



#BeAmazing




COD *to* CAREERS

January 2018
Social Media Campaign Recap,
Digital Campaign Results to Date
&
Website Analytics

January 2018 Social Media Campaign

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

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	

January 2018 Social Media Posts

January Messages Focused on Encouraging People to Find Their Career Pathway, Take That Step to Enhancing Their Career, and Get in on The Advanced Energy Economy via Career Education Opportunities at College of the Desert's Career Education Program

The image displays a collection of 14 social media posts from the Career Technical Education program at College of the Desert. Each post is a screenshot of a Facebook post, featuring a mix of text, images, and promotional graphics. The graphics are primarily red and yellow, with bold text and starburst shapes announcing 'Classes Begin Jan 29!'. The posts cover various themes:

- ENERGIZE YOUR CAREER:** Promotes putting energy into careers, with 15 pathways available.
- YOU CAN STILL REGISTER!:** Encourages planning and getting started on the career pathway.
- GET IN ON THE ADVANCED ENERGY ECONOMY:** Highlights careers in demand like high-performance buildings and nuclear technologies.
- REGISTRATION STILL OPEN!:** Urges users to be job ready and amazing.
- FIND YOUR CAREER PATHWAY:** States there are 300,000 new jobs in the energy sector.
- FIND YOUR CAREER PATHWAY (repeated):** Similar to the previous post, emphasizing the 300,000 new jobs.
- CLASSES START JANUARY 29th:** A central graphic with a play button icon and the website www.CODtoCAREERS.COM.
- THERE'S STILL TIME FOR YOU:** Repeated twice, emphasizing that it's not too late to start.
- LAST DAY TO ADD FEB. 5:** A calendar graphic showing the final day to add for the February 5, 2018 class.

Each post includes engagement metrics such as 'people reached', 'comments', and 'shares', along with a 'Boost Post' button. The posts are published by J. Alex Gomez on January 19, 2018.

Social Media Post Results

Message Theme	Post Date	Reached Viewed	Engagements	% Likes	Post Clicks	% Clicks	Clicks to Site	% to Site	Cume Reach	Boost Budget	Shares	Relation to Clicks on Post
Energize Your Career	1/2/2018	14,928	379	3%	498	3%	227	46%	14,928	\$150	13	3%
You Can Still Register	1/8/2018	17,780	488	3%	671	4%	252	38%	32,708	\$150	24	4%
Did you know... Advanced Energy	1/10/2018	8,440	160	2%	113	1%	5	4%	41,148	\$150	12	11%
Did you know... 60% of power	1/15/2018	10,418	16	0%	15	0%	4	27%	51,566	\$9	0	0%
Did you know... huge % of jobs	1/18/2018	525	10	2%	7	1%	0	0%	52,091	\$5	1	14%
Did you know... huge % of jobs	1/18/2018	8,620	96	1%	133	2%	44	33%	60,711	\$145	5	4%
In 10 Days...	1/19/2018	4,416	7,310	166%	3	0%	0	0%	65,127	\$150	0	0%
You ever have FOMO syndrome?	1/23/2018	163	6	4%	1	1%	0	0%	65,290	\$1	0	0%
You ever have FOMO syndrome?	1/28/2018	10,781	265	2%	283	3%	107	38%	76,071	\$145	11	4%
They say that 90% of success...	1/29/2018	9,940	193	2%	226	2%	70	31%	86,011	\$150	11	5%
Total	10	86,011	8,923	10%	1,950	2%	709	36%		\$1,055	77	4%
Average/Post		8,601	892	10%	195	2%	71	36%				
Average Versus Last Month		63%	485%	258%	27%		39%		CPC \$1.49	CPM \$12.27		4%
										-10%		

Approximate Time that Facebook Changed Algorithm for Reach and Engagement

Facebook Also Deleted Some Targetable Behaviors Causing Adjustment to COD Audience. Changed Targets from 45 to 37 Variables

Revised "Amazing" Video Post Showing Jan. 29 Spring Start Got More Engagements Than # Reached. Reached Viewed 1.65x's

Efforts in the Month Reduced CPM -10% Versus Prior Month

While Average Post Reach Grew 63% Versus December, Total Posts Reach Grew 104%

In Spite of Facebook Changes, Engagement Grew on Average by 485% with Video and 17% without Video

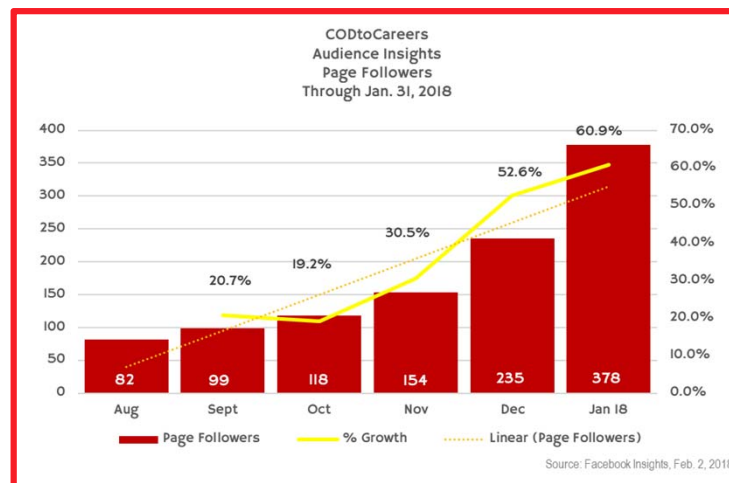
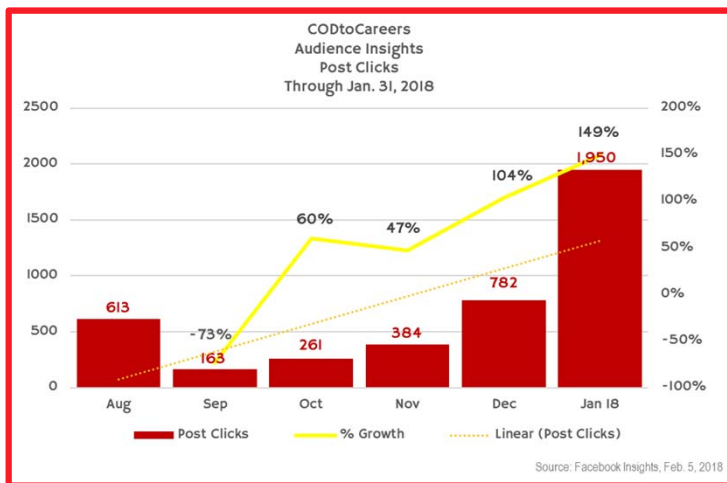
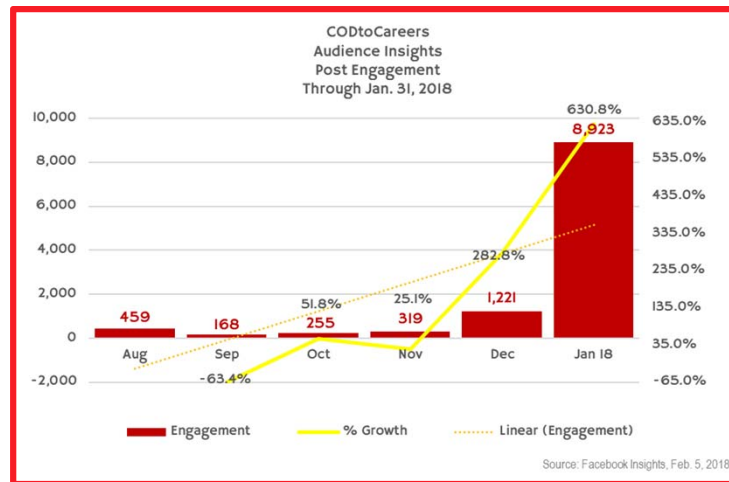
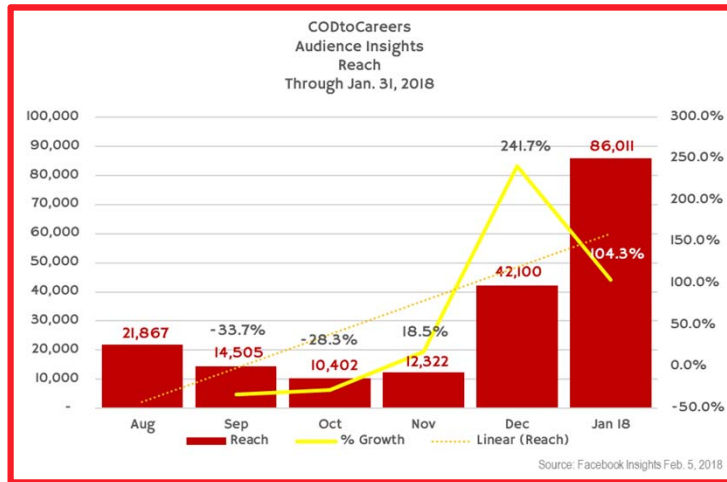
January Efforts Generated Largest Volume of Clicks to Site in Entire Campaign

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



Audience Insights

- **Social Media Budget Strengthening Paid Off in Generating Growth On Facebook in Four Key Performance Areas:**
 - Reach, Engagement, CTR and Page Followers



Movie Theater Video Insertion

- During the Holiday Season and Into January, Efforts Extended to Movie Theater Advertising in the Coachella Valley 36 Screens at the Following Theaters:
 - Rancho Mirage 16
 - Indio Metro 8
 - Century 12 La Quinta
- Efforts Included “In-Preview” Placement and Digital “In-Lobby” Placement



Digital Ad Campaign

- For the Spring 2018 Initiative, the Campaign Employed a Digital Ad Campaign Geo Targeting Zip Codes in the Coachella Valley.
- The Campaign Also ReMarketed to Those Who Attended Movies During the Campaign Period of 12/22/2017 and 2/1/2018.



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)

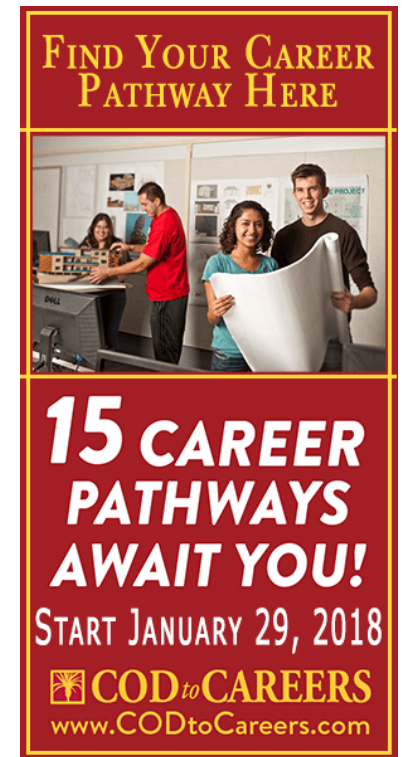


#BEAMAZINGATCOD


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

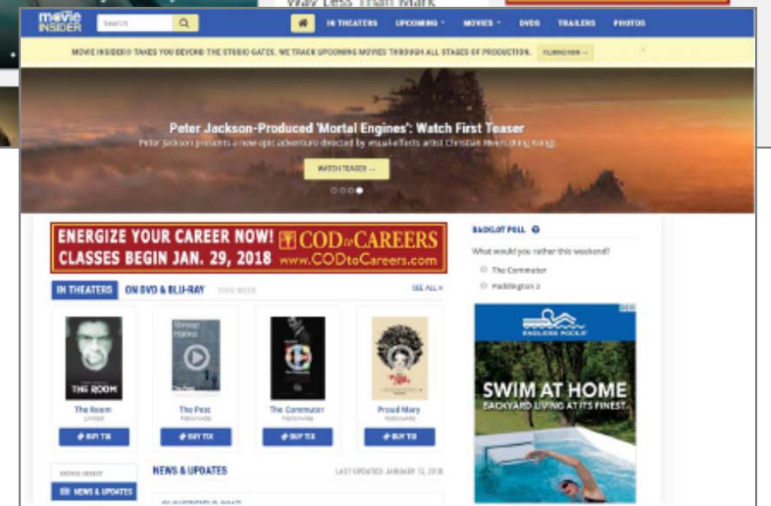
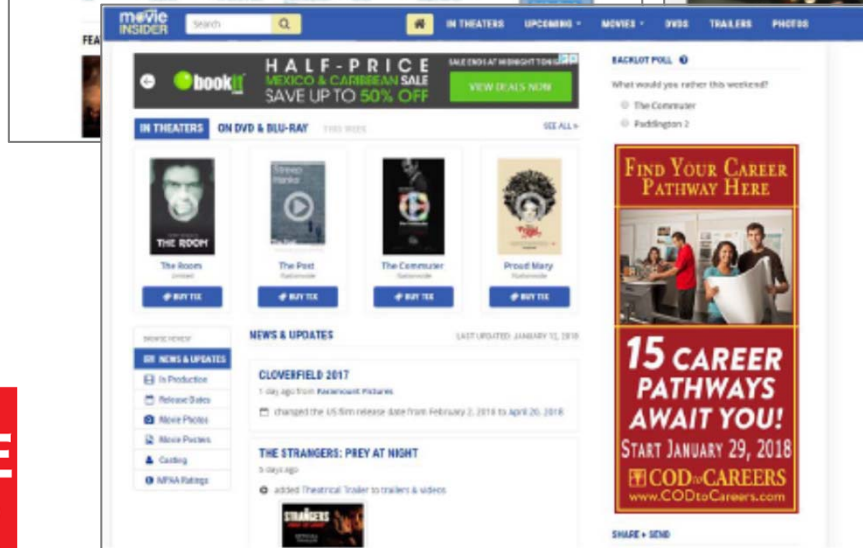
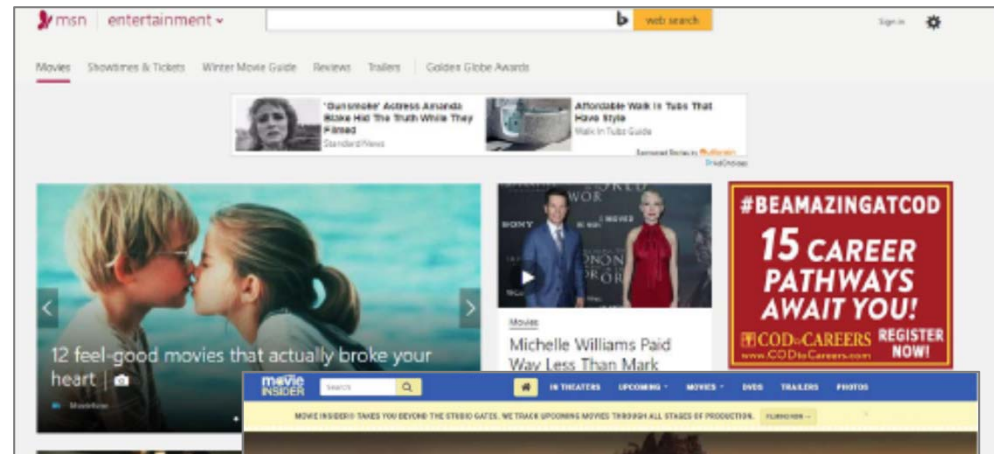
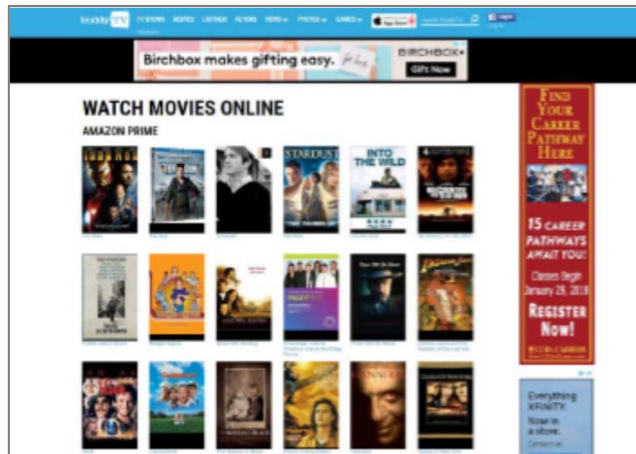
COD to CAREERS
www.CODtoCareers.com

COD_Digital Ad II_300x600
(Reduced to 60% to Fit)

Digital Ad Campaign Executions & Results

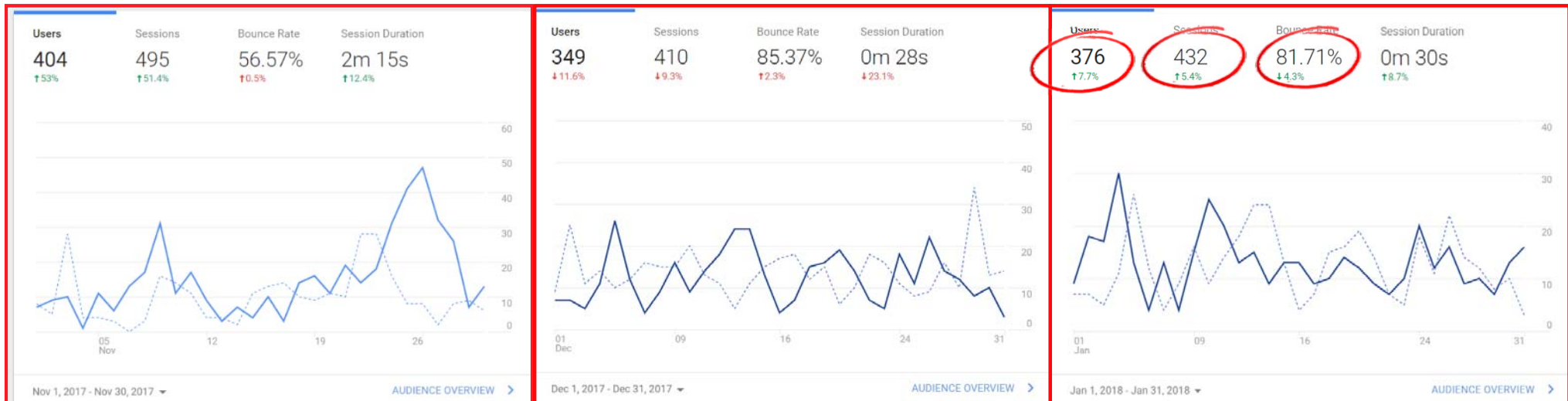
Overall, The Digital Ad Campaign Over-Delivered by Approximately 4% Generating 2,666 Click-Throughs for an Effective CTR of 1.01%... Seven Times the Standard of .15%

Start Date	Report Date	# of Days	Gross Imp. (000)	Ad Clicks	Clicks / Day	Cost	CPC	CTR
12/22/17	2/1/18	42	264.5	2,666	63.5	\$2,015.00	\$1.32	1.01%
Contracted Impressions			255.4	INDUSTRY STANDARD				0.15%



Google Analytics

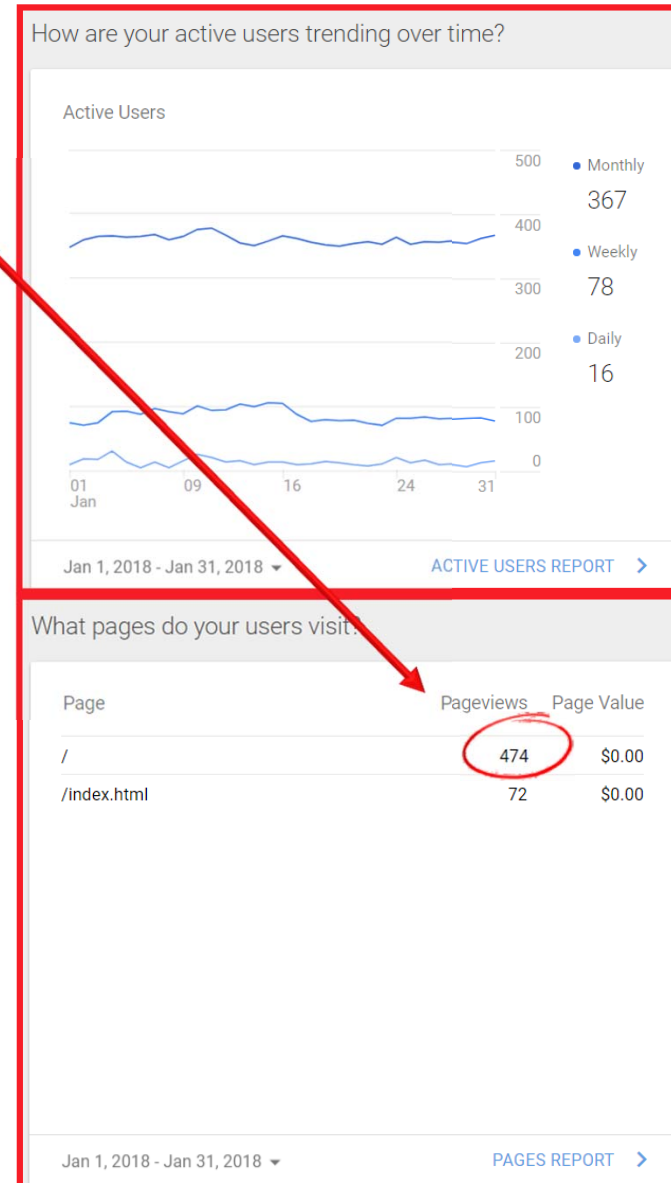
- **Users to the Site Grew to 376, a 7.7% Increase, and the Bounce Rate Decreased to 81.7%, a slight improvement from December.**



Key Implication is that While Social Media and Digital Advertising Produced a High Volume of Clicks, Many Users Clicked Away Almost Immediately and at Least 30% Remained on the Site Beyond the Front Page.

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 Increased 5.2%**
- **On Average, Users Viewed 1.26 Pages on the Website**



Next Steps

- 1. Budget Reconciliation**
- 2. Final Budget Summary Recap**
- 3. Final Billing**
- 4. Collection of All Campaign Elements**
- 5. Deposit Campaign Elements into Creative Commons**
- 6. Close Out Account - 03/31/2018**