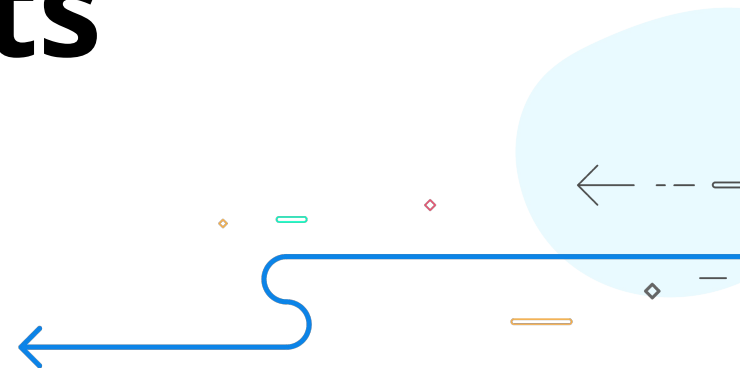


Digital Marketing Impact & Insights





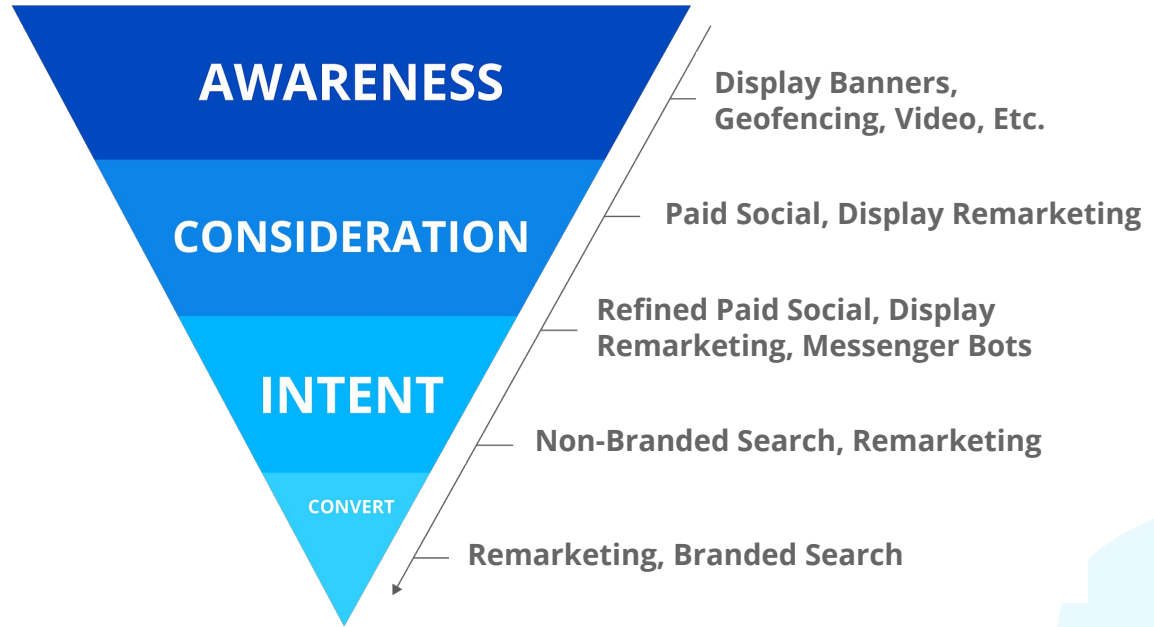
Full-Funnel Digital Strategy

July 2019 - December 2020



Statwax deployed a **full-funnel digital initiative.**

Prospects were addressed at every stage of their journey - from first hearing about WRG, through research, all the way to pushing for a submission.





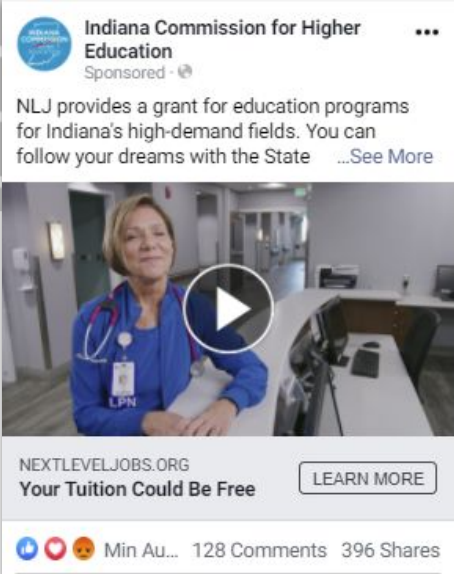
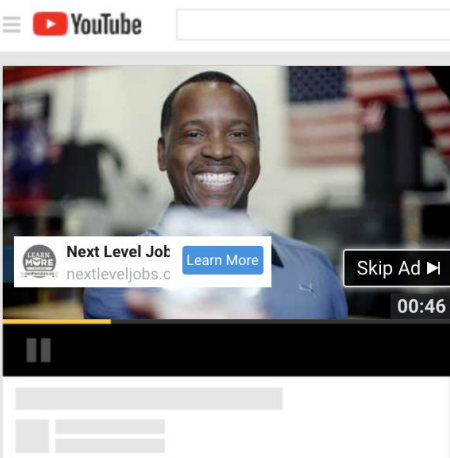
Awareness Builders

Video ads presented engaging story-driven content across YouTube and other relevant websites.

1.5-million ad views

61.4% of users ended up watching the entire video

5,400+ clicks to leave YouTube entirely and visit the NLJ website



The image displays two examples of video advertisements. The top example is a YouTube video player showing a man in a blue uniform smiling, with a 'Next Level Job' overlay and a 'Skip Ad' button. The bottom example is a Facebook post from the Indiana Commission for Higher Education, featuring a video of a woman in a blue uniform and a 'LEARN MORE' button.



Awareness Builders

Banner ads followed relevant users across websites to present a variety of brand messages.

Banners seen 30.4+ million times

300,000+ users sent to the website through banner ads

Directly impacted 700+ survey completions




Next Level Jobs Indiana



We can help you get started on the path toward a new career with free training. Start Now!



Nurturing & Engaging

 **Indiana Commission for Higher Education**
Sponsored · 🌐


Rapid Recovery expands on the Workforce Ready Grant by granting eligibility to more Hoosiers and adding new programs in high-demand fields.

The Workforce Ready Grant is here to stay, but the expansion is temporary. Apply today to take advantage of the Rapid Recovery initiative.



FREE
STATE-WIDE TRAINING
IN HIGH-PAYING, IN-DEMAND INDUSTRIES.

NEXTLEVELJOBS.ORG
Let's Recover Together | Rapid Recovery [Apply Now](#)

 **Indiana Commission for Higher Education**
Sponsored · 🌐


NLJ provides a grant for education programs for Indiana's high-demand fields. You can get new skills with the State of Indiana's Workforce Ready Grant.



NextLevel Jobs
INDIANA

NEXTLEVELJOBS.ORG
Workforce Ready Grant
Indiana is taking our workforce to the next level... [Learn More](#)

  39 5 Comments 37 Shares

 **Indiana Commission for Higher Education**
Sponsored · 🌐

We are here to support Hoosiers like you. Whether you need help finding a job, learning new skills, furthering your education or securing emergency aid to get back on your feet, Your Next Step starts here.




NextLevel Jobs
INDIANA

“ My life has changed by getting the training I needed for a better paying job... The sky is the limit. ”
Sheldon Spence, CNC Machinist

 **Indiana**
A State that Works[®]

MESSENGER
Learn About the Resources Available to You [Send Message](#)

   491 152 Comments 48 Shares

Nurturing & Engaging

Social media ads, like Facebook and Instagram, honed in on specific audiences based on location, demographics, and behaviors.

2.7-million users reached with ads nearly 52-million times

168,000+ prospects sent to the NLJ website via social media ads

Responsible for 4,700+ survey completions

The image shows a screenshot of a sponsored social media advertisement. At the top, it says "Indiana Commission for Higher Education Sponsored" with a small logo and a close button. The main text reads "EMPLOYMENT SITUATION CHANGED? WONDERING WHAT'S NEXT?". Below this, there is a logo for "IVY TECH COMMUNITY COLLEGE" and the "NextLevel Jobs INDIANA" logo. A row of icons (plus, gear, bar chart, wrench, bus) is visible. The bottom section contains the text: "Next Level Jobs is a program that gives you the opportunity to earn a FREE credential from Ivy Tech, thanks to the Workforce Ready Grant, setting you up to take your next step ... [more](#)". At the very bottom is a white "Learn More" button.

Nurturing & Engaging

Messenger ads allow for real conversations without extra staffing, providing instant access to more information before even visiting a website.

1,800+ conversations held

9,400+ users sent to the website

Indiana Commission for Higher Education
Sponsored · 🌐

We are here to support Hoosiers like you. Whether you need help finding a job, learning new skills, furthering your [...See More](#)

INDIANA'S RAPID RECOVERY FOR A BETTER FUTURE

FREE STATE-WIDE TRAINING
IN HIGH-PAYING, IN-DEMAND INDUSTRIES.

MESSANGER
Learn About the Resources Available t... [SEND MESSAGE](#)

👍❤️😄 MC Gidlov... 74 Comments 95 Shares

Customer replied to an ad. [View Ad](#)

Hey,
Your Next Step is here to support Hoosiers like you. What best describes your goals? What are you looking for?

A New Job

Education & Training

Other Support

A New Job

Let's see if we can help you through the jobfinding process. Where do you need help?

Finding A Job

Explore New Careers

Get Career Advice

SUN 7:05 AM

Finding A Job

We can help with that through Indiana Career Connect. It has a way for you to search for jobs to find one that's right for you, as well as create your resume and find education and training opportunities. If that sounds good, click the link and get started!

IN Career Connect

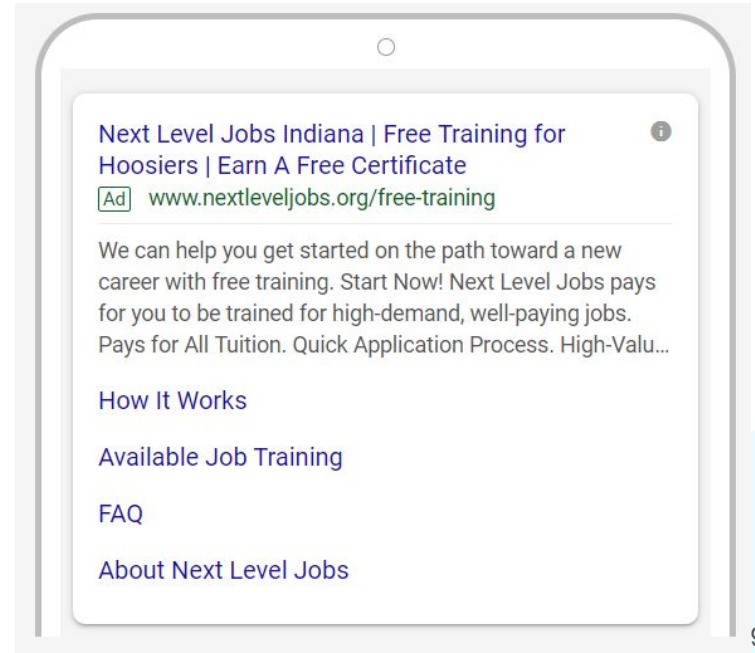


Convince & Convert

Paid search reaches users as they're actively seeking out something specific, delivering the right information and helping push prospects down the research path.

Search keywords targeting include:

- Brand names
- Program-specific searches
- Employment-related (such as WorkOne)
- Broader searches indicating an interest in employment, career advancement, unemployment info, etc.





Convince & Convert

Specific ads advance the story, speaking directly to what each person needs at that moment.

Delivered ads to 1.8-million searchers

Sent 143,000 users to the NLJ website

Generated nearly 16,000 survey completions

Ad · www.nextleveljobs.org ▾

Start Your Career in Welding | 80-Hour Mig Welding Program

Welding Companies are Looking to Hire. Learn What They Expect and How to Begin. Weld Together A Successful Career Path At NLJ. Apply for Free Training Today! Jobs Pay \$15-\$32 Per Hour. 14,900+ Jobs Available. Courses: Advanced Manufacturing, Automation and Robotics, Boiler Operations, CNC Machine Operator, Hydraulic Systems, Machinery Tool Technology,...

How It Works

NLJ Pays for Qualifying Programs
Learn if You're Eligible

FAQ

Answers To Common Questions
Learn How To Get A New Career Today

Available Job Training

Browse Eligible Programs & Careers
There are dozens of eligible jobs.

About Next Level Jobs

What is Next Level Jobs?
What is the Workforce Ready Grant?

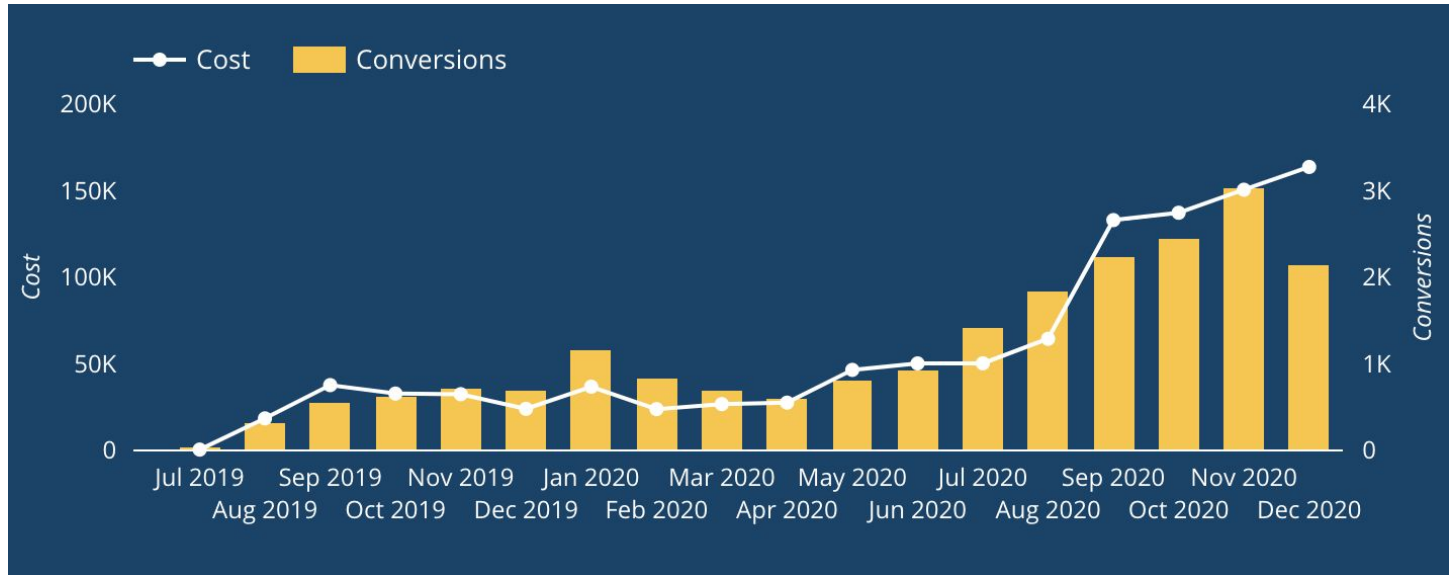


Key Outcomes and Impact

July 2019 - December 2020



All-Time Digital Impact



Digital ads have directly generated **21,216 survey completions since efforts began**. **39% of all survey completions NLJ received** occurred immediately following an ad click.



All-Time Digital Impact

	Clicks	Impressions	Conversions	CPA
Sept. 2020	43,293 ↑ 113.4%	9.71M ↑ 124.8%	2K ↑ 298.8%	\$59.27 ↓ -11.6%
Oct. 2020	47,535 ↑ 239.5%	8.89M ↑ 364.9%	2K ↑ 294.4%	\$55.89 ↑ 5.9%
Nov. 2020	42,705 ↑ 235.1%	8.91M ↑ 397.9%	3K ↑ 319.6%	\$49.64 ↑ 10.4%



All-Time Digital Impact

- The **three highest months of survey completions** ever on the NLJ website
- Combined impact from WRG and Rapid Recovery efforts helped reach and engage **more users than in any months ever before**
- As cost scaled, so did performance - impact potential was **never tapped out or saw diminishing returns** even at the highest levels of investment
 - Each month saw ~300% growth in survey completions year-over-year
 - Each month doubled reach while still doubling clicks year-over-year
 - Cost-per-survey completion never rose above \$60



Key Outcomes & Insights

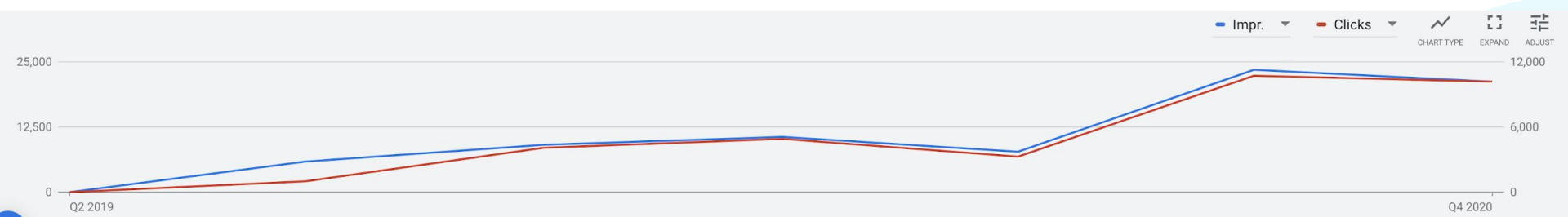
- **21,000+ survey completions generated at a cost of just \$49.85 each**
 - Typical average cost-per-application from in-state education clients is ~\$150
- Responsible for **61% of all traffic to the website** since ads began
 - Paid search alone generated more traffic and more survey completions than any other traffic source on the NLJ website
- Paid search **converted clicks to survey completions at a rate of 11.20%** (higher ed average is 3-5%)



Key Outcomes & Insights

Brand awareness around NLJ and WRG was considerable throughout the campaign. From the beginning - when very little brand search volume occurred - additional efforts like display and social helped funnel more users to make a branded search.

Branded Search Volume and Ad Clicks Since Campaign Start



Key Outcomes & Insights: Rapid Recovery



NEXTLEVELJOBS.ORG

Let's Recover Together | Rapid Recovery
Indiana is taking our workforce to the next lev...

Apply Now



Rapid Recovery expands on the Workforce Ready Grant by granting eligibility to more Hoosiers and adding new programs in high-demand fields. The Workforce Ready Grant is ... [more](#)

Apply Now



Key Outcomes & Insights: Rapid Recovery

- Expanded reach to focus on new areas applicable to the program:
 - Those searching for RR partners/schools (such as WorkOne or Ivy Tech)
 - Users with certificates, diplomas, or associate degrees already
 - Working Hoosiers with behaviors that indicated an opportunity to up-skill (expanding the previous underemployed outreach)
- Split targeting and messaging based on rural, suburb, or city to better personalize the outreach
- Utilized auto-updating ad copy to build urgency and reflect program's short timeline:

Ad · www.nextleveljobs.org/free-training ▾

Indiana Rapid Recovery | Hurry - 2 Weeks Left to Apply!

Now Eligible to Hoosiers with a 2- or 4-Year Degree. Getting Hoosiers Back on Their Feet, Now Until the End of 2020.



Key Outcomes & Insights: Rapid Recovery

- **6.4+ million ad impressions** touting the Rapid Recovery program, benefits, and urgency information to qualified Hoosiers
- **41,000+ clicks** on ads to visit the website and learn more or apply
- **4,200+ successful applications** directly generated by ads in fewer than five months
- Applications came at a **CPA of \$40.85 - 22% better than overall WRG efforts** had performed and one-fourth the level typically seen in higher ed for Indiana



Audience Insights

Who We're Reaching and Converting





Top-Reached Audiences

- **Underserved** - those who are typically not top prospects in the digital space. Lower income households, those seeking financial or housing assistance, etc.
- **Underemployed** - those searching for upskilling, career changes, going back to school, etc.
- **Education level** - building broad awareness among any Hoosiers who didn't have college-level or above education already
- **Similar audiences** - using a list of previous survey completers to build new audiences with data signals** most similar to those past converters

**Data signals are the hundreds of pieces of data that platforms like Google store about its users. Search history, browsing habits, demographics, purchase history, email content, etc. These "data signals" are used to build digital profiles and identify new users whose profiles are most closely matching with ones we choose.



Top Search Phrases (Conversions)

Paid search reaches users at their moment of research - as they are seeking out something specific. These phrases were searched and led to survey completions the most often:

Next Level Jobs

Work One

Workforce Ready Grant

Trade schools in Indiana (the highest performing search related to higher ed in general)

Trade schools near me

EMT training (the highest-performing program-specific search)

Pharmacy technician



Repeat Visitors: The Research Journey

- **16.5% of all survey completions required at least two days** from a user's visit to the NLJ website to the actual submission
 - 5.7% of survey completions required 12+ days before it happened
- **33.6% of all survey completions took a user coming to the website at least twice** before they decided to apply
- Thousands who left the NLJ website without converting went on to make follow-up searches, most commonly for either NLJ by name or NLJ plus a partner school (like "Ivy Tech Next Level Jobs")





Future Opportunities

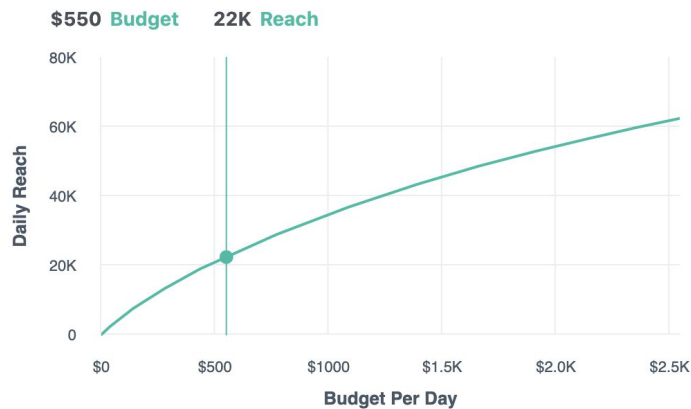
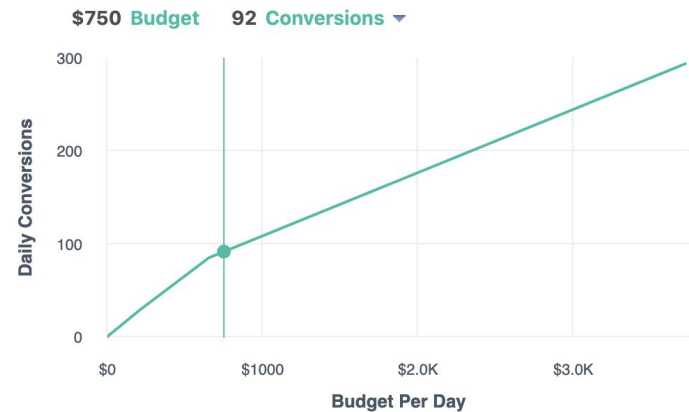
Changes to Expand and Scale Efforts





Existing Spend Increases


No digital efforts over the past year have reached the point of diminishing returns. The highest performers still have considerable opportunity to expand reach and impact.





Existing Spend Increases

Search ads have missed out on 25.38% of potential impressions all-time due solely to budget restraints. At existing all-time metrics, that additional spend would have equated to:

- 
- +318,900** additional search ad impressions
 - +3,620** additional ad clicks
 - +390** additional survey completions

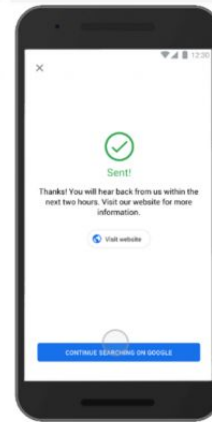
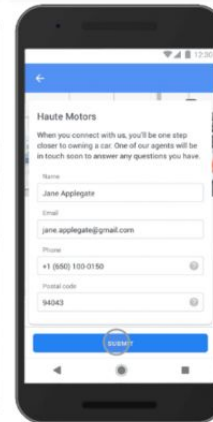
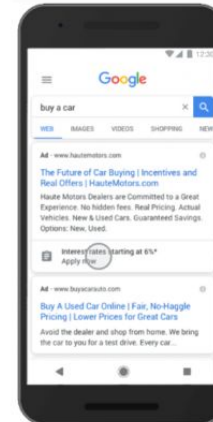
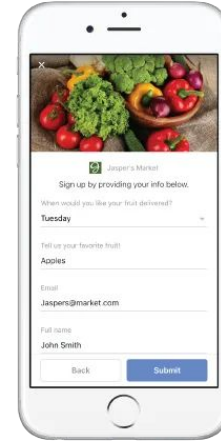
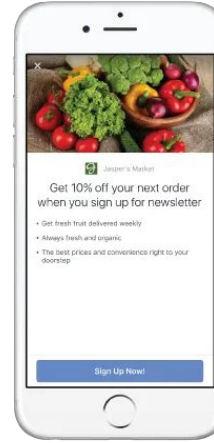




Additional Lead Gen Opportunities

Facebook and Google ads can place a lead capture survey right on the ad - no website visit required.

Ask questions, capture user data, and send information into any CRM or file needed for follow-up.





New Social Networks

TikTok

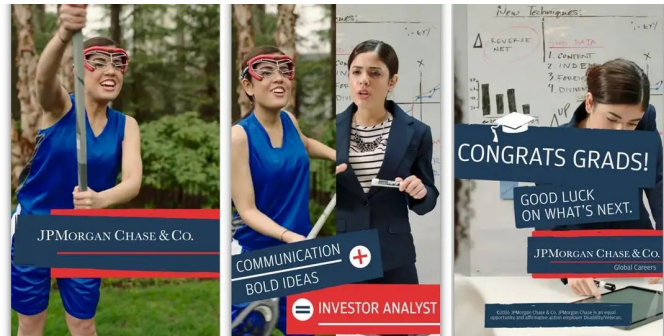
100-million active monthly users

24-44 age group is the apps fastest-growing demographic

Snapchat

63% of users are ages 18-34

Can reach audiences based on location, demographics, and similar traits

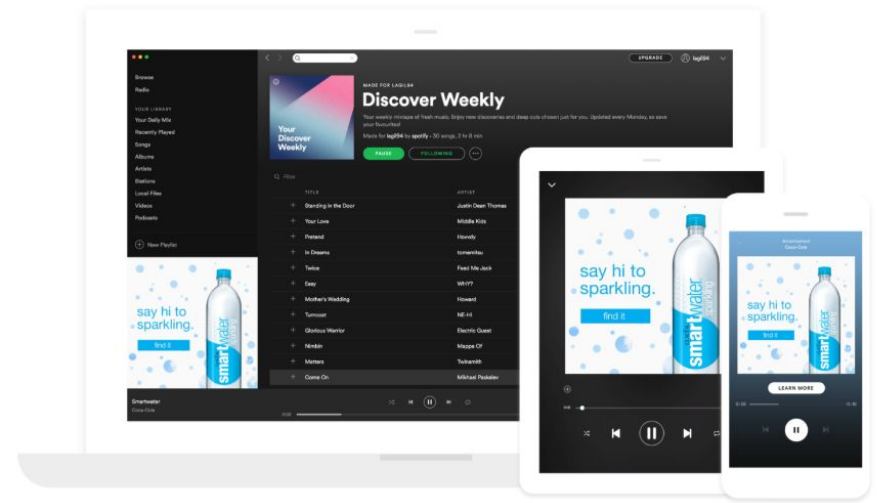


Streaming Audio

Audio streaming rose 20% due to COVID.

42% of all podcast listeners in the US have either “some college” experience or only a high school education or less.

Streaming audio taps into growing trend to build awareness across formats at a cost far lower than in past years.





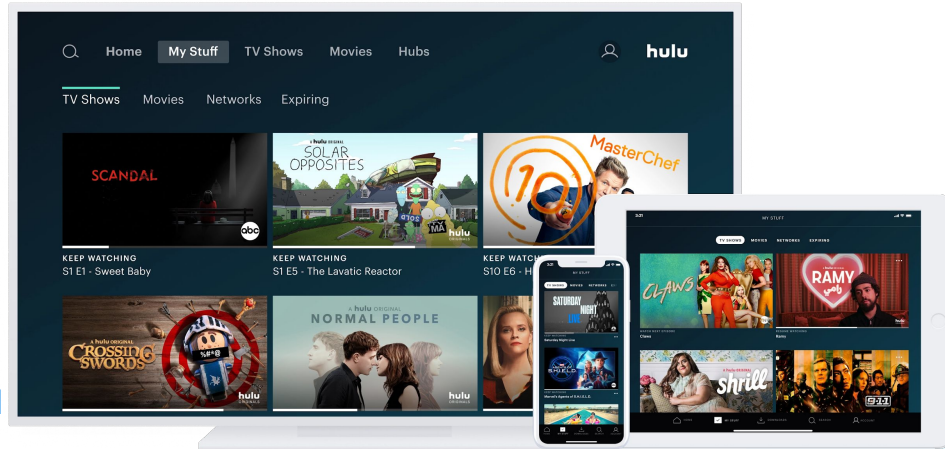
Over-The-Top (OTT) Video Ads

OTT: streaming entertainment, typically called “cord cutting”

Examples: Hulu, Netflix, SlingTV, etc.

More than 70-million US homes now use OTT and 21% don't have traditional cable at all

Video ads can reach Hoosiers on specific streaming services, or who are watching specific channels or programs - all based around data such as income and education level.





Questions?

