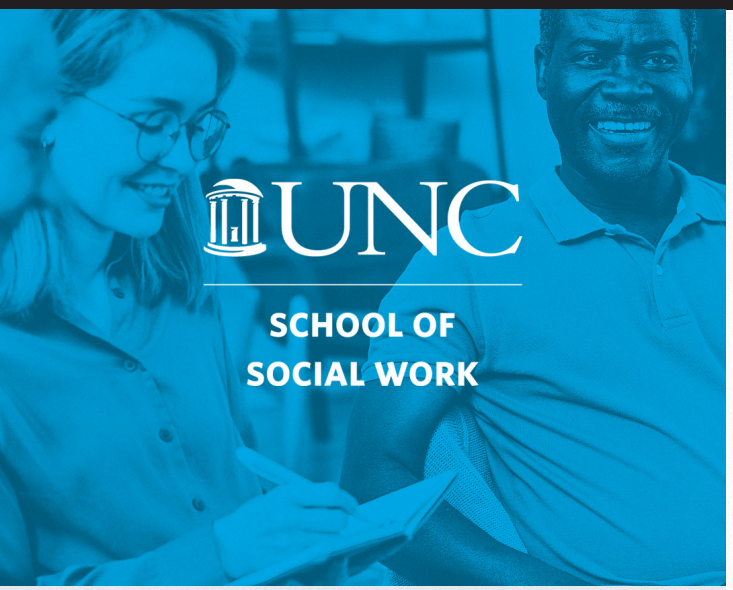


UNC School of Social Work

Case Study

The Opportunity

The UNC School of Social Work offers two graduation education degrees at the University of North Carolina at Chapel Hill. With increased competition for students both from schools statewide and online programs, they needed fresh ideas to reach potential applicants.

SSW approached WRAL Digital with two goals: 1) elevate their brand by driving more traffic to their site and 2) increase applicant submissions.

The Solution

WRAL Digital tapped into its diverse digital marketing portfolio to create a strategic multi-channel campaign that reached and connected with potential students in a variety of ways.

We leveraged the expansive reach and strong engagement of the WRAL.com audience, as well as the CBC Audience Network, targeting prospects across thousands of websites. We then used Search Engine Marketing to help convert interested applicants more directly when they were ready to apply. This holistic strategy reached potential students across various touchpoints as they went about their digital journey. We geographically targeted the campaign to both the Raleigh-Durham area and across North Carolina.

Tactics & Deliverables

WRAL.com

- Display ads geotargeted to reach WRAL.com's audience of 5.5 million monthly users

CBC Audience Network Display

- We used ***addressable geofencing*** to create an audience based on the makeup of the school's student personas and then served them display ads across thousands of websites.
- ***Keyword Targeting*** reached users on websites where they were reading relevant content that included those terms and phrases.
- With ***site retargeting***, users who were driven to UNC School of Social Work were served additional impression to keep the school top of mind as applicants were in their consideration phase.

Search Engine Marketing

- When users were ready to convert, this lead generation tactic helped capture applicants doing Google searches, easily drive to the SSW landing page.

The Results

4x
The amount the program exceeded the School's interest form submissions goal

180%
increase in web traffic during campaign compared to prior months

2x
new visitors on the site month over month

150%
Overall, the program exceeded its target enrollment goal by 150%

WRAL DIGITAL SOLUTIONS

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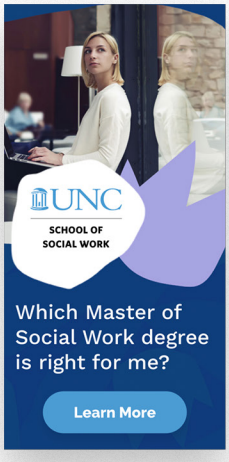
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The Work

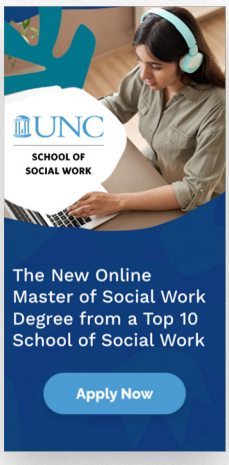












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