



Objective of AdGrad*:

To motivate all advertising and public relations students and all 6,000 alumni to visit the site and create a profile

*Gene Kincaid, Project Director AdGrad.org

Goal: Expand the **reach** of AdGrad.org
Increase the awareness among target groups

- Offline vs. Online
- Increase presence throughout the web
 - UT Websites
 - Google
- Increase awareness within the student public
 - CCS
 - Student Organizations

Goal: Expand the **reach** of AdGrad.org
Increase the awareness among target groups

- Alumni
 - HR
 - Email
- Faculty/Staff
 - Meetings/Training
- Communication Students/Staff/Professionals

Goal: Increase **acquisition** for AdGrad.org
Increase number of visits to the website

- Registration Drive
- Facebook
- Referrals
- Advertising.utexas.edu, UT homepage
- Features
- Keywords
 - Career related ; Advertising

Goal: Increase **conversion** for AdGrad.org
Encourage visitors to use AdGrad

- Create profile
- Update profile
- Browse jobs/individuals on AdGrad

Goal: Increase **conversion** for AdGrad.org Encourage visitors to use AdGrad

- Not enough time is spent on the site
- Users are not coming through a referral site
 - Additions/Updates
- Editorial content or testimonials
- Visual tutorial

Goal: Increase **retention** for AdGrad.org
Encourage visitors to continue using AdGrad

- Log in/Log Out
- Job bank
- Forum or message board
- Daily or weekly rotation

Thank you!

Q&A