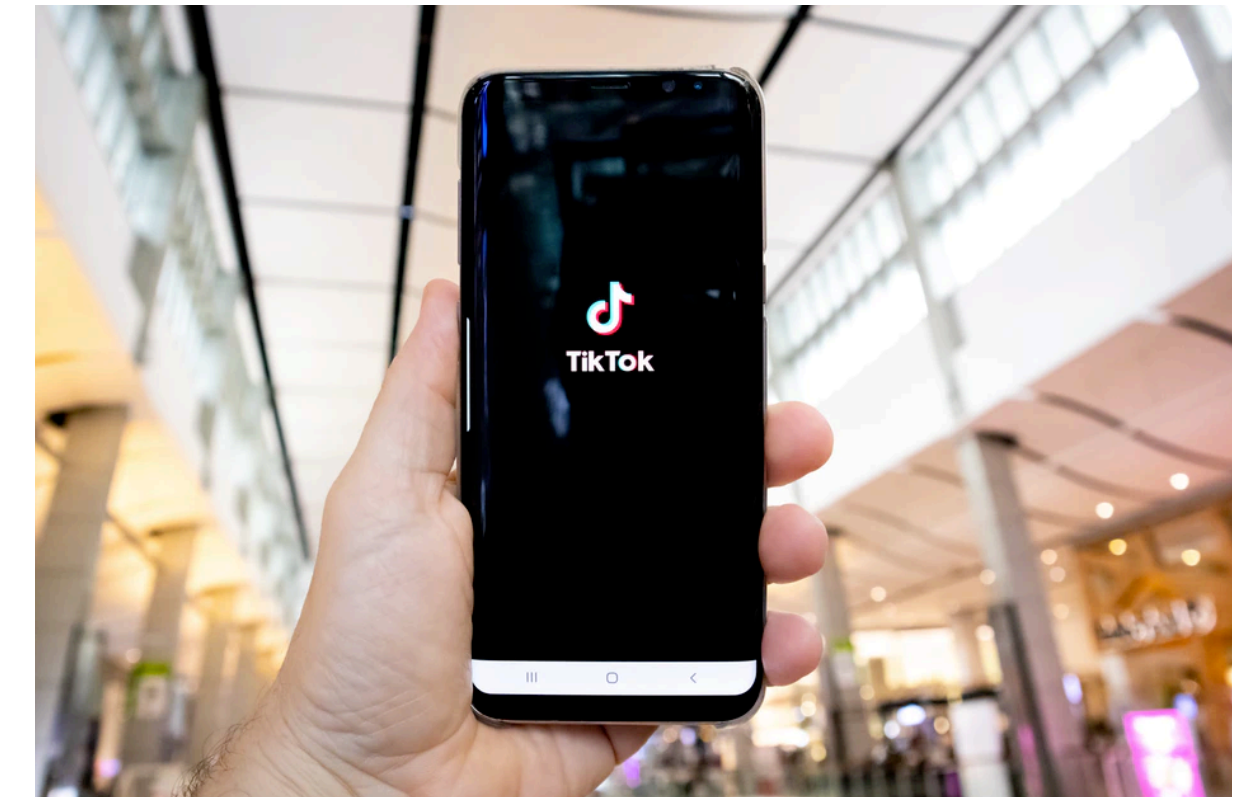


Why This Topic?

Building the top
of the funnel
has never felt
more important
than it feels today.



How Will We Do It?

- Perfect your digital marketing landing pages
- Decipher your data
- Aim for quality, not just quantity

Introduction



Step 1: Perfect Your Landing Pages

Why Landing Pages?



Widener University



YOUR MBA, YOUR WAY

Choose a program
that adapts to you

EXPLORE NOW



Earn a Widener MBA Your Way

Personalize the way you study, learn, and grow with two MBA program options.

PROFESSIONAL MBA

Elevate your career as you build a powerful, portable skill set. Take courses in person, online, or seamlessly transition between delivery formats. Finish in as little as one year or at your own pace, all while maintaining your full-time career.

SPECIALIZED MBA

Acquire the focused skills you need to rise in your career. Choose a specialization in data analytics, business process innovation, investment management, or organizational leadership. Some courses in your specialty may meet in-person. You can take your core courses in the format of your choosing: online or in-person.

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Program Highlights

Choose a Program Designed Around You

Experience the power of flexible program options. In our Professional MBA, you'll complete practical courses designed around your learning style and career goals. And in our Specialized MBA, you'll choose an area of focus that will distinguish your resume and skill set. As you earn an MBA your way, you'll take the inside track to greater leadership and responsibility.



Fast Track Your Career Growth

Pursue our Professional MBA and finish in as little as one year. Through flexible, part-time courses, you can prepare to move on or move up while maintaining your full-time career. Want to follow a more relaxed timeline? You can use these same flexible courses to finish your program at your own pace.



Why Landing Pages?

- Put users in a spot that matches their expectations and supports your campaign goal
- Reduce distractions
- Optimize actions—including lead generation
- Provide rich data

How Can You Accomplish This?



MASTER'S DEGREE

MBA, Master of Business Administration

Take courses online or on campus (or both). Study part-time or full-time. Finish in one year or at your own pace. Here, you'll earn an MBA your way.

[Academics](#) > [Graduate Studies](#) > [MBA, Master of Business Administration](#)





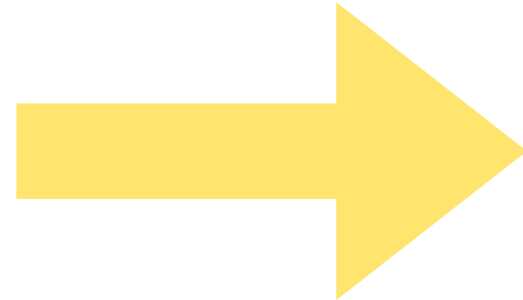
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Actionable headline that matches ad copy

Brief, compelling copy above the fold

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Image or video asset as high as possible

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...with clear, concise info about what value you're offering

Short lead form above the fold...

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• → **Build a Network of Industry Insiders**

Your education will stretch beyond the classroom as you build relationships with accomplished guest speakers, driven classmates, and industry-shaping faculty. By rubbing shoulders with these industry insiders, you'll graduate with a network that will follow you long after graduation.



• → **Learn From Powerhouse Faculty**

Our faculty bring extensive industry experience into the classroom. As you listen to their stories and tune into their expertise, you'll better understand what it takes to blaze your own trail. When all is said and done, you'll graduate with a team of faculty partners and mentors by your side.



• → **Discover the Benefits of Our Campus**

Earn your MBA at Widener and gain access to:

- Center City Philadelphia, an ideal location to extend your network and land your next job
- Historic suburbs, complete with quaint shops, cafes, and restaurants
- Mass transportation, including Amtrak, SEPTA, and Philadelphia International Airport


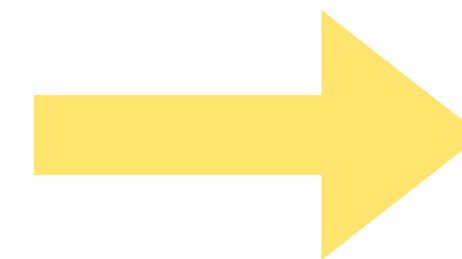


Opportunity for deeper engagement...

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[SIGN ME UP](#)

...with a scrolling CTA sticky bar

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Optimize for mobile

Our Results

- Isolated data
- Ran tests
- Optimized campaigns



Our Results

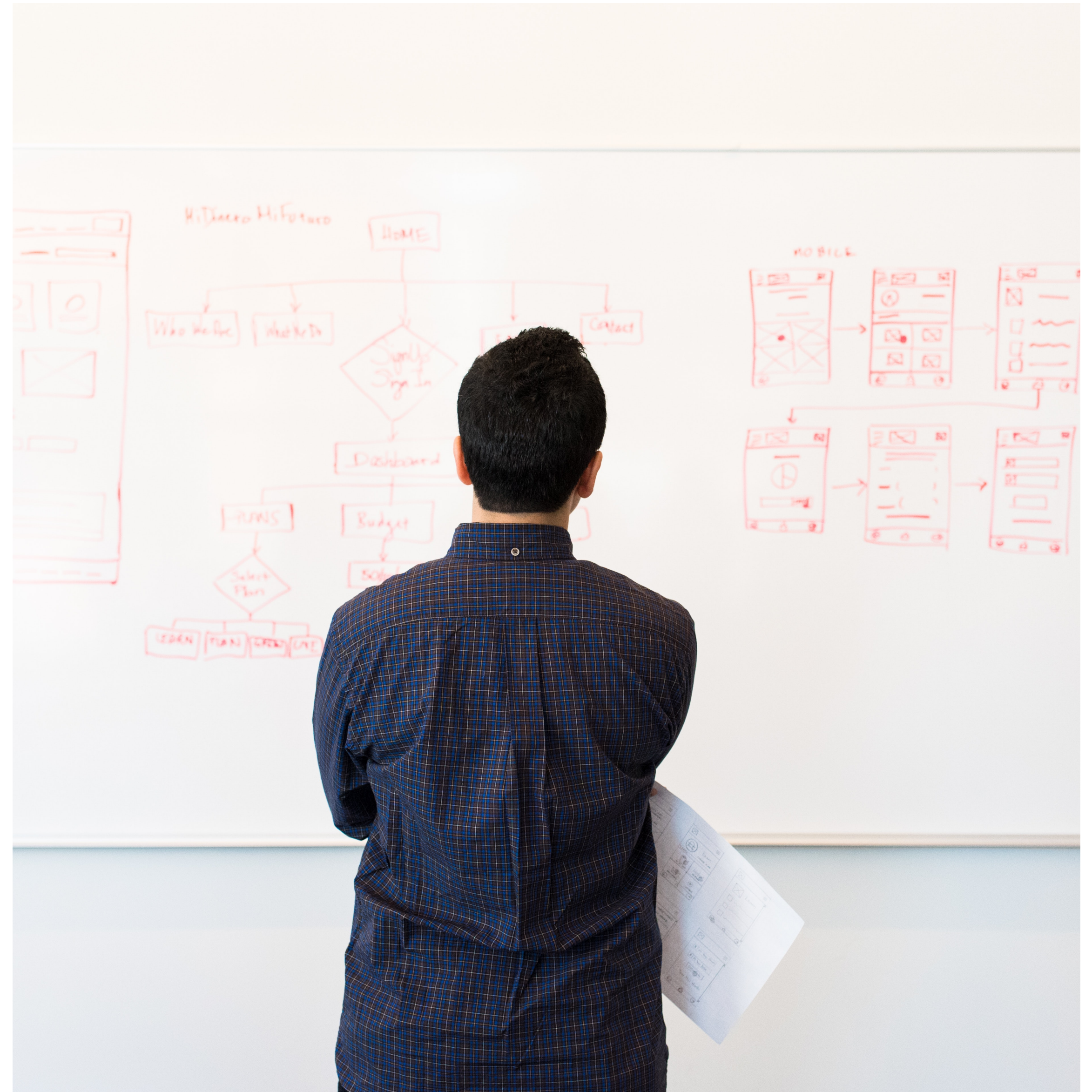
- Isolated data
- Ran tests
- Optimized campaigns
- **100%+ increase in conversions across several program campaigns**



Step 2: Decipher Your Data

Why Data?

- Measure your return
- Better understand your audience
- Optimize your efforts
- Experiment



What Can You Measure?

On your ads:

- Impressions
- Clicks + click-through rate
- Conversation rate
- Cost/conversion
- Conversions
- etc.



What Can You Measure?

On your landing pages:

- Time on page
- Bounce rate
- Conversion rate
- Heat mapping
- etc.



What Data Matters?

Zoom Poll

What Data Matters to Widener?

1. Number of conversions (in our case, leads)
2. Cost per conversion
3. Conversion rate

Number of Conversions

- Did your campaign generate 5 or 500 leads?
- How does this speak to your enrollment goals?



Cost per Conversion

- Are you getting a return?
- Are your campaigns efficient?



Conversion Rate

- Are you regularly engaging your audience?
- Is your content compelling?
- Are you experiencing issues with your page or form?



Example From Widener

Program #1

First 3 months of the campaign:

	Number of Leads	Cost Per Conversion	Conversion Rate
Month 1	33	\$71	2%
Month 2	11	\$146	1%
Month 3	29	\$55	4%

Program #1

After optimizing the campaign:

	Number of Leads	Cost Per Conversion	Conversion Rate
Month 1	107	\$19	14%
Month 2	121	\$16	17%
Month 3	97	\$21	13%

**Step 3: Aim for Quality, Not
Just Quantity**

Why Quality?

- Leads are important
- Enrollment is more important

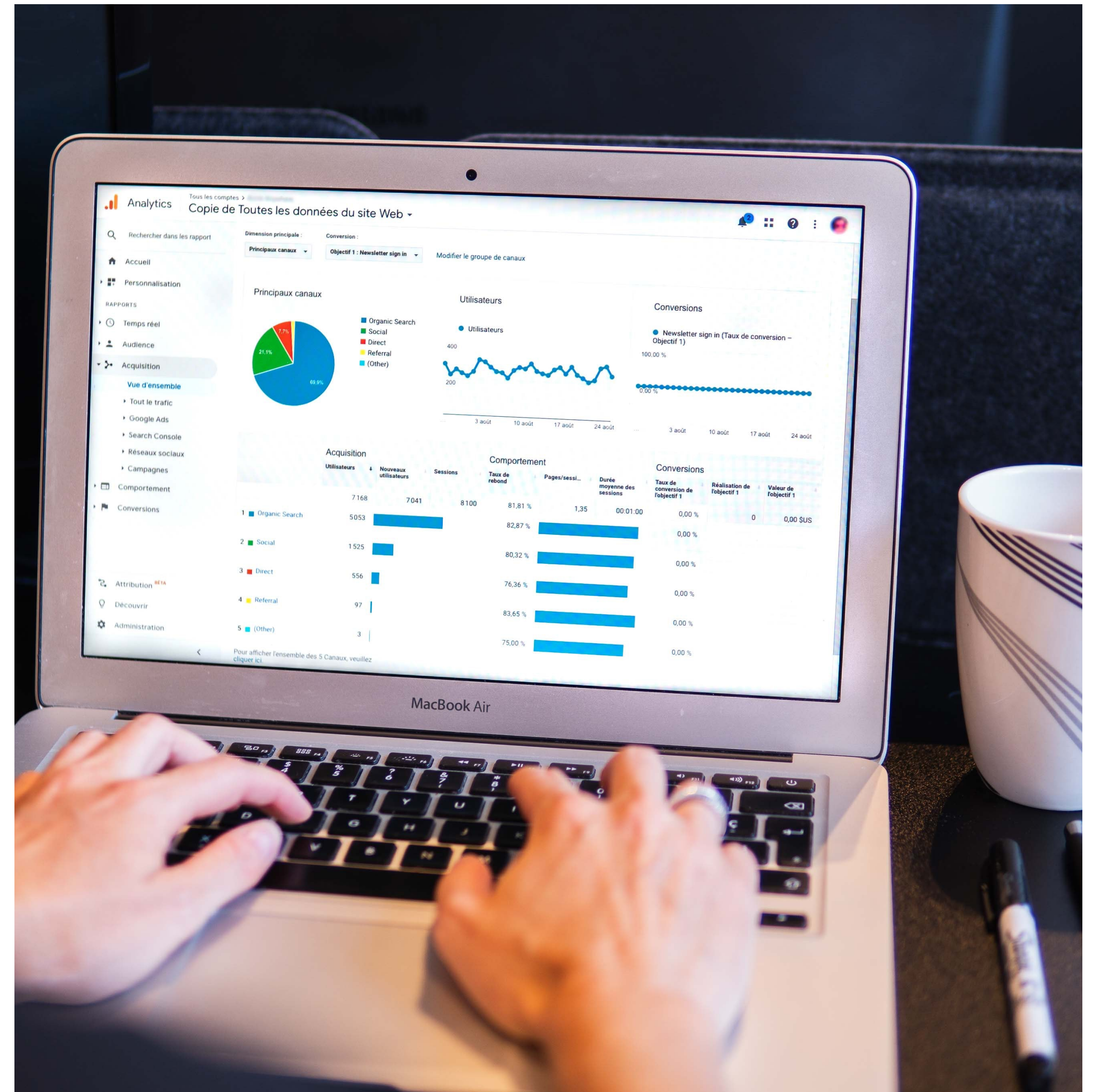


How Can You Measure Quality?

How Can You Measure Quality?

Start by:

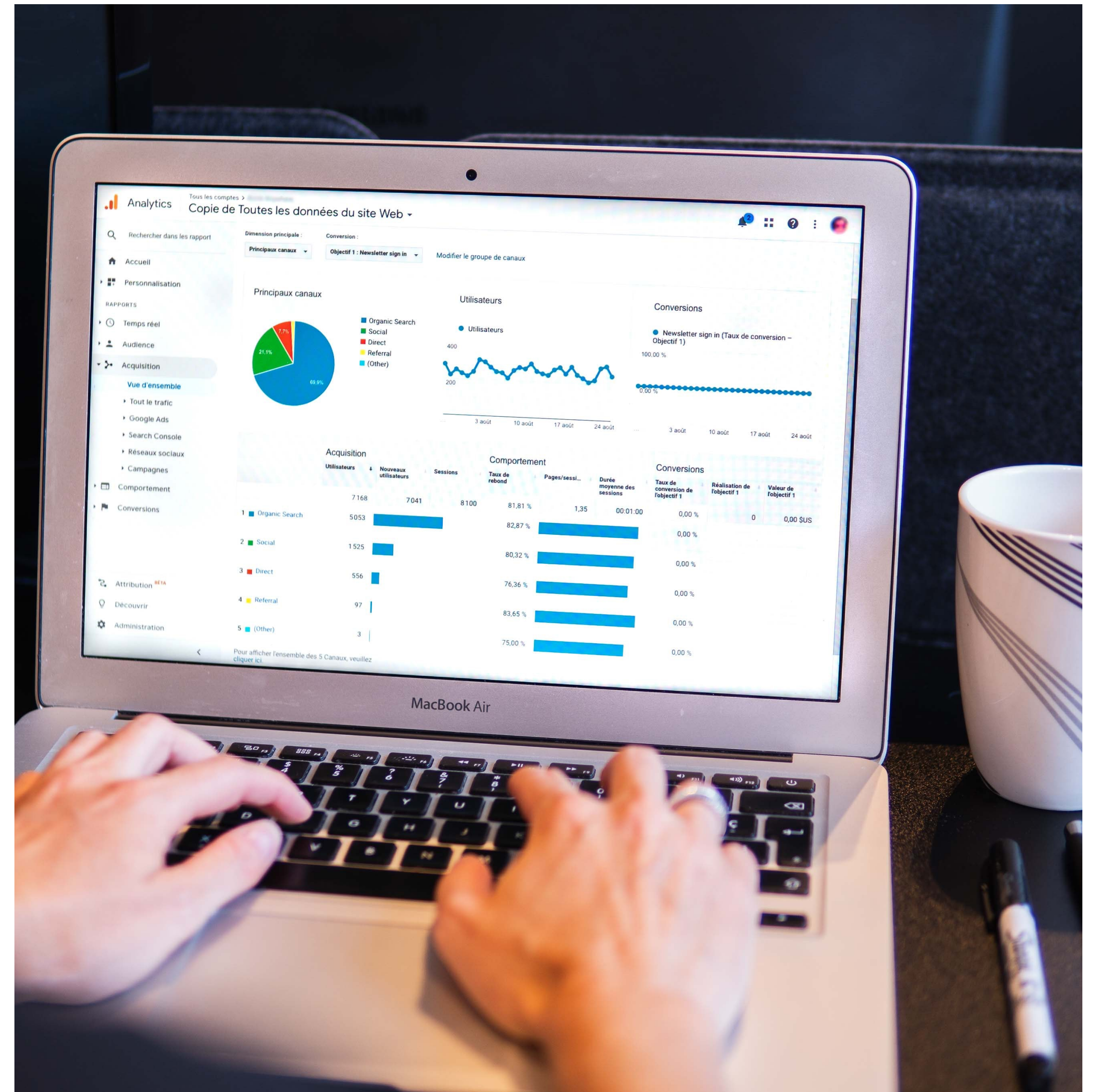
- Reviewing campaign goals
- Identifying key performance indicators (KPIs)



How Can You Measure Quality?

Then:

- Dig into your CRM
- Review enrollment KPIs
- Use “full picture data” to measure quality



Examples From Widener

Examples From Widener

- Goal: Build the top of the funnel
- KPIs: Number of leads, number of applicants



Program #1

Full picture data:

	Number of Leads	Applied	Admitted	Deposited
90 days	156	18	9	4
365 days	584	80	49	22

Program #2

Full picture data:

	Number of Leads	Applied	Admitted	Deposited
90 days	51	6	3	0
365 days	193	16	11	0

Program #3

Full picture data:

	Number of Leads	Applied	Admitted	Deposited
90 days	22	0	0	0
365 days	202	2	0	0

How Can You Measure Quality?

- Review campaign goals
- Identify key performance indicators (KPIs)
- Dig into CRM
- Review enrollment KPIs
- Use “full picture data” to measure quality

Want More Quality Leads?

- Perfect your digital marketing landing pages
- Decipher your data
- Aim for quality, not just quantity



Questions & Answers