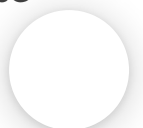
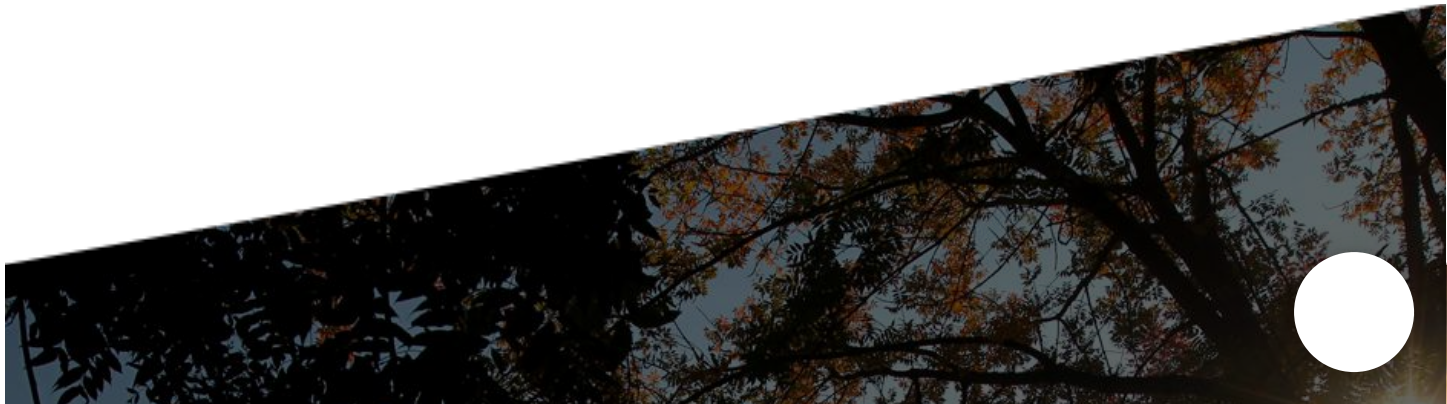




## Client Background

California State University, Stanislaus, (also known as Cal State Stanislaus or simply Stan State) is a campus in the 23 school California State University system which was established in 1957 in Turlock, California, United States. It is also the only campus in the CSU system to offer a bachelor's degree in cognitive studies. The university offers 133 Bachelor's degrees, 35 Master's degrees, two Doctoral degrees (Doctor of Education), and 14 teaching credentials. Stanislaus is also one of the two campuses (other one being Sonoma State University) in the 23-campus CSU system listed among the best undergraduate colleges by The Princeton Review.





# Goals

Plan, build and optimize a new Paid Search Campaign on the Google network to target new prospect student for both the Online and Executive MBA educational programs. CSU Stanislaus also wanted to improve its branding and recognition of the new university programs both locally in the Bay Area of California and nationwide.

## Approach

WebitMD worked with the CSU Stanislaus Extended Education Department to develop and ground up PPC campaign both in Search and Display networks in addition to a remarketing strategy:



- Search Campaigns were built to target the Executive MBA and Online MBA keywords
- Display Campaigns were built for branding and serving impressions to a large audience with a radius targeting of the campus
- Interest Type Audience Targeting: Above 25 years old, within a 40 mile radius, business professionals, interested in continued education, and read business news online
- Image Placement Targeting: Local news sites with authority and readership, display ads to an audience relevant to the prospective student base
- Form and Call Tracking Integration

## Results

The results of our PPC engagement have been outstanding. Here are some of the main campaign metrics:



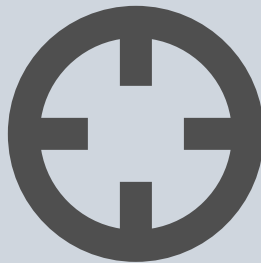
15 MILLION AD IMPRESSIONS SERVED IN 90 DAYS



27,000+ CLICKS



LOCAL & NATIONAL EXPOSURE FOR THE UNIVERSITY



2 HIGHLY TARGETED AUDIENCES RESULTING IN NEW STUDENT REGISTRATIONS

Like us so far      ed love to  
hear from you

First Name	Last Name
Email* (required)	Phone Number
Company Name	Website URL

