



#BeAmazing



COD *to* CAREERS


December 2017
Social Media Campaign Recap,
Digital Campaign Results to Date
&
Website Analytics

**CREATIVE
GOODS
ASSOCIATES**
CREATIVE MINDS, CREATIVE SOLUTIONS.


KAMINSKY
Productions

December Social Media Campaign

Messages in December Were Themed Around the Advanced Energy Economy, Pulling on Heart/Mind Strings for Prospects to Set their New Year with a New Career Focus, and An Intent to Gain Incremental Audience Exposure Heading into Winter Session and the Spring 2018 Semester.

2017	December		Social Media Post Schedule			
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
27	28	29	30	01	02	03
04	05 Example: • Green HVAC Commercial/Residential – visual	06	07 Start your energizing your career! Registration is	08	09	10
11	12 Did you play with these? Remember the fun you had with	13	14 Wish You Were Here? (Images of Young Career Pros in Action)	15	16	17
18	19 In a couple of weeks you could join other students in	20	21 Example: • Solar Energy – cool visual of the sun/sky/panels;	22	23	24
25	26	27 Just one week from now, you could be starting a new career	28	29 Exercise your career energy! Youu know you have wanted to	30	31

December Social Media Posts

December Social Media Post Messages Focused on Urging People to Enhancing Their Career Pathway via Career Education for Themselves or Peers

Career Technical Education- College of the Desert
Published by J. Alex Gomez on December 5, 2017 at 11:30am

Did you know that 60% of the electrical power used in California is used for air conditioning? #BEREADY for the new rules in California that will help conserve energy and drive new technologies and building designs for the energy efficient equipment that will be required to get us to #ZERONETENERGY. Get certified now to open new possibilities for you at #COLLEGEOFTHEDESERT. Getting ready for the future is your next best step. Visit <http://www.codtoCareers.com> for course information. Spring Semester is open for registration!

#READY
#CAREEREDUCATION
#BEREADYATCOD

REGISTRATION NOW OPEN!

ARE YOU READY FOR THE NEXT STEP?
CAREER EDUCATION AT COD CAN GET YOU READY FOR THE NEXT STEP FORWARD IN YOUR CAREER

Be Job Ready
Be Career Ready

CLASSES BEGIN JAN 29!

COD=CAREERS www.CODtoCareers.com

3,590 people reached

Boost Post

64

1 Comment 2 Shares

Like Comment Share

Career Technical Education- College of the Desert
Published by J. Alex Gomez on December 7, 2017 at 1:13pm

#BEREADY to start your energizing your career! Registration is open and waiting for you to get ready for the new Advanced Energy Economy! The new Spring Semester begins January 29th at College of the Desert! Visit us now to see all the possibilities at www.codtoCareers.com

#BEREADYATCOD #JOBREADY #CAREERREADY
#ZERONETENERGYREADY

BE READY FOR THE NEXT LEVEL

BE JOB READY. BE CAREER READY.
#BEREADY TO ENERGIZE YOUR CAREER

THE CAREER EDUCATION PROGRAM OFFERS CHOICES IN CERTIFICATE COURSES THAT COULD ENERGIZE YOUR CAREER PATHWAY.

CLASSES BEGIN JAN 29!

COD=CAREERS www.CODtoCareers.com WINTER SESSION BEGINS JAN 3
SPRING SEMESTER BEGINS JAN. 29

1,562 people reached

Boost Post

Rey Sandoval, Bryan Lopez and 55 others

Like Comment Share

Career Technical Education- College of the Desert
Published by J. Alex Gomez on December 12, 2017 at 2:53pm

Did you build something with toys? Buildings, trucks, windmills... Our imagination taught us skills in making the challenging stuff as kids that you can apply in your career. The Building and Energy Systems Professional Associate of Science Degree can get you started on your dream. Put your imagination to work right here at College of the Desert. Visit us at <http://www.codtoCareers.com> for all the info to get you going.

#BeAmazingatCOD #CareerEducation #CODtoCareers
#CollegeoftheDesert

Ever Build Something with Toys?

CLASSES BEGIN JAN 29!

PUT YOUR IMAGINATION TO WORK
THE CAREER EDUCATION PROGRAM OFFERS 15 CERTIFICATE COURSES TO GET YOUR CAREER PATHWAY ENERGIZED TO THE NEXT LEVEL.

REGISTER NOW!

COD=CAREERS www.CODtoCareers.com WINTER SESSION BEGINS JAN 3
SPRING SEMESTER BEGINS JAN. 29

2,077 people reached

Boost Post

Ruben Cota, David Becanegra Vidal and 66 others

Like Comment Share

Career Technical Education- College of the Desert
Published by J. Alex Gomez on December 16, 2017 at 12:09pm

We wish you were going to be here. Did you know we have 15 potential careers you can select from our Career Education program? College of the Desert's Career Education program prepares students and mid-career employees with the knowledge, training and skills to get employed or tune-up your career in today's Advanced Energy Economy. Check us out at www.CODtoCareers.com. You too can be here!

#CODCAREEREDUCATION
#COLLEGEOFTHEDESERT
#BEAMAZINGATCOD
#CAREEREDUCATIONCOD

WISH YOU WERE HERE?

CLASSES START JANUARY 29TH

15 CAREER PATHWAYS AWAIT YOU!
Registration is Open!

COD=CAREERS www.CODtoCareers.com WINTER SESSION BEGINS JANUARY 3, 2018
SPRING SEMESTER BEGINS JANUARY 29, 2018

1,144 people reached

Boost Post

Heather Flores Rosevelt, Daniela De La O and 60 others

3 Comments 14 Shares

Like Comment Share

Career Technical Education- College of the Desert
Published by J. Alex Gomez on December 19, 2017 at 12:22pm

In a couple of weeks, you could join other amazing people in energizing career pathways, creating possibilities for the future, and engaging in the advanced energy economy! Registration is still open for you to set yourself up for success! Visit us now at <http://www.codtoCareers.com/>

#BEAMAZINGATCOD #CODCAREEREDUCATION #ZERONETENERGY
#COLLEGEOFTHEDESERT

BE AMAZING AT COLLEGE OF THE DESERT

TECHNOLOGICAL ADVANCES ARE MAKING THE DIFFERENCE IN GETTING US TO ZERO NET ENERGY

Find Your Career Pathway

15 CAREER PATHWAYS AWAIT YOU!

CLASSES BEGIN JAN. 29

COD=CAREERS www.CODtoCareers.com WINTER SESSION BEGINS JANUARY 3, 2018
SPRING SEMESTER BEGINS JANUARY 29, 2018

6,994 people reached

Boost Post

Pablo Brito, Yolanda Davila and 117 others

6 Comments 4 Shares

Like Comment Share

Career Technical Education- College of the Desert
Published by J. Alex Gomez on December 21, 2017 at 12:01pm

The Sun... revered by our ancestors for thousands of years before now. Solar Energy - The power of the sun can be the power for your life. Careers in solar go beyond solar installation in your neighborhood. The jobs of next year and the years ahead will be in planning, construction or installation, maintenance, distribution and storage of power generated by the sun in homes and commercial buildings. Are you ready to tap into this power? Visit us for more information and registration at <http://www.codtoCareers.com>

#BEAMAZINGATCOD #CAREEREDUCATIONATCOD
#COLLEGEOFTHEDESERT #ZERONETENERGY

SOLAR POWER... MORE THAN YOU THINK

CLASSES START JANUARY 29TH

SOLAR SITE PLANNING
RESIDENTIAL SOLAR CERTIFICATE
SOLAR BATTERY STORAGE INSTALLATION & MAINTENANCE
POWER GENERATION & DISTRIBUTION

15 CAREER PATHWAYS AWAIT YOU!

There is Still Time to Register!

COD=CAREERS www.CODtoCareers.com WINTER SESSION BEGINS JANUARY 3, 2018
SPRING SEMESTER BEGINS JANUARY 29, 2018

7,340 people reached

Boost Post

122

7 Comments 21 Shares

Like Comment Share

Career Technical Education- College of the Desert
Published by J. Alex Gomez on December 27, 2017 at 12:05pm

Just one week from now, you could be starting a new career pathway! Classes start January 29th. There's still time to explore new career possibilities at COD. Visit us now at www.codtoCareers.com and energize your career pathway!

#CODCAREERS
#COLLEGEOFTHEDESERT
#ADVANCEDENERGYECONOMY
#BEAMAZINGATCOD

THERE'S STILL TIME!

CLASSES BEGIN JAN 29!

15 CAREER PATHWAYS AWAIT YOU!

COD=CAREERS www.CODtoCareers.com WINTER SESSION BEGINS JAN 3
SPRING SEMESTER BEGINS JAN. 29

13,256 people reached

Boost Post

Laura Tuzhaz, Matthea Pizzo and 64 others

2 Comments 15 Shares

Like Comment Share

Career Technical Education- College of the Desert
Published by J. Alex Gomez on December 29, 2017 at 12:15pm

Exercise your career energy! You know you have wanted to enhance your career pathway. No matter how long you have been in the workforce or just starting out, enhancing your career could pay dividends sooner than you think. Find out at www.codtoCareers.com and exercise your career energy!

#CODCAREERS #COLLEGEOFTHEDESERT
#CAREERENHANCEMENTATCOD #BEAMAZINGATCOD

EXERCISE YOUR CAREER ENERGY

PUTTING IN SOME WORK NOW CAN GET YOU PREPARED FOR THE ADVANCED ENERGY ECONOMY

CLASSES BEGIN JAN 29!

15 CAREER PATHWAYS AWAIT YOU!

COD=CAREERS www.CODtoCareers.com WINTER SESSION BEGINS JAN 3
SPRING SEMESTER BEGINS JAN. 29

513 people reached

Boost Post

Emmy Mander, Marika Madeira and 19 others

Like Comment Share

Social Media Post Results

<u>Message Theme</u>	<u>Post Date</u>	<u>Reached Viewed</u>	<u>Engagements</u>	<u>% Likes</u>	<u>Post Clicks</u>	<u>% Clicks</u>	<u>Clicks to Site</u>	<u>% to Site</u>	<u>Cume Reach</u>	<u>Boost Budget</u>
Registration Now Open	12/5/2017	3,090	116	3.8%	130	4.2%	16	12.3%	3,090	\$45
BEREADY	12/7/2017	1,684	79	4.7%	30	1.8%	8	26.7%	4,774	\$45
Did you build...	12/12/2017	2,077	100	4.8%	66	3.2%	11	16.7%	6,851	\$45
Wish you were here?	12/14/2017	7,144	107	1.5%	317	4.4%	99	31.2%	13,995	\$50
In a couple of weeks	12/19/2017	6,994	198	2.8%	108	1.5%	36	33.3%	20,989	\$125
The Sun...	12/21/2017	7,340	207	2.8%	159	2.2%	12	7.5%	28,329	\$125
Just one week..	12/27/2017	13,258	391	2.9%	416	3.1%	226	54.3%	41,587	\$123
Exercise your career energy...	12/29/2017	513	23	4.5%	4	0.8%	1	25.0%	42,100	\$14
Total	8	42,100	1,221	2.9%	1,230	2.9%	409	33.3%		\$572
Average/Post		5,263	153	2.9%	154	2.9%	51	33.3%		
							CPC \$1.40		CPM \$13.58	

**Social Media Posts
Generated Over 42,000
Views.
The Top 4 Posts Generated
82.5% of the Views**

*Post Failed Due to
Anomaly with Image Text.
Requested Manual
Review and Re-Boosted*

**Post Engagement Worked
Well Generating 2.9% from
Total Views.**

**Of All Who Clicked on the
Posts, 1/3 Clicked to Visit
CODtoCareers.com
Website from the Posts**

**Average Post Reach
Increased 18% from
Previous Month Likely Due
to Being Able to Fulfill Call
to Action**



Digital Ad Campaign

Start Date	Report Date	# of Days	Gross		Clicks / Day	Cost	CPC
			Imp. (000)	Ad Clicks			
12/22/17	1/3/18	12	101.0	837	69.8	\$797.10	\$1.05

FIND YOUR CAREER PATHWAY HERE



15 CAREER PATHWAYS AWAIT YOU!

Classes Begin January 29, 2018

REGISTER Now!

COD to CAREERS
www.CODtoCareers.com

COD Vertical Banner_160x600
(Reduced to 65% to Fit)

ENERGIZE YOUR CAREER NOW!  **COD to CAREERS**
CLASSES BEGIN JAN. 29, 2018 www.CODtoCareers.com

COD Standard Banner Ad_728x90
(Reduced to 75% to Fit)

#BEAMAZINGATCOD

15 CAREER PATHWAYS AWAIT YOU!

COD to CAREERS REGISTER NOW!
www.CODtoCareers.com

COD Mobile Ad_300x250
(Reduced to 90% to Fit)

FIND YOUR CAREER PATHWAY HERE



15 CAREER PATHWAYS AWAIT YOU!

START JANUARY 29, 2018

COD to CAREERS
www.CODtoCareers.com

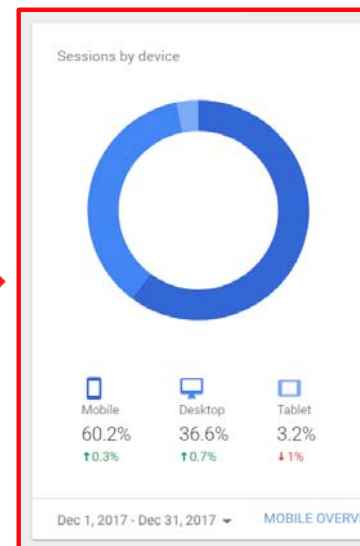
COD_Digital Ad II_300x600
(Reduced to 60% to Fit)

Google Analytics

- Combined Efforts Via Social Media and Digital Advertising Generated 409 and 837 Clicks to the CODtoCareers.com Website;
- Users to the Site Decreased to 349, a 13.6% Decrease, and the Bounce Rate Increased to 85.37%, a 34% Increase from November
- Time on the Website Also Decreased from Over 2 Minutes to Under Half a Minute.

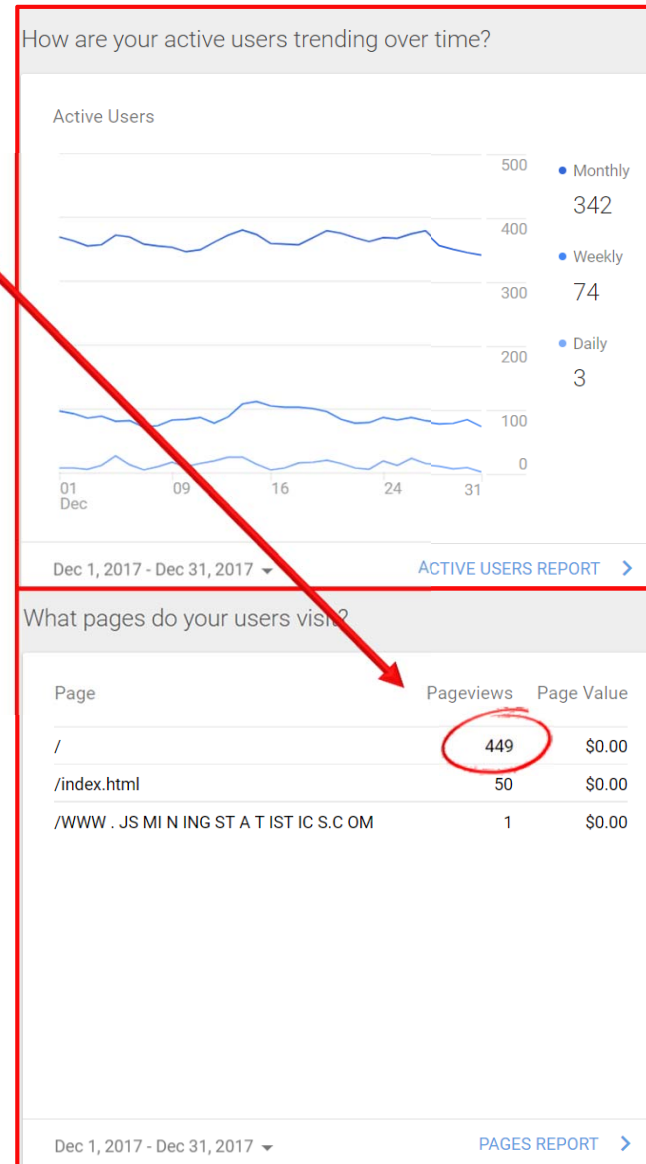


**High Bounce Rate
can Be Attributed
to Mobile As 60%
of Users on Mobile
Device and Website
Not Really Mobile
Friendly**



Google Analytics


- **The trend shows average Pageviews in the Month at Relatively High Numbers**
 - May Indicate a Quick View and Bounce Out of Page
- **Monthly Users Dropped Nearly 14%**
 - May Indicate the Busy Holiday Season
- **Messaging Will Continue to Promote Registration with a Focus on the January 29th Start Date, Coupled with Urgency to Start New Career Pathway.**



Learnings/Implications

- **Social Media Posts with Images and Increased Boosting Helped Generate Over 42,000 Impressions**
 - This Represents a 242% Increase Versus November
 - Social Media Will Continue to be Key Outreach Tool and Together Theater and Digital Advertising in January.
- **Message Themes Will Continue to be Main Driver to Create “Sense of Urgency” and Interest in the Upcoming Semester**
 - Focus Messages Around Advanced Energy Economy;
 - Pull on Heart/Mind Strings for Prospects to Set their New Year with a New Career Focus;
 - Gain Audience Exposure Heading into Last Day to Add the Spring 2018 Semester
- **Video Will Be Limited to Enrollment/Branding**
 - Use Current Videos with Revisions with Class Start Date

January Social Media Plan

2018		January			 COD to CAREERS	
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
01	02 Energize your career! Happy New Year! Did you know that	03	04	05	06	07
08 You can still Register! At the start of each year, we plan on	09	10 Did You Know... Advance Energy Economy	11	12 Amazing Video with Jan 29th Start	13	14
15 HVAC is Part of Advanced Energy Economy	16	17 Renewal Energy Careers in...	18	19 In 10 Days, you could be on the Pathway to a Career	20	21
22	23 There is Still Time to Add...	24	25 Next Week...	26	27	28
29 90% of Success is Showing Up. You can Show Up Today and	30	31	01	02	03	04