

# College of DuPage

Recruitment Initiatives - Geofencing

# COD Adult Education Marketing Strategies

- ▶ Flyers
- ▶ COD Catalog - 318,000 homes
- ▶ COD web pages
- ▶ E-mail blasts
- ▶ Text blasts
- ▶ Post cards - mailed to all residents of targeted communities
- ▶ Network of internal/external partners - formal referral
- ▶ Participant word-of-mouth
- ▶ Bus ads - targeted routes
- ▶ Newspaper
- ▶ Radio PSA
- ▶ Presentations/info sessions
- ▶ Social media presence (Facebook, Twitter, etc.)
- ▶ **Geofencing**
- ▶ Ad buys on social media platforms

# GEOFENCING

- ▶ Geofencing is a location-based service in which an app or other software uses Global Positioning System (GPS), Radio Frequency Identification (RFID), Wi-Fi or cellular data to trigger a pre-programmed action when a mobile device or RFID tag enters or exits a virtual boundary set up around a geographical location, known as a geofence.



# GEOFENCING

- ▶ Prompts mobile push notifications, triggers text messages or alerts, sends targeted advertisements on social media and/or delivers location-based marketing data.



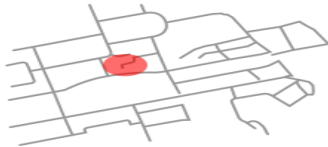
# GEOFENCING

## Powerful Location-Based Marketing



### What is Geofencing?

Geofencing uses the Global Positioning System (GPS) to build a virtual boundary area around specific locations, called fences. Once a customer enters the parameters of the targeted area, a Real-Time Bidding process occurs and a display ad is served through apps on mobile devices to individuals who meet the selected target audience.



Target any location(s) with a street address

Fence between 1-3600 meters



Choose demographics within fence (example women 21-35)



### Great Uses for Geofencing

#### Events



An employment recruiting company is looking to maximize their exposure at this year's Young Professionals business conference. They decide to place a Geofence around the convention center and connecting hotels for the three-day event. Their ads encourage people to stop by their table at the conference to receive a free gift and resume review.



#### Competitor Locations

A local coffee shop is running a BOGO promotion on all beverages. They geofence other coffee shops in town and run an ad that gives customers the BOGO coupon to use. Since these people are consumers of coffee, the incentive will hopefully bring them to the local shop the next time they need coffee.

#### Tourism



An amusement park wants to increase sales at the park gift shop during their peak season. They create an ad giving customers 10% off any \$40 purchase in the gift shop. As visitors stand in line waiting for rides and make their way around the park, they are served an ad with the offered deal.

Many businesses have experienced click-through rates on Geofencing campaigns that are as much as 70% higher than that of standard ads

### Click-Through-Rate Comparison

0.07% Display Ad Average CTR

0.50% Geofence Ad Average CTR



# Metrics

- ▶ Email blast - 20% open rate/6.72% click through rate
- ▶ Text messaging - 7% inquiry response rate
  - ▶ Specific community target - ex West Chicago - 9.27% inquiry response rate
- ▶ Facebook posts - HSE program - 466 views, 16 reactions, 10 clicks, 4 shares
- ▶ Facebook paid ads
  - ▶ ELA - Reach - 26,160, Impressions - 57,074, Clicks - 387, #Leads - 63
  - ▶ ELA 2 - Reach - 4,989, Impressions - 10,974, Clicks - 256, #Leads - 57

# COD AE GEOFENCING CAMPAIGN

- ▶ Provided targeted locations/addresses/areas
- ▶ Provided marketing content - ads which would be pushed to mobile devices who entered predefined geofence location
- ▶ Tracked number of ads that were pushed to mobile devices through social media/web platforms
- ▶ Tracked number of “clicks” - how many people clicked on advertisement to get more information
- ▶ Tracked number of people who received ad that visited campus

# COD Location Target Example

College of DuPage				
Visits Report-2019-03 ELA				
Geo Fence	Impressions	Clicks	CTR	Total Actions
307 W 63rd St., Westmont, IL	45,251	82	0.1812%	83
240 W Lake St., Addison, IL	22,928	43	0.1875%	41
Dollar Tree	5,046	12	0.2378%	28
500 North Ave, West Chicago, IL	9,560	5	0.0523%	24
World Relief Dupage	3,427	7	0.2043%	23
Food Market La Chiquita & Taqueria	9,421	14	0.1486%	22
ALDI	8,083	13	0.1608%	20
Carnicerias Jimenez	9,328	19	0.2037%	18
La Rosita Food Market	2,278	7	0.3073%	16
La Huerta #6	18,376	24	0.1306%	15
Neighborhoods around 431 Addison Rd, Addison, IL	14,251	23	0.1614%	13
Carnicerias Jimenez	5,370	11	0.2048%	12
Food Market La Chiquita	4,712	8	0.1698%	12
West Suburban Hispanic SDA Church	4,902	6	0.1224%	11
Carnitas Chepa & Groceries	2,119	4	0.1888%	10
La Michoacana	2,910	5	0.1718%	9
224 W Green St., Bensonville, IL	14,568	27	0.1853%	9
La Central Grocery	2,172	4	0.1842%	7
El Toreo Market	9,652	24	0.2487%	6
Supermercado el Borrego	808	1	0.1238%	1
La Huerta Super Mercado	1,978	3	0.1517%	0
New Life Bilingual Church	987	1	0.1013%	0
Kingdom Hall of Jehovah's Witnesses	378	2	0.5291%	0
Lindo Michoacan	16,427	36	0.2192%	0



# Outcomes

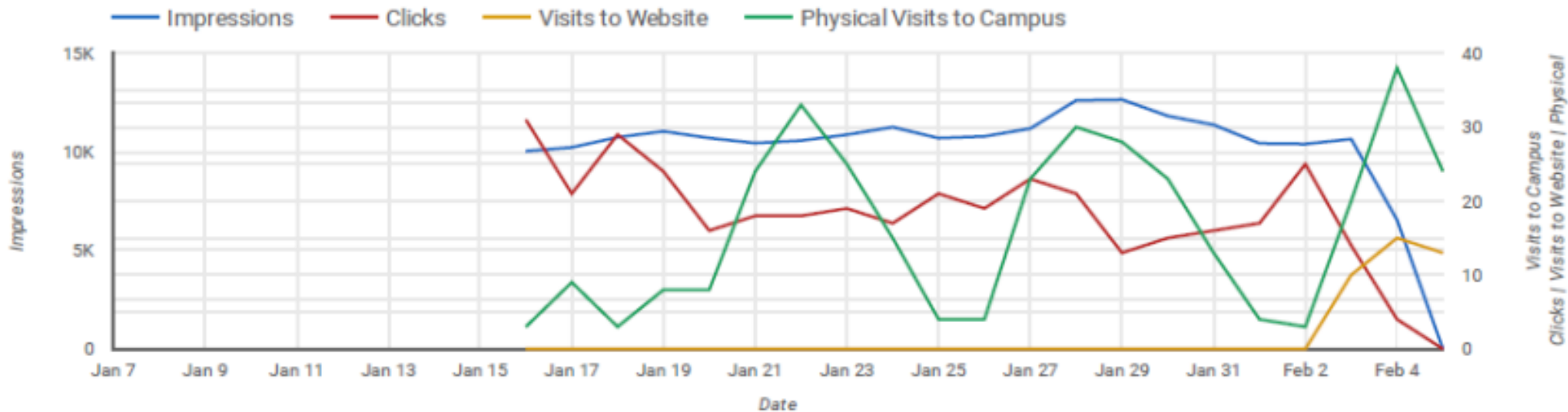
Select your campaign:

Campaign

Select your date range:

Jan 7, 2020 - Feb 5, 2020

### Digital



Impressions  
**214,932**  
 Clicks  
**381**  
 CTR  
**0.1773%**  
 Visits to Website  
**38**  
 Physical Visits to Campus  
**342**

Tactic	Impressions	Clicks	CTR	Visits to Website	Physical Visits to Campus
College of DuPage_98-0177-2019-03_ELA_(1/16-2/16)_Tactic 1: Geofence Locations	108,374	201	0.185%	15	195
College of DuPage_98-0177-2019-03_ELA_(1/16-2/16)_Tactic 2: Geofence Neighborhoods	106,558	180	0.169%	23	147