

Marshall University Case Study

How SPI Collective kept
Marshall University ahead of the pack
with a hyper-targeted campaign.



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Marshall University Case Study



Marshall University Stays Ahead of the Pack Through Hyper-Targeted Campaign

- University needed to cut through the noise to keep their brand ahead of competition
- Hyper-targeted campaign kept awareness high and delivered 300% performance on application goal

Project:

Awareness Campaign, Application Campaign

Issue:

Public university needs awareness and commitment.

Marshall University is a coed comprehensive public research university in Huntington, WV. Although they had great awareness in their local markets, they still needed to increase applications.



The pool of prospective students was shrinking. To stay on par with other universities, they needed to drive more awareness in their primary geographic regions of West Virginia, Kentucky and Ohio, while also expanding their reach to Northern Virginia, Maryland and Washington D.C.

They also needed to make sure that students who had already been accepted were following up with commitment actions — not just applications but actual deposits.

For campaign guidance and implementation, they turned to SPI's higher ed team and partners.

Insight:

Outside awareness gives an edge.

When the team looked at the analytics, it was clear that Marshall University had some tough competition in-state; however, some out-of-state geo-targets showed some real promise.



Taking that information, the team designed a custom integrated media campaign that combined traditional media tactics with an aggressive digital lead generation campaign.

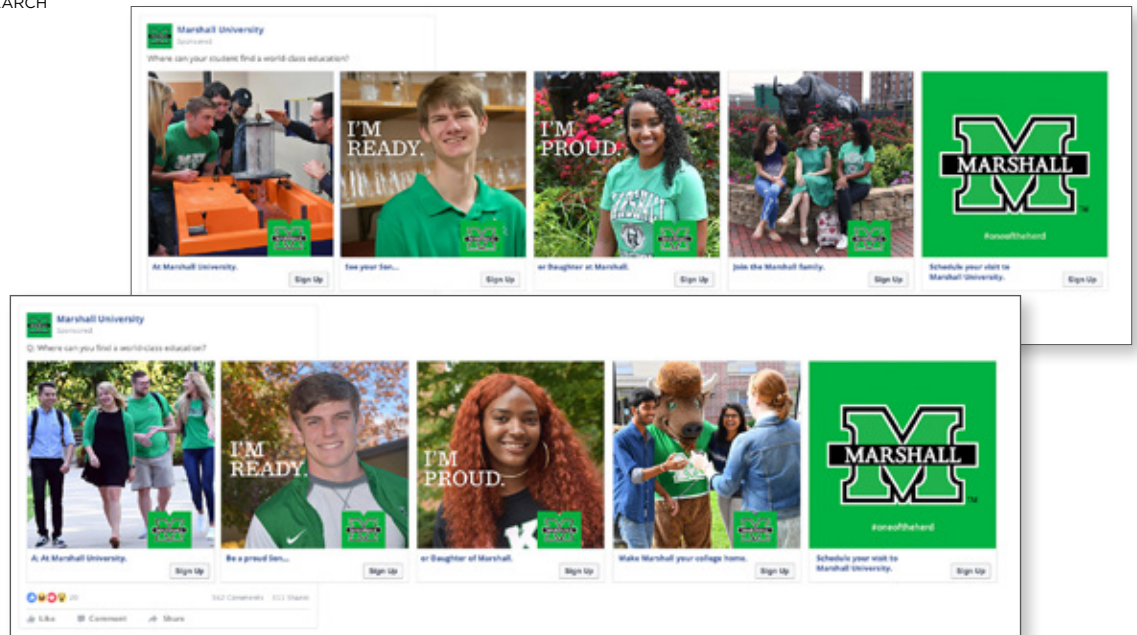


Implementation:

Cut through the noise using a hyper-targeted, integrated approach:

- Using geo-market areas, the SPI team placed radio ads on top stations and print ads in key publications distributed in these areas, in addition to ads in key magazines that reached Marshall's target audience.
- SPI Collective utilized Out-Of-Home (OOH) placements for Marshall in highly trafficked shopping malls and airports where prospects were most likely to see them.





- The team designed a digital campaign targeting high school students and parents who lived in Marshall's key markets and were currently researching colleges. Digital tactics included:

- Programmatic Display Advertising
- Retargeting
- Facebook and Instagram Social Media Ads
- Search Engine Marketing (SEM)



Impact:

Hear the “thunder of the herd” as prospective students show renewed interest and commitment:

- **Marshall University saw 1,110 application submissions out of their goal of 378. That’s 300% of their goal!**
- **The 9-month digital campaign generated nearly 26 million impressions and over 60,000 clicks on Marshall’s advertisements.**
- **The traditional campaign generated an estimated 41 million ad impressions.**

With guidance from SPI, Marshall was able to achieve 340 confirmed deposits from accepted students and over 6,500 visits to their Pay Online Deposit webpage!

Marshall University and SPI are in their fourth year working together, and the success continues...

This year Marshall will launch an exciting experiential campaign called Friday Night Lights (FNL). FNL takes advantage of the excitement of high school football, under the lights, on Friday nights! SPI, working with their partners, has designed a van and trailer totally decked out with Marshall University’s The Herd signage.





The display will show up at a series of Friday night high school games throughout the area, encouraging interested high schoolers to have their picture taken with The Herd insignias.

