

Your Next Step: End of Campaign Report

November 20, 2020 - May 31, 2021



June 17, 2021

Campaign Strategy

Goal: Persuading Hoosiers to pursue education beyond high school.

- YourNextStepIN.org is a one-stop shop that **helps Hoosiers find education** and wraparound resources.
- The initial YNS site launched in June 2020. **The “2.0 site” and ads launched on November 20, 2020 and concluded on May 31.**
- The ad campaign established brand and **drove Hoosiers to key education resources on the site.**
- Ads prioritized encouraging Hoosiers to sign-up for **Next Level Jobs and You Can. Go Back** or apply for a short-term certificate.

Ad Promotion Funnel

Step 1 – Awareness

Drive two audiences: 1) Adults without Post-Secondary Education and 2) Current/Recent High School Seniors to website homepage. Retarget users who don't advance beyond the homepage.

Step 2 – Education

Retarget website visitors who go to the Short-Term Certificate and College Degree pages and drive them to a specific resource (e.g., Next Level Jobs, You Can. Go Back., Ivy Tech, etc.)

Step 3 – Conversion

Retarget website visitors who visit campaign resources and encourage them to sign up.

Key Results



152.2K

Website visitors



38.7K

Hoosiers driven to outside
resource websites



127K

Unique website visitors



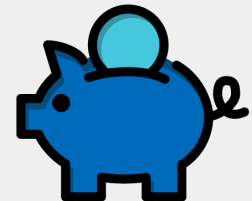
12.5M

Ad impressions *(an ad shown
to one person one time)*



1.3K

Ad-driven leads/conversions



\$165K

Total ad spend

Ad Campaign Breakdown

Key Takeaways

- The campaign drove **349 leads for Ivy Tech, 577 for Vincennes University and 397 for Next Level Jobs & You Can. Go Back.**
- The campaign performed in line with industry benchmarks for conversion rate and cost per ad conversion. **This is impressive since the campaign had to establish the Your Next Step brand.**
- Lower funnel ads (ads served during Step 2 or 3) were personalized for each user and **far exceed industry benchmarks.**

1,323

Ad-driven
leads/conversions

2.77%

Conversion rate
*7% higher compared to in-state education benchmark**

\$124.51

Cost per ad conversion
*20% lower compared to in-state education benchmark**

0.38%

Click-through rate

Website Breakdown

Key Takeaways

- Traffic to the Your Next Step website has been very consistent since launch, **averaging approximately 10,000 pageviews per week.**
- As the campaign matured, engagements with the website increased. **This shows that users are diving into the site and are interested in its content.**
- **A DWD email sent in early December made 180 Skills the most visited resource on the site.** Next Level Jobs, Indiana Career Connect, Unemployment Insurance and Ivy Tech University have also been popular resources.

152,200

Website visitors

38,700

Hoosiers driven to outside resources

1.7

Average pages per visit

802

Quiz responses

The Next Phase

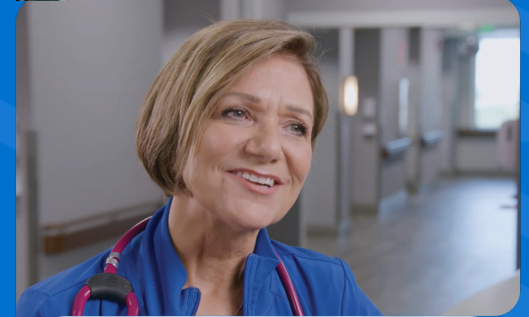
- Enrollment in education beyond high school – including 2- and 4-year degrees and shorter-term credentials – **declined for the fifth consecutive year in 2019, and that was pre-pandemic.**
- Just **27% of Midwesterners** say that a four-year degree or postgraduate education is important to getting ahead, **compared with approximately 40% of people** in other parts of the country.

“The **ongoing attitude that a college degree doesn’t hold value** for Hoosiers is a contributing factor that cannot be overlooked.”

– Indiana Commissioner for Higher Education Teresa Lubbers

“**Less educated workers in the state** and racial and ethnic minorities are **especially overrepresented among the now likely swollen ranks** of the struggling.”

–Brookings, February 2021



Convincing More Skeptical Hoosiers

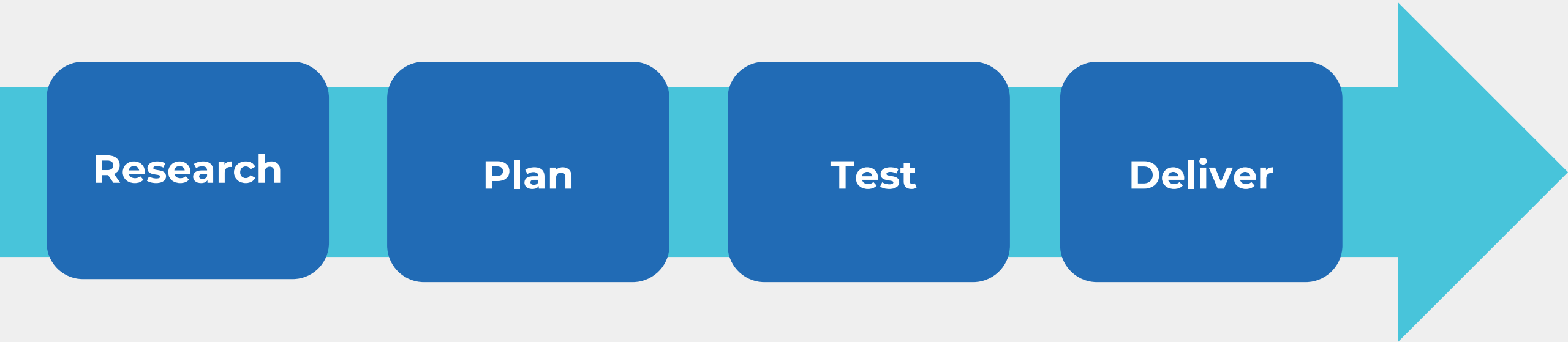
Our Process

Research

Plan

Test

Deliver



Research



**Understand
Your Hypothesis**



**Review the
Research**



**Mine Conversations
& Audiences**



**Talk to Real
People**



**Talk to
Experts**

Plan, Test & Deliver

TORCH

We will **ideate through our creative process** – the TORCH – to develop initial messages to test.

Qualitative

In partnership with maslansky+partners, we will **test messages through facilitated groups** with a representative sample of Hoosiers.

Quantitative

We also will use a **formal survey to establish baseline beliefs** around the value of education beyond high school. This survey will give us quantitative feedback about our messages and their impact on the challenge.

Message Guide

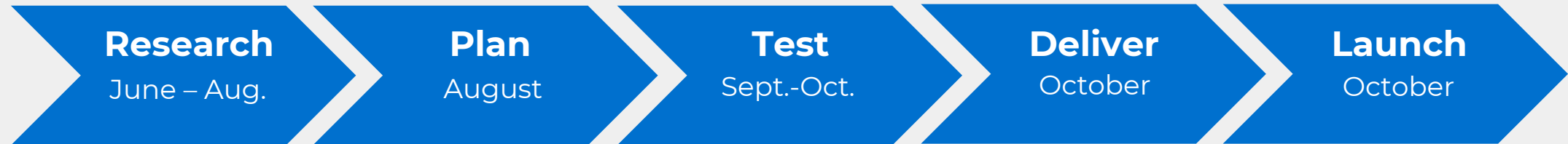
We will develop an umbrella **message that resonates across audiences as the rally cry** for this campaign. It will explain how to most effectively frame the message to shape perception and drive action.

Communications Plan

Based on the **research of what works**, we will deliver a plan for implementation beginning in Fall 2021.

Timeline

2021



Thank you!



June 17, 2021