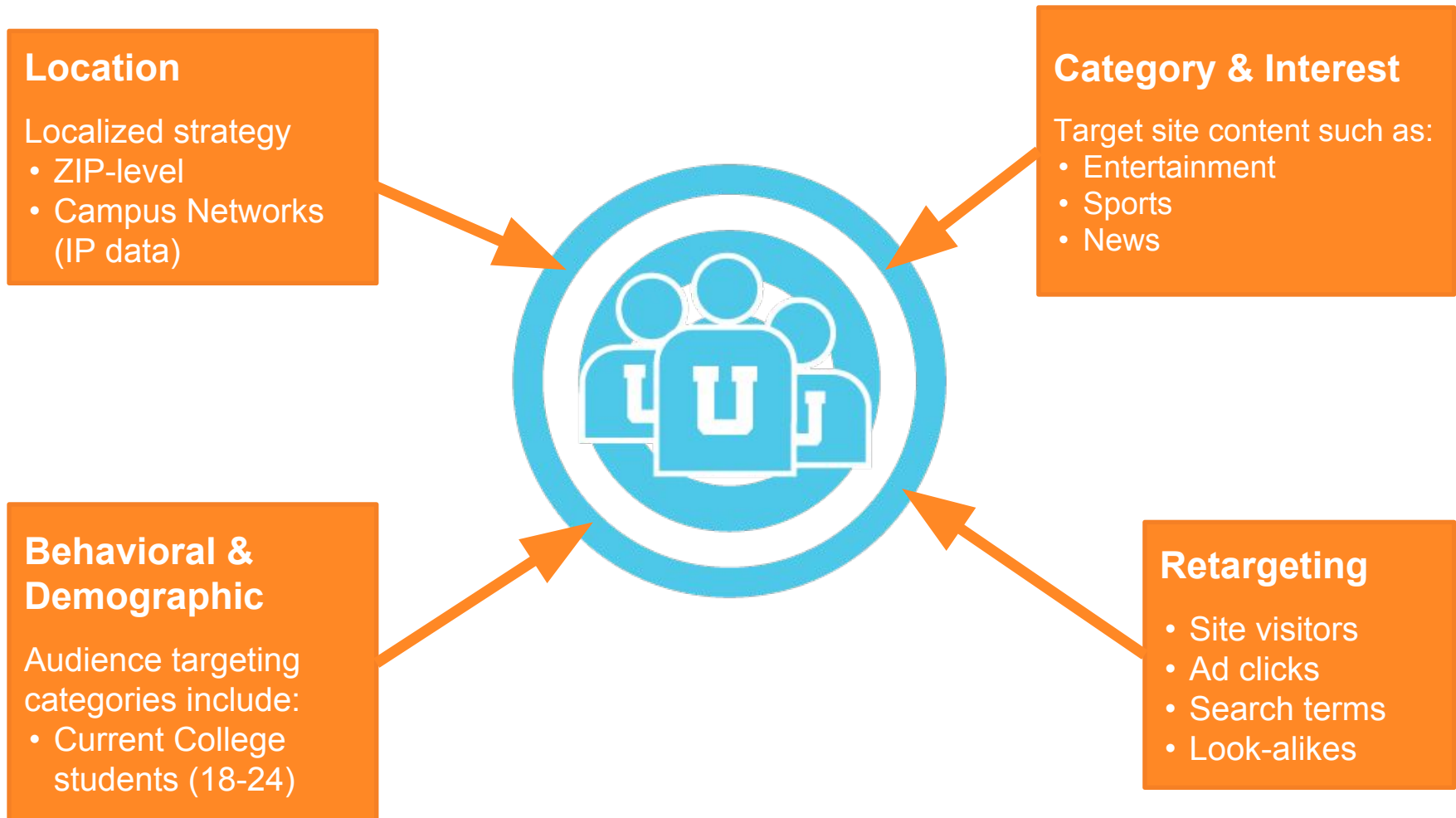
BUYER STAGES	AWARENESS	CONSIDERATION	DECISION
User Behavior	Has realized and expressed the need for a new degree specific job opportunity	Has defined why and when they want a new degree specific job.	Has defined their strategy, method, and tools to finding a new opportunity.
Research & Info Needs	Research focused on websites and resources with 3rd party information around identifying which careers and jobs of interest/ disinterest.	Committed to researching and understanding all of the available approaches/methods to finding a degree specific job.	Reviewing supporting documentation, data, comparisons, rankings, endorsements to make or recommend a final decision.
Content Types	<ul style="list-style-type: none"> Websites Career Centers Ads Blog content Expert content/PR Events/Career Fairs Word of Mouth 	<ul style="list-style-type: none"> Websites eGuides & eBooks Live interactions Rankings/Ratings Peers/Parents/Professors Webcast/podcast/video 	<ul style="list-style-type: none"> Employer comparisons Case studies Company employee stories School literature Benefits checklist Live Demo Tour Info Sessions
Key Terms	New job Increase pay Companies "What is it like to be a..." "What would I be good at?"	Engineering jobs Accounting jobs How to apply How to interview Degrees Location Rating	Compare Pros and Cons Best Vacation time Employee feedback Vs. versus Better Benefits Review
Example	What careers am I interested in to study and work? What are those industries like? Do they hire recent grads?	Do I need to get an internship? What do I need to do to get one? Who has internships available?	Which company meets my needs? How do I apply at...?



Targeting Options



Reach your audience using the right mix of targeting strategies



Schools



1. Amherst College
2. Boston University
3. Brandeis
4. Brown
5. Clark University
6. Harvard
7. MIT
8. New York University
9. Northeastern U.
10. Tufts University
11. UMass/Amherst
12. Ohio State University
13. UC - Santa Barbara
14. University of Florida
15. University of Maryland
16. University of Texas
17. Columbia University
18. Rutgers University
19. University of Arizona
20. University of Colorado,
Boulder
21. University of Illinois
22. University of Miami
23. University of Pennsylvania
24. University of Southern
California
25. University of Wisconsin,
Madison
26. Wellesley
27. Williams College

Ideas



Awareness Campaign to Introduce Students to IACT (Urgency)

- Send to Website/Social

- Announce Events/Locations

- Connect with Coordinators

Engagement Campaign (Call to Action)

- Connect with Coordinators

- Sign up for Registration Announcements

- Register

Post Trip Engagement

- Discussions about trips

- Post Trip Activities

- Reminders to Get Engaged

Turnkey - we can handle any or all steps you want us to handle.

Working Together



Digital based on Geography/School:

- IACT Website Visitor Retargeting
- Mobile Ads/Social Media ads
- Video Ads
- Email (across all target schools)
- Landing Page Optimization

Traditional / Non-traditional Options:

- On-campus Posters
- OOH/Bookstores/Fitness Centers

Inbound/Content Marketing:

- Content Review/Development
- SEO/SEM

Creative/Messaging:

- Available to Help You

Budgets:

- \$1,500+

Included:

- Training/Education
- Best Practices
- Daily Optimization for Digital
- Focus on Engagement
- Regular Reporting/Updates
- Creative Design/Programming*

Lead Time:

- Digital - 1 week
- Traditional - 3-4 weeks
- Non-traditional - 2-4 weeks
- Inbound/Content - 3-6 weeks

Contact Info / Next Steps



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Email/Text to receive:

1. This Presentation
2. Follow up email/call to discuss options to fit your campus needs
3. Additional Resource documents (media options PDF)
4. Free 1-hour Consultation for your campus recruiting
5. Newsletter

Newsletter/Education/Best Practices for IACT - Interested?

Thank You!

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