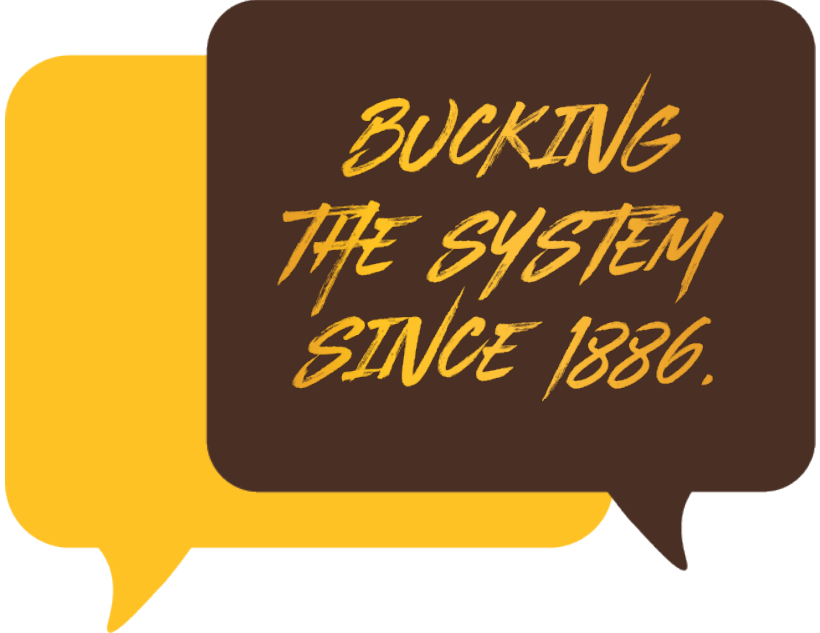


Institutional Marketing Annual Report

THE WORLD NEEDS MORE COWBOYS.

The University of Wyoming develops creative, outside thinkers who thrive by building grit, integrity, independence and optimism because we believe education should be accessible, valuable, meaningful and should prepare students to tackle the problems of today and the unknown of tomorrow.



*BUCKING
THE SYSTEM
SINCE 1886.*

Table of Contents

- FY2020 Marketing Results
- Social Media Benchmarking Report
- Looking Forward

Out-of-State Marketing

*THE WORLD NEEDS MORE
RELENTLESS CURIOSITY.*

Campaign Focus

High School Seniors

Outreach to Seniors

- *ForecastPlus* Predictive Model
- Senior Search for 25,000 records
 - Predictive Model for Search
 - Outreach emails
 - Direct Mail
 - Digital retargeting
- Paid Interactive Marketing
 - Targeted purchased list of senior names (also built look alike list)
 - Channels: Facebook, Instagram, Display, YouTube, Snapchat
 - Strategy
 - Application push for prospective Colorado students
 - Application push for other states
 - Top-of-funnel campaign for outdoor enthusiasts
 - Snapchat application awareness
 - Parent Campaign

Jane Jennings	.99	<i>Highly likely</i>
Ben Pierce	.88	<i>Highly likely</i>
Tracy Williams	.79	<i>Likely</i>
Heather Smith	.72	<i>Likely</i>
Ryan Harris	.68	<i>Likely</i>
Bruce Adams	.56	<i>Somewhat likely</i>
Patricia Gill	.42	<i>Somewhat likely</i>
Todd Bauman	.31	<i>Less likely</i>
Kelly Lockhart	.12	<i>Less likely</i>

Campaign Focus

High School Juniors

Outreach to Sophomores/Juniors

- Sophomore/Junior Search for 100,000 records
 - Predictive Model for Search
 - Outreach emails
 - Direct Mail
 - Digital retargeting
- Digital Retargeting
 - Channels: Facebook, Instagram, & Display
 - Strategy
 - Custom Audience Display
 - Location-Based – Geofencing Event Push

RNL Demand Builder

- Partnered with Admissions to create an end-to-end out of state marketing campaign
- Used predictive modeling for the first time
- Identified “Hot” leads by focusing efforts on students who are most likely to enroll
- Focused name-buy and delivery of branded print materials and email
- Plans focused on seniors and juniors/sophomores

Building Senior Demand

*THE WORLD NEEDS MORE
OUTSIDE THINKERS.*

Target Markets

Primary Market

Wyoming

Secondary Markets

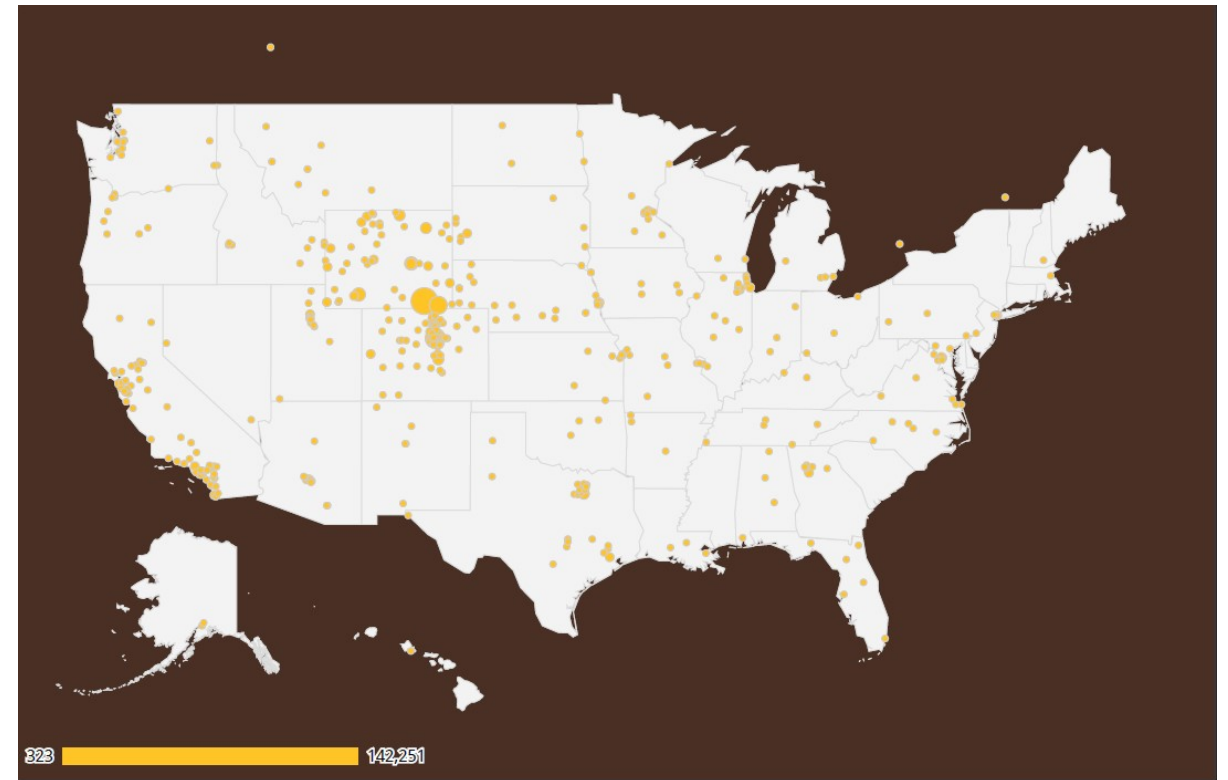
CA, CO, IL, MN, NE, TX, Rapid City

Market Three

ID, KS, MD, MO, OH, OR, PA, VA, WA, WI

Market Four

AZ, FL, GA, IN, MI, MT, NC, NV, NY, OK, TN, UT



RNL Demand Builder

Outreach & Fulfillment Email



UNIVERSITY of WYOMING

THE WORLD NEEDS MORE COWBOYS.

Are you ready for a new adventure?

[Reply to Explore Cowboy Life](#)

Hi [Recipient.contact.firstname],

When most of your professors are so highfalutin you never see them in class, you have to work hard to get the education you're paying for. Here in Laramie, 91% of our professors are Ph.D.s. That's just one of the reasons *Business Insider* ranks **University of Wyoming** in its list of the 50 Most Underrated Colleges in America.

"I'm convinced you get just as good of an education as you would at any Ivy League school...I was an intern from MIT, Harvard and Stanford, and just as competitive and knowledgeable." Tylor, Petroleum Engineering, '17, Drilling Engineer at Dutch Shell.

Sound like a place you'd like to hang your hat? [Visit our website](#) and we'll send you more info on the **UW majors** and other opportunities for adventure.

Invitation code: [Recipient.contact.poc_contactnumber]

[START YOUR APPLICATION](#)

CURIOSITY AND WONDER

A COWBOY.

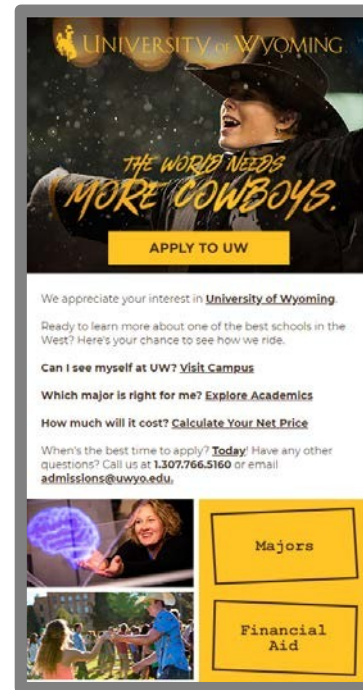
It's Not What You Are That Makes You a Cowboy. It's Who You Are... A Shared Spirit That is Fearless, Bold, and Hungry for Adventure.

[Connect with us!](#)

Majors

Financial Aid

Campus Visit



UNIVERSITY of WYOMING

THE WORLD NEEDS MORE COWBOYS.

[APPLY TO UW](#)

We appreciate your interest in **University of Wyoming**.

Ready to learn more about one of the best schools in the West? Here's your chance to see how we ride.

Can I see myself at UW? [Visit Campus](#)

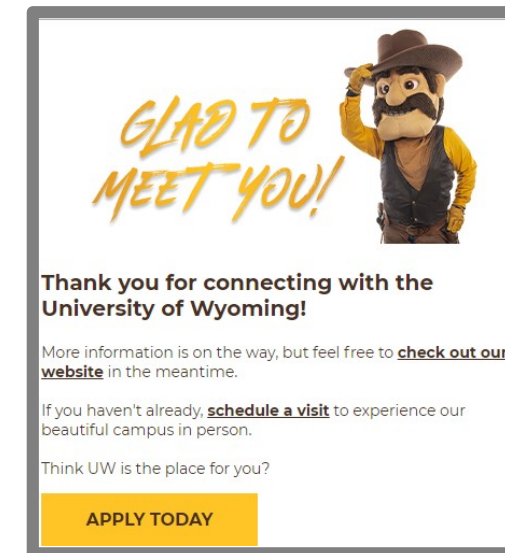
Which major is right for me? [Explore Academics](#)

How much will it cost? [Calculate Your Net Price](#)

When's the best time to apply? **Today!** Have any other questions? Call us at 1.307.766.5160 or email admissions@uwyo.edu.

Majors

Financial Aid



GLAD TO MEET YOU!

Thank you for connecting with the University of Wyoming!

More information is on the way, but feel free to [check out our website](#) in the meantime.

If you haven't already, [schedule a visit](#) to experience our beautiful campus in person.

Think UW is the place for you?

[APPLY TODAY](#)

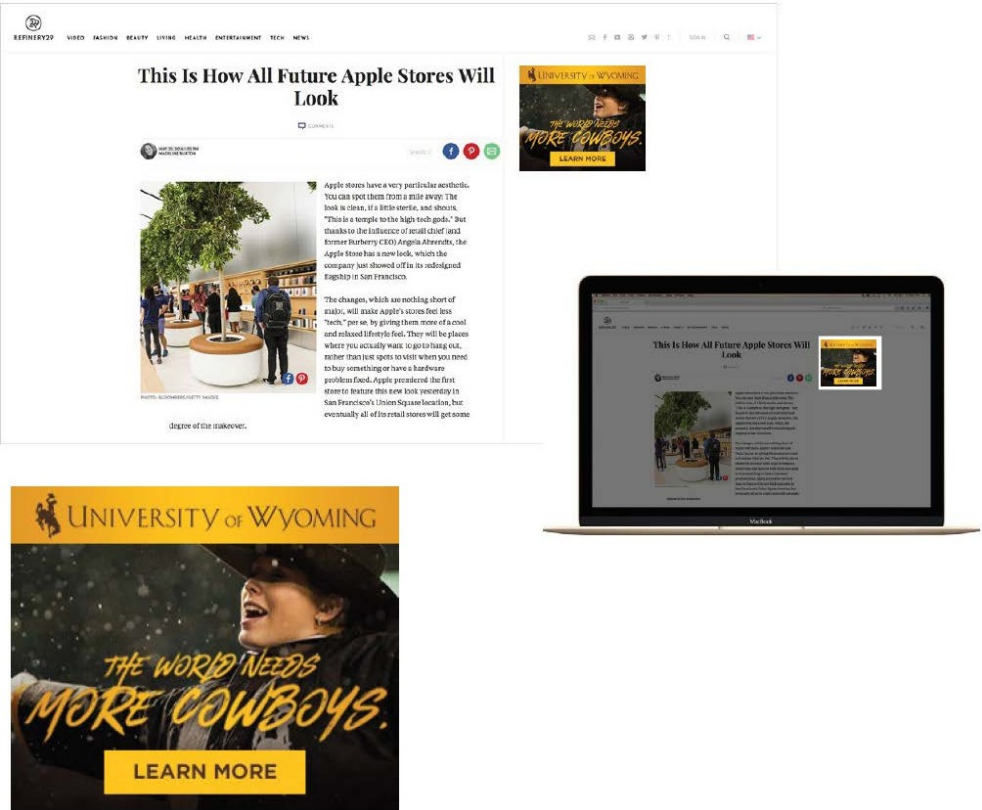
RNL Demand Builder

Letter Mailer



RNL Demand Builder

Digital Campaign Display Ads



RNL Demand Builder

Digital Campaign Social Ads



RNL Demand Builder

Digital Campaign Landing Pages

UNIVERSITY of WYOMING

TOP 5 REASONS TO SUBMIT YOUR APPLICATION TODAY

1. UW's app is simpler than the Common App

2. You'll stand out from the crowd

3. You can focus on your future

4. You may qualify for scholarships

5. You can attend Admitted Students Day

Apply Now >

DO YOU THRIVE AT THE EDGE
OF THE UNKNOWN?

Experience all that the University of Wyoming has to offer. That's right, Wyoming. Your friendly neighbors to the north — but not too far north, eh.

Up here, the opportunities are as vast as the open space that surrounds you, with a couple hundred miles — and programs — to explore. And no city or ski traffic to stop you.

From leading academics to Division I athletics to outdoor adventure, the University of Wyoming has everything you'd expect from a top-tier, research institution and more. New programs include recreation and tourism, cybersecurity, and nanomolecular science. World-class, multi-million-dollar facilities support undergraduate student research, innovation, and entrepreneurship. Local restaurants, festivals, and farmers markets contribute to historic downtown Laramie's rising as the all-small college town in the country. Acres of recreation await in nearby Vedauwoo, Snowy Range, and Steamboat Springs — yes, that Steamboat Springs.

With all this fresh air, you may think it's going to your head. But the campus is as real as the people. And the people are as real as they come.

THE WORLD NEEDS
MORE COWBOYS.

THE UNIVERSITY OF WYOMING NEEDS YOU.

The University of Wyoming offers one of the lowest out-of-state tuition rates of any four-year institution in the country. Apply now for admission (by May 1) to be considered for scholarships, including the Brown and Gold Commitment and the Western Undergraduate Exchange.

Start your journey today!

Far enough to break out
and explore on your own

Fiercely independent since 1890, UW encourages you to be you—whatever that may be.

Get out of your comfort zone and make your own legacy.

Relentless curiosity and adventurous spirit are two hallmarks of the university.

UNIVERSITY of WYOMING

GET UW PARENTS' GUIDE NOW!

Please share your contact info below to get your copy of "Adventurous and Courageous" — instantly by email.

Inside this Parents' Guide you'll see how the cowboy spirit comes alive in UW students:

What life experiences students bring with them

How they see Wyoming as an adventure

How far from home (or not) they come

What opportunities they see beyond a bachelor's degree

*Parent First Name

*Parent Last Name

*Student First Name

*Student Last Name

*Email

*Phone (Choose one)

GET YOUR GUIDE >>

TOP 5 REASONS STUDENTS BLAZE A TRAIL TO THE UNIVERSITY OF WYOMING

Whether they grew up in a tiny town, huge city, or something in-between, the reasons students, like yours, continue to blaze a trail to the University of Wyoming's campus in Laramie remain the same:

1. To avoid doing what everyone else is doing — namely, going to an in-state school

2. To be just far enough from home that it feels like an adventure

3. To make their own legacy, without any lingering opinions from others

4. To study with professors who genuinely give a hoot about them

5. To join UW's lifelong and deeply bonded community #GoPokes #CowboyforLife

THE WORLD NEEDS MORE UNWAVERING INTEGRITY.

UW teaches students that who you are matters as much as, if not more than, what you know. Oh, we deliver academically and already can imagine each student reaching the highest levels of success. We simply expect them to be good people along the way.

Increasingly, students want to be held to higher standards. They crave a world that accepts their authentic selves as they strike out on their own. They see the expectations set at UW as a code of honor, an obligation even.

It helps them feel safe and brave as they try new things.

They truly are hungry for a challenge:

Completing assignments that build confidence and character

Doing hands-on work to boost job readiness

Learning to find evidence, think logically and critically, and draw conclusions

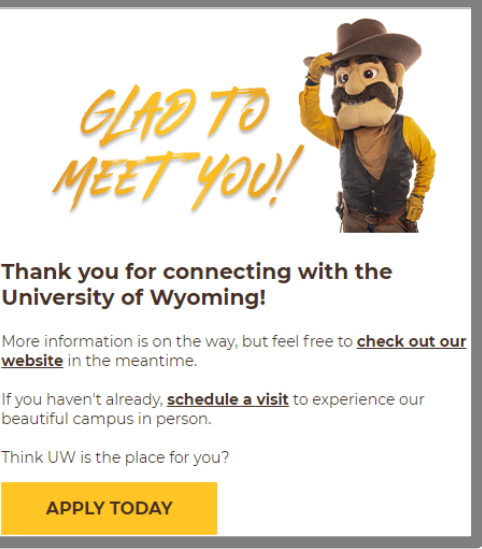
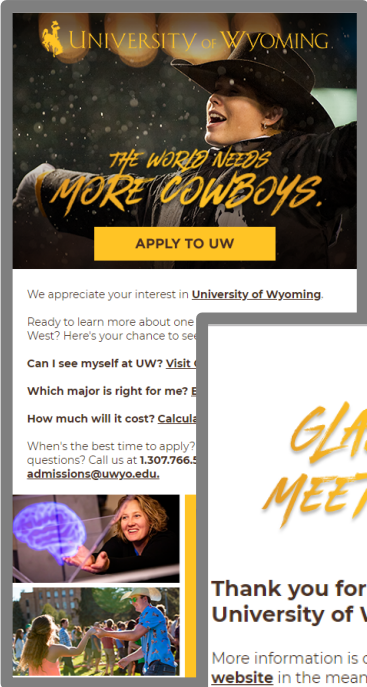
5/6/20

Prepared by: J. Petty, M. Eberle, and K. Sprague

14

RNL Demand Builder

Outreach & Fulfillment Email



First Name: <pre-populated> Middle Name: <pre-populated> Last Name: <pre-populated>

State: <pre-populated> zip: <pre-populated>

Gender: ☐ Male ☐ Female

Cell Phone: _____

Do you send occasional text messages? ☐ Yes ☐ No

When do you plan to enter college? <pre-populated>

Have you attended college? ☐ Yes ☐ No

Provide <sourceCode>.

UNIVERSITY OF WYOMING



Senior Search Email Analytics

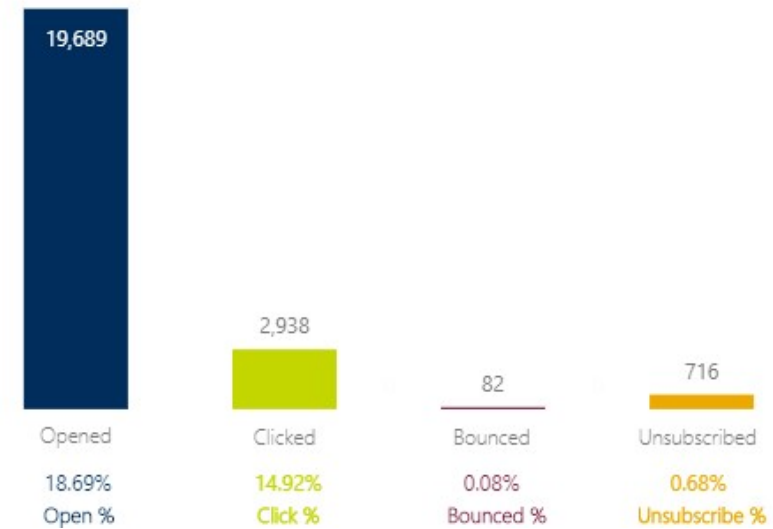
Delivery Summary

Email Delivery Rate



Activity Summary

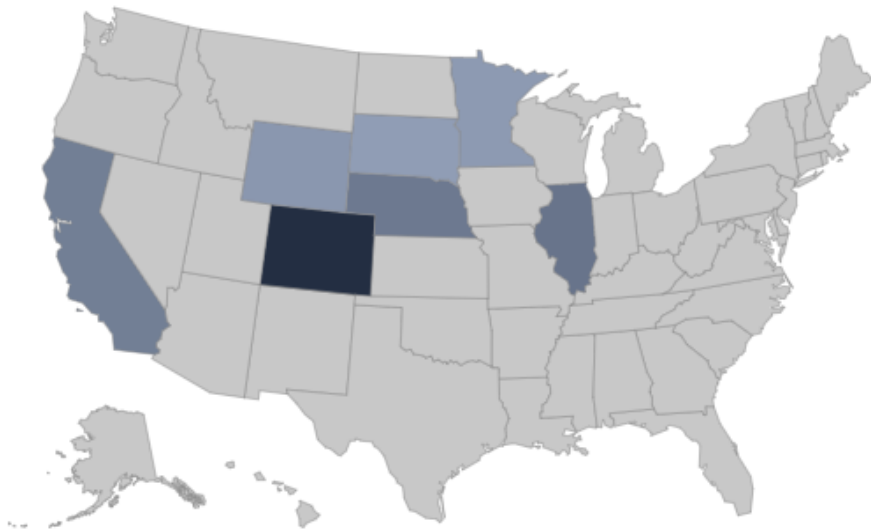
Email Activity Comparison



Senior Responders by Geography

State Map

By Measure



State Detail

By Measure

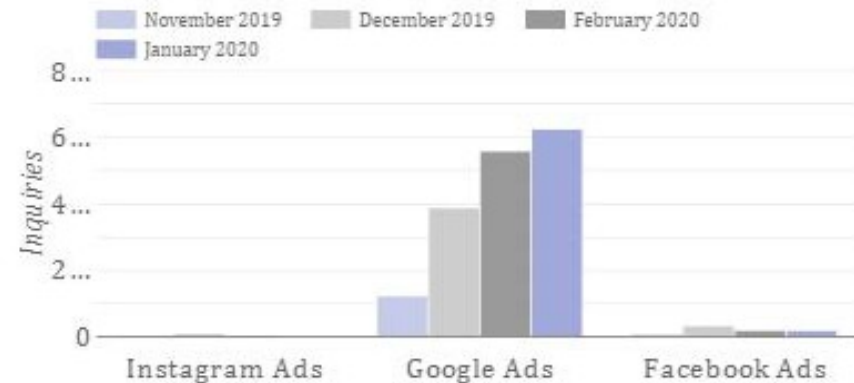


State	Searched	Responders	Response Rate
Colorado	8,790	239	2.72 %
Illinois	3,956	92	2.33 %
Nebraska	901	81	8.99 %
California	8,216	70	0.85 %
Wyoming	352	19	5.40 %
Minnesota	907	13	1.43 %
South Dakota	115	6	5.22 %
Arizona	2	0	0.00 %
Georgia	1	0	0.00 %
Indiana	1	0	0.00 %
New York	1	0	0.00 %
No Value	4	0	0.00 %
Tennessee	1	0	0.00 %
Texas	278	0	0.00 %
Virginia	4	0	0.00 %
Washington	1	0	0.00 %
Total	23,530	520	2.21 %

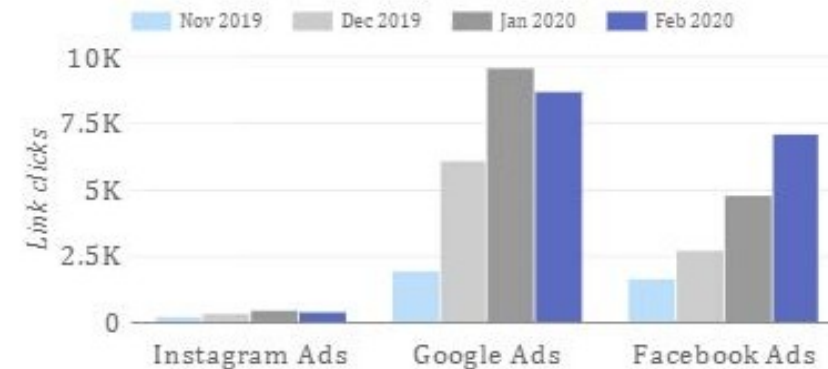
Month over Month Summary

Year & month ^	Impressions	Link clicks	Cost	CTR	CPC	Inquiries	CPI	Inquiry Rate
Nov 2019	1,289,968	3,772	\$7,981.45	0.29%	\$2.12	130	\$61	3.45%
Dec 2019	3,485,365	9,103	\$18,371.51	0.26%	\$2.02	430	\$43	4.72%
Jan 2020	5,498,927	14,838	\$21,179.21	0.27%	\$1.43	642	\$33	4.33%
Grand total	15,942,588	43,888	\$73,111.02	0.28%	\$1.67	1,785	\$41	4.07%

INQUIRIES by CHANNEL

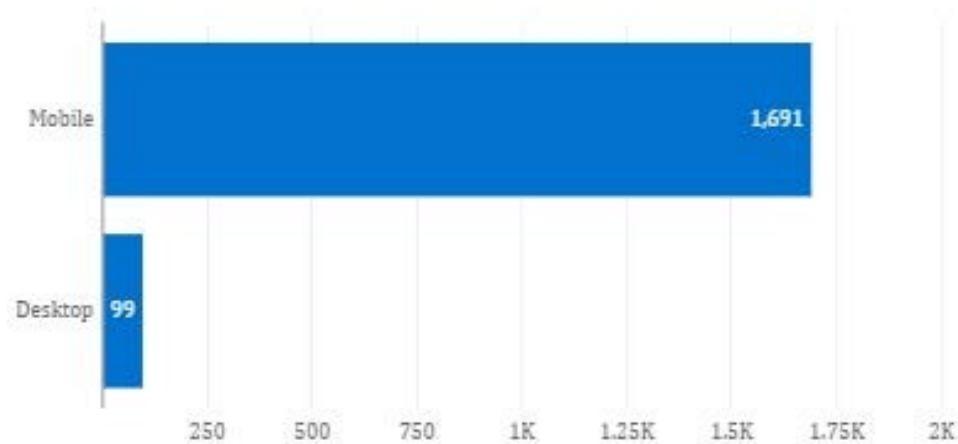


CLICKS by CHANNEL

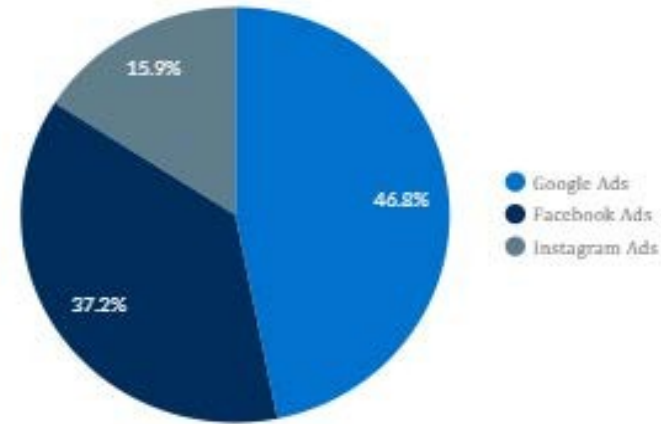


All Time Channel Summary

INQUIRIES by DEVICE



COST by CHANNEL



Channel	Impressions	Link clicks	CTR	Cost	CPC	Inquiries ▾	CPI	Inquiry Rate
Google Ads	9,462,065	26,287	0.28%	\$34,252	\$1.30	1,693	\$20	6.44%
Facebook Ads	5,279,505	16,228	0.31%	\$27,215	\$1.68	79	\$344	0.49%
Instagram Ads	1,201,018	1,373	0.11%	\$11,644	\$8.48	13	\$896	0.95%

Building Junior Demand

*THE WORLD NEEDS MORE
INSPIRED CREATIVITY.*

Junior Executive Summary

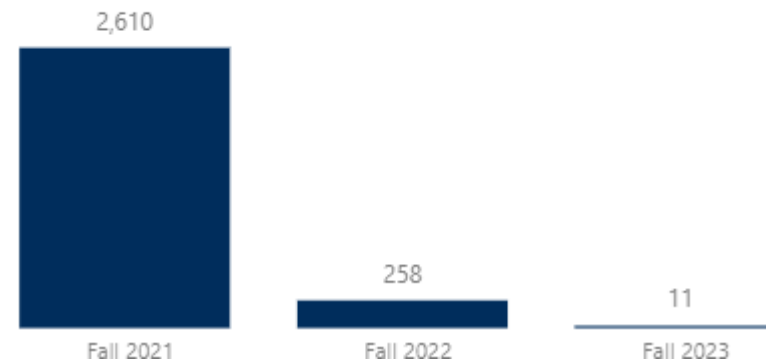
KPIs

Key Performance Indicators



Entry Term

Responders

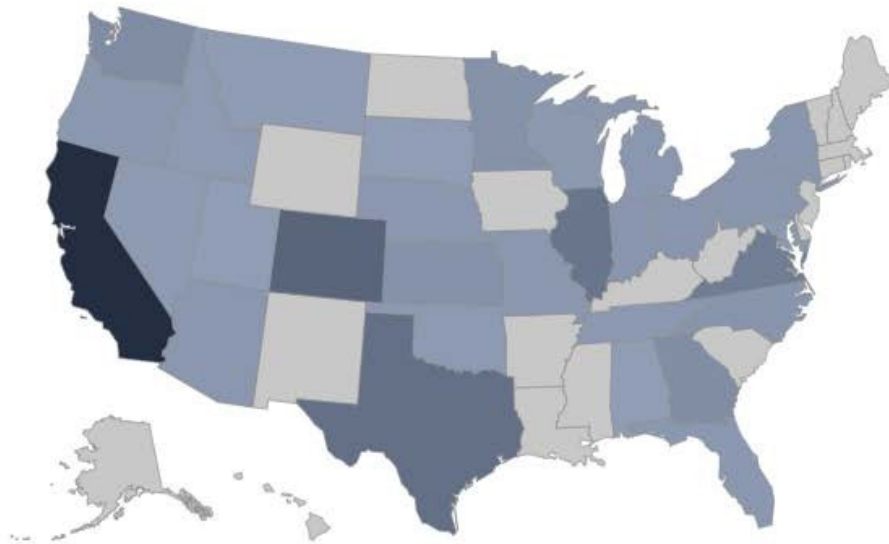


Junior Executive Summary

State Map

By Measure

Searched	Responders	Response Rate
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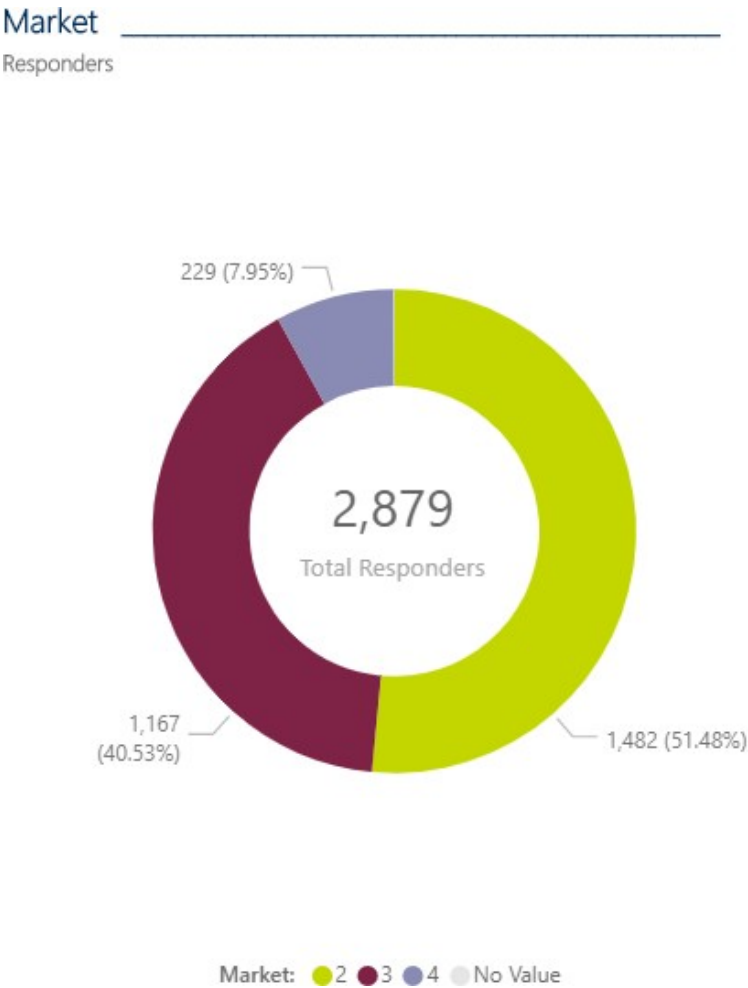
State Detail

By Measure

State	Searched	Responders	Response Rate
Virginia	5,011	929	18.54 %
Colorado	9,071	569	6.27 %
Illinois	6,341	366	5.77 %
California	17,866	304	1.70 %
Texas	7,217	107	1.48 %
Nebraska	888	101	11.37 %
Washington	2,572	75	2.92 %
Georgia	2,432	42	1.73 %
Minnesota	1,849	33	1.78 %
Ohio	1,131	32	2.83 %
Kansas	1,750	31	1.77 %
Oklahoma	516	30	5.81 %
Michigan	954	28	2.94 %
Indiana	1,109	27	2.43 %
Idaho	468	25	5.34 %
North Carolina	1,284	25	1.95 %
Pennsylvania	1,135	25	2.20 %
Wisconsin	721	20	2.77 %
New York	1,107	19	1.72 %
Tennessee	585	15	2.56 %
Florida	771	14	1.82 %
Oregon	849	14	1.65 %
Arizona	986	13	1.32 %
Missouri	901	10	1.11 %
Montana	138	9	6.52 %
Maryland	563	6	1.07 %
Nevada	300	6	2.00 %
South Dakota	76	2	2.63 %
Total	68,636	2,879	4.19 %

Junior Response By Market

Secondary Markets
CA, CO, IL, MN, NE, TX, Rapid City
Market Three
ID, KS, MD, MO, OH, OR, PA, VA, WA, WI
Market Four
AZ, FL, GA, IN, MI, MT, NC, NV, NY, OK, TN, UT



Junior Email Performance Summary

Email Detail

Activity by Email

Email Name	Sent	Delivered	Delivery %	Opened	Open %	Clicked	Click %
UWYO_Search_21 22 Fall_Email 1	67,124	66,466	99.02 %	10,239	15.25 %	2,251	21.98 %
UWYO_Search_21 22 Fall_Email 2	65,771	65,391	99.42 %	18,079	27.49 %	1,865	10.32 %
UWYO_Search_21 22 Fall_Email 3	64,757	64,497	99.60 %	16,498	25.48 %	1,407	8.53 %
UWYO_Search_21 22 Fall_Email 4	63,965	63,788	99.72 %	16,390	25.62 %	1,173	7.16 %
UWYO_Search_21 22 Fall_Email 5	62,240	62,170	99.89 %	14,423	23.17 %	1,002	6.95 %
UWYO_Search_21 22 Fall_Email 6	39,941	39,894	99.88 %	11,036	27.63 %	850	7.70 %
UWYO_Search_21 22 Fall_Email 7	31,446	31,399	99.85 %	9,087	28.90 %	757	8.33 %
UWYO_Search_21 22 Fall_Email 8	27,551	27,531	99.93 %	7,065	25.64 %	578	8.18 %
Total	484,527	482,823	99.65 %	126,207	26.05 %	18,329	14.52 %

In-State Marketing

*THE WORLD NEEDS MORE
OUTSIDE THINKERS.*

In-State Strategy

- Included traditional, digital, public relations and experiential marketing
- Ads were focused on funnel stage
- Influencer marketing – Brand Ambassadors and Content Interns
- Direct Mail
- Wyoming Day
- Public Relations Events

In-State Ad Creative

- Digital Ads delivered via:
 - Google Search
 - Facebook
 - Instagram
 - Snapchat
 - YouTube
 - Display Ads
 - Over 5 million statewide ad impressions



Friend, now's the time to take the first step.

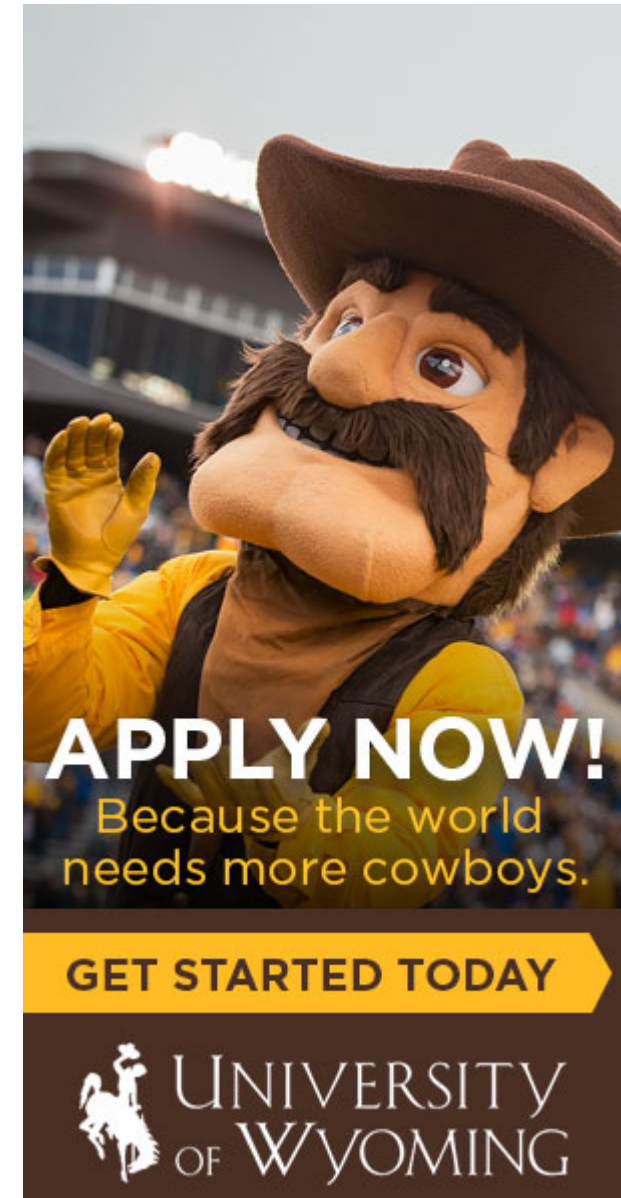
It's time to apply!

Why the hurry? First-year students from Wyoming are now eligible for up to \$6,500 of additional financial support through a new financial pledge, the Cowboy Commitment—on top of any additional scholarship funds from the Hathaway Scholarship!

However, to be considered for this new pledge, students must complete all application steps and have their enrollment to UW confirmed by May 1st, 2020.

View application steps.

[Click here](#)



The World Needs More Cowboys - And So Does Wyoming

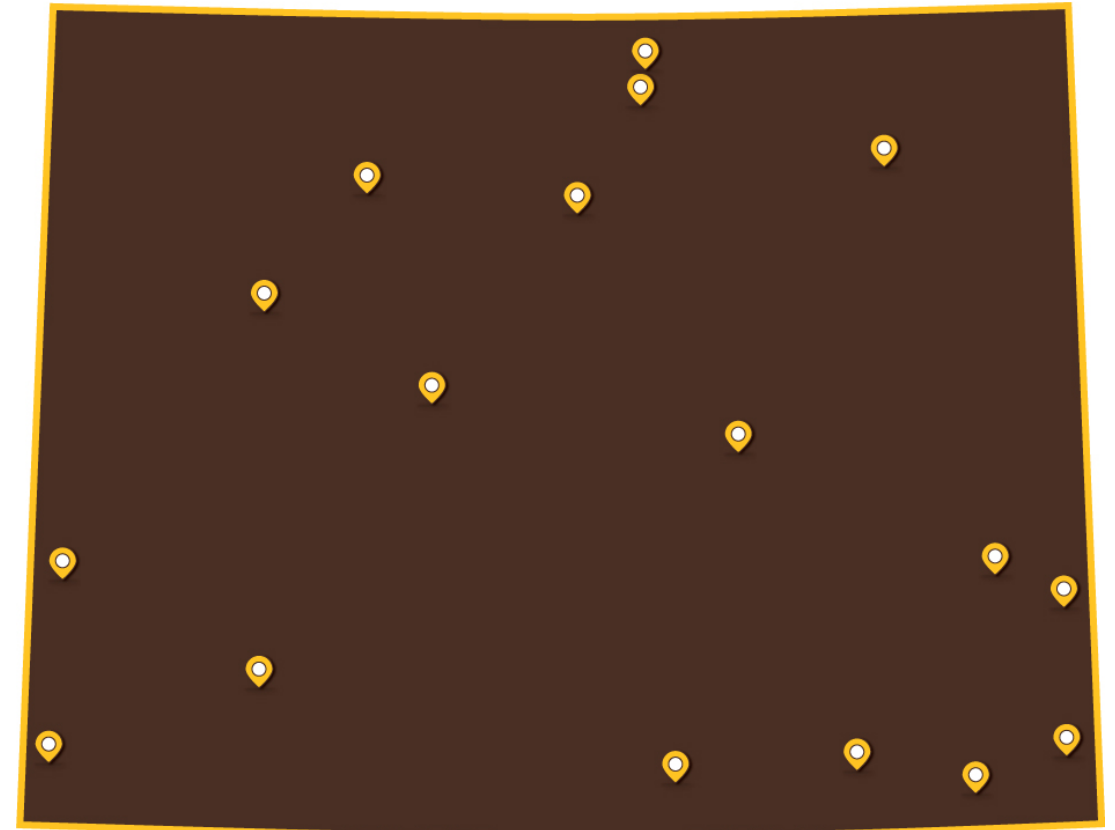
- Public alumni and high school visit events in 11 counties and the Wind River reservation – monthly events started in September. Have attracted 60-150 people and strong media coverage in each community.
- In each community, Acting President Theobald, faculty members and current UW students have held assemblies at local high schools – will hit 17 by the end of the school year.
- One alumnus is featured at each community event and in statewide print and video advertising. Videos produced by UW videographers, print ads by UW designers and photographers.
- Wyoming Newspaper Advertising Campaign -- \$125,000
- Community events and video production travel costs -- \$50,000

*THE WORLD NEEDS
MORE COWBOYS*
AND SO DOES WYOMING

Destination Cowboy

- First-Ever Partnership with Education Abroad & FYS
- In-State campaign to drive excitement about the University of Wyoming with high school underclassmen & increase awareness of power of studying abroad
- 17,000 visitors to Destination Cowboy site
- Prize package awarded to one team of 2 students + one high school administrator

34 ENTRIES
FROM 18 TOWNS



Wyoming Day



Anthony

WYOMING DAY • APRIL 16, 2020

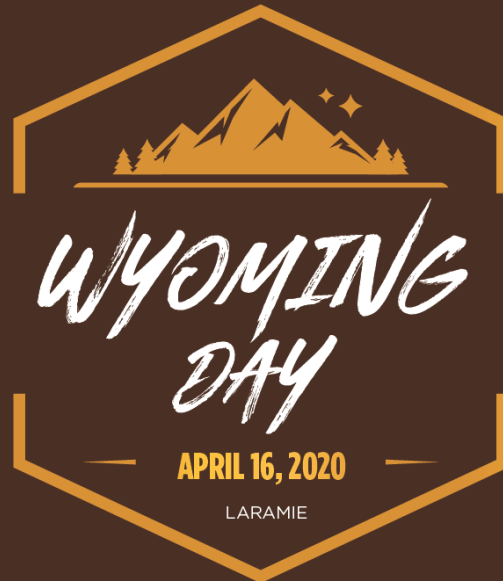
The highlight of the high-energy event is a keynote speech from best-selling writer Anthony O'Neal of the Dave Ramsey organization. O'Neal is the author of *Graduate Survival Guide: 5 Mistakes You Can't Afford to Make in College*.

Other highlights of Wyoming Day include a resource career fair with Wyoming businesses, interactions with current UW students, a scavenger-hunt style tour of campus and a free lunch.

LEARN MORE AND REGISTER: UWYO.EDU/WYODAY

THE WORLD NEEDS MORE COWBOYS.

 UNIVERSITY
OF WYOMING
Office of Admissions
Dept. 3435
1000 E. University Ave.
Laramie, WY 82071



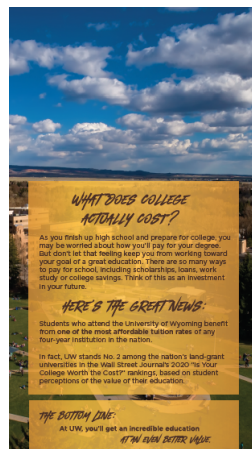
WYOMING DAY IS AN INTRODUCTION
TO THE UNIVERSITY OF WYOMING FOR
COWBOY STATE STUDENTS WHO ARE LOOKING
AT THEIR FUTURE COLLEGE OPTIONS.

 UNIVERSITY OF WYOMING

- Inaugural Event for Wyoming High School Students
- Opening Welcome by Coach Bohl
- Guest Speaker from Dave Ramsey organization
- Interactive resource fair

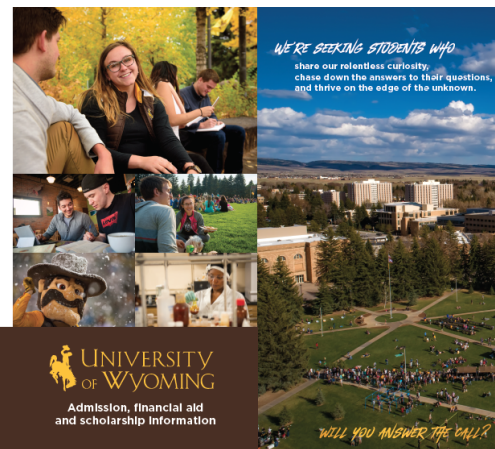
Direct Mail

- Over 316,000 pieces of direct mail sent to prospective students
- Combination of transactional, aspirational brand, and informational content

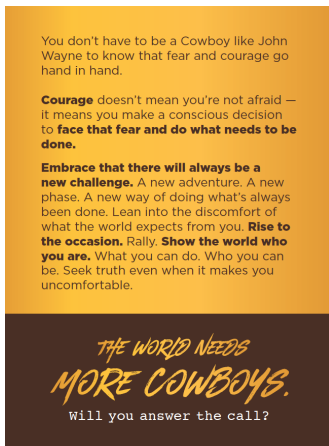
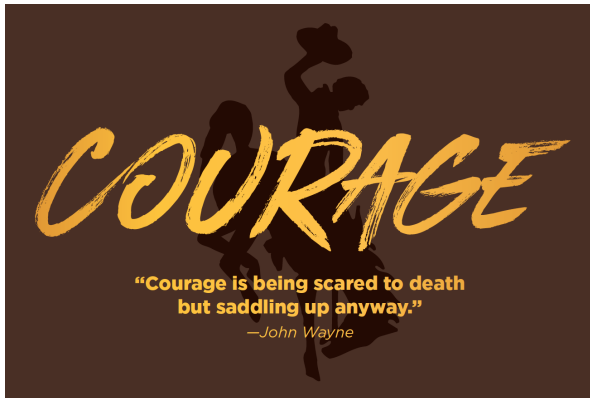


Admission, financial aid and scholarship information listed

THE WORLD NEEDS MORE COWBOYS YOU



Direct Mail/Print Examples



MONTH DAY, YEAR

Dear NAME,

On behalf of the University of Wyoming, I'd like to congratulate you on being **admitted** to the next class of Cowboys!

From the moment you step on campus for your first semester, the University of Wyoming will help you develop academically, socially and prepare you for whatever adventure you choose after graduation. Our faculty provide a high quality education and our campus culture is vibrant with many activities, clubs and sporting events that cater to many interests.

Wyoming is a special place and Laramie is a welcoming community where we care about one another, celebrate accomplishments together and challenge ourselves in and out of the classroom. Surrounded by beautiful plains and the gorgeous Snowy Range mountains under a never-ending blue sky, our students find as much inspiration outside of the classroom as they do inside.

Relentless curiosity. Unbendable optimism. An adventurous spirit hungry for a challenge. These are the characteristics that define us at the University of Wyoming, where Wyoming Cowboys are all types of people. **Because it's not what you are that makes you a Cowboy, but who you are.**

The Admissions office is always available to help with any questions you may have. Check out your next steps and information you receive from us in the coming months.

I want to congratulate you again on being admitted. **The World Needs More Cowboys. Will you answer the call?**

Go Pokes!

Shelley Dodd

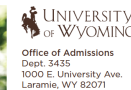
Shelley Dodd
Director of Admissions



Hi, I'm your counselor!

I'm Adrienne with the University of Wyoming, located in Denver! At UW, students can pursue their passion, whether it is working on sustainable energy, literacy in children or ethics in business. It can all happen in Laramie! This will be a great year and I'm here to help you prepare for life at UW.

Adrienne Loveland
720-946-9678
weis@uwyo.edu



Have questions? Text me at 307-335-4955!



THE UNIVERSITY OF WYOMING IS COMMITTED TO YOUR SUCCESS AND HELPING YOU GET THERE.

Beginning in fall 2020, the new **Cowboy Commitment** enables eligible incoming students to attend school full time, work part time and graduate in four years from an institution committed to keeping debt low.

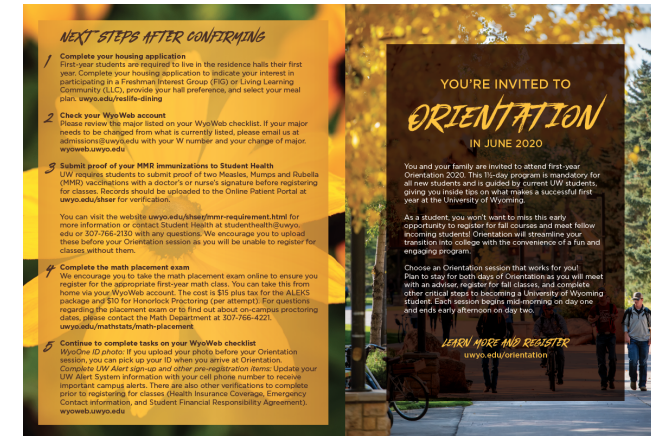
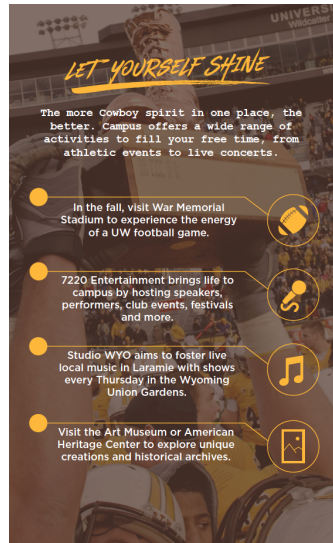
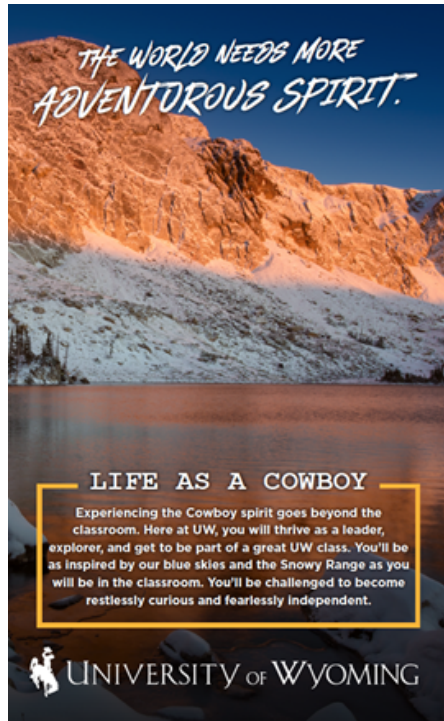
Step 1 Apply to become a part of the Cowboy community! uwyo.edu/admissions

Step 2 Learn about Cowboy Commitment qualifications and award amounts, financial aid, and calculate estimated costs. uwyo.edu/cowboycommitment

THE WORLD NEEDS MORE COWBOYS.



Direct Mail/Print Examples



Institutional Support

*THE WORLD NEEDS
MORE COWBOYS.*

Creative Services Workload

- 70 videos shot and produced
- **Magazines:** UWYO, Foresight (CEAS), FOCUS (COB) and College of Education
- **Marketing/Communication Specialists from five colleges coordinate with us to create 100s of pieces:** Flyers, event materials, brochures, booklet, ads, displays, Strategic Plans, Dean's Report, recruitment pieces, newsletters, rack cards, logos, swag
- **Design for other campus units:** President's Office; Global Engagement; Outreach and Engagement; Diversity, Equity, and Inclusion; Research & Economic Development; UW Libraries; American Heritage Center; Haub School; Institutional Analysis; Admissions; UW-Casper; Alumni; Advising; Transfer; IT; Dean of Students
- **100s of images taken for headshots or placed on UW Photo Database; 50 Athletic events photographed**

PRINT • PHOTO • VIDEO • WEB • SOCIAL MEDIA





DEMOCRACY IN AMERICA AND AROUND THE WORLD

KEYNOTE SPEAKER:
DR. JAMES ARVANITAKIS

WEDNESDAY, APRIL 15, 2020 » 6-8 P.M.
NORTHWEST COLLEGE » YELLOWSTONE CONFERENCE CENTER » POWELL, WYOMING

6 P.M. FACULTY AND STUDENT PRESENTATIONS

Dr. Jason McConnell, Assistant Professor of Political Science, UW
"Contemporary Wyoming in the National Context"

Cole Nutter, Master's Candidate, School of Politics, Public Affairs & International Studies, UW
"Gender Disparity among Refugee Settlements in Ghana"

7 P.M. KEYNOTE: DEMOCRACY IN AMERICA AND AROUND THE WORLD

Dr. James Arvanitakis, Associate Vice President for Research and Graduate Studies at Western Sydney University, Australia; 2019-20 Milward L. Simpson Visiting Fulbright Professor, School of Politics Public Affairs and International Studies, University of Wyoming

» **THIS EVENT IS FREE AND OPEN TO THE PUBLIC.** «

For more information contact engage@uwyo.edu or 307-766-5202

MALCOLM WALLOP CIVIC ENGAGEMENT FORUM

 UNIVERSITY OF WYOMING

 Office of Engagement and Outreach

 College of Arts and Sciences

 School of Politics, Public Affairs, and International Studies

 Northwest College



Additional Marketing for...

*THE WORLD NEEDS
MORE COWBOYS.*

- Light Pole Banners:
39 on UW campus; 30 on Snowy Range Bridge
- Wrap design on second UW Transit bus
- State rodeo event sponsorships
- The World Needs More Cowboys – And So Does Wyoming
- Digital Billboards:
Rock Springs, Cheyenne, Casper and Gillette



UNIVERSITY OF WYOMING

"THE WORLD NEEDS MORE COWBOYS" CELEBRATION

THURSDAY, MAR. 19, 5:00-7:00 P.M.
WASHAKIE MUSEUM

Come hear from University of Wyoming Acting President Neil Theobald, current UW students and alumni about educational and other opportunities at our state's university – including the Cowboy Commitment, UW's new financial aid program for Wyoming students.

ENJOY FREE APPETIZERS AND BEVERAGES, ALONG WITH A T-SHIRT GIVEAWAY FOR THE FIRST 50 PROSPECTIVE STUDENTS, AND OTHER UW-BRANDED ITEMS.

- Learn about what it means to be a UW Cowboy from alumni in your community, and connect with current UW students from Washakie County.
- Find out about UW's exciting opportunities in STEM and how UW is working to boost Washakie County's economy.
- Hear from UW's Dept. of Athletics about the new season for UW's Division I sports teams.

For more information about this and other events visit, uwyo.edu/cowboys

THE WORLD NEEDS MORE COWBOYS
AND SO DOES WYOMING

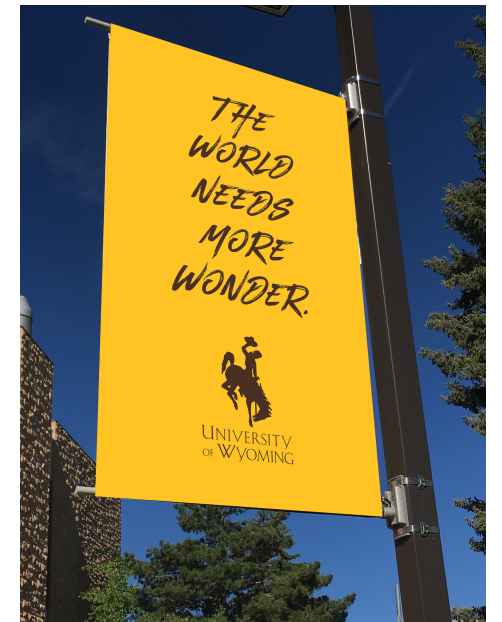
UNIVERSITY OF WYOMING
Wyoming's university congratulates the Cody Stampede on its 100th year!

THE WORLD NEEDS MORE COWBOYS.

Experience the Cowboy spirit at our vibrant Laramie campus. We thrive on blazing a path where others have not ventured, facing the future with unbendable optimism and determination. It's our beautiful facilities, friendly culture and relentless curiosity that make UW students unique.

WILL YOU ANSWER THE CALL?

Learn.uwyo.edu/morecowboys





UNIVERSITY
OF WYOMING

2019 Digital & Social Media Performance Report

Focus on Social

- In January of 2020, a new Assoc. Director of Digital and Content Strategy was hired
- Role serves to create and direct strategy for social media and digital marketing
- Social is our largest communications medium
- New content apprenticeship program started to employ students and capture student storytelling/influencer marketing

FACEBOOK BENCHMARKS



64,664
FACEBOOK
FANS

FEMALES
45-54

Most likely to
engage with
Facebook

+ 8.6%

2019
Facebook
fan growth



INSTAGRAM BENCHMARKS



21,187
INSTAGRAM
FANS

FEMALES

18-24

Leading
force among
Instagram fans

+110%

2019
Instagram
follower growth

A simple line graph icon with an upward-pointing arrow, indicating growth.

YOUTUBE BENCHMARKS



1,628
YOUTUBE
SUBSCRIBERS

MALES

18-24

Predominant
subscriber for
UW YouTube

+ 8%

2019
YouTube
subscriber
growth



WEBSITE BENCHMARKS



274,557

**WEBSITE
VISITS**

45.4%

**BOUNCE
RATE**

— 2%

**Decrease
in overall
website
traffic**





INSTAGRAM PERFORMANCE SUMMARY

Reporting Period: January 1 - December 31, 2019

<u>Impressions</u> 4,516,716 ↗ 148%	<u>Engagements</u> 164,057 ↗ 53.5%	<u>Profile Actions</u> 1,412 ↗ 204%
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2018 YOY Comparison

<u>Impressions</u> 1,820,854	<u>Engagements</u> 106,906	<u>Profile Actions</u> 464
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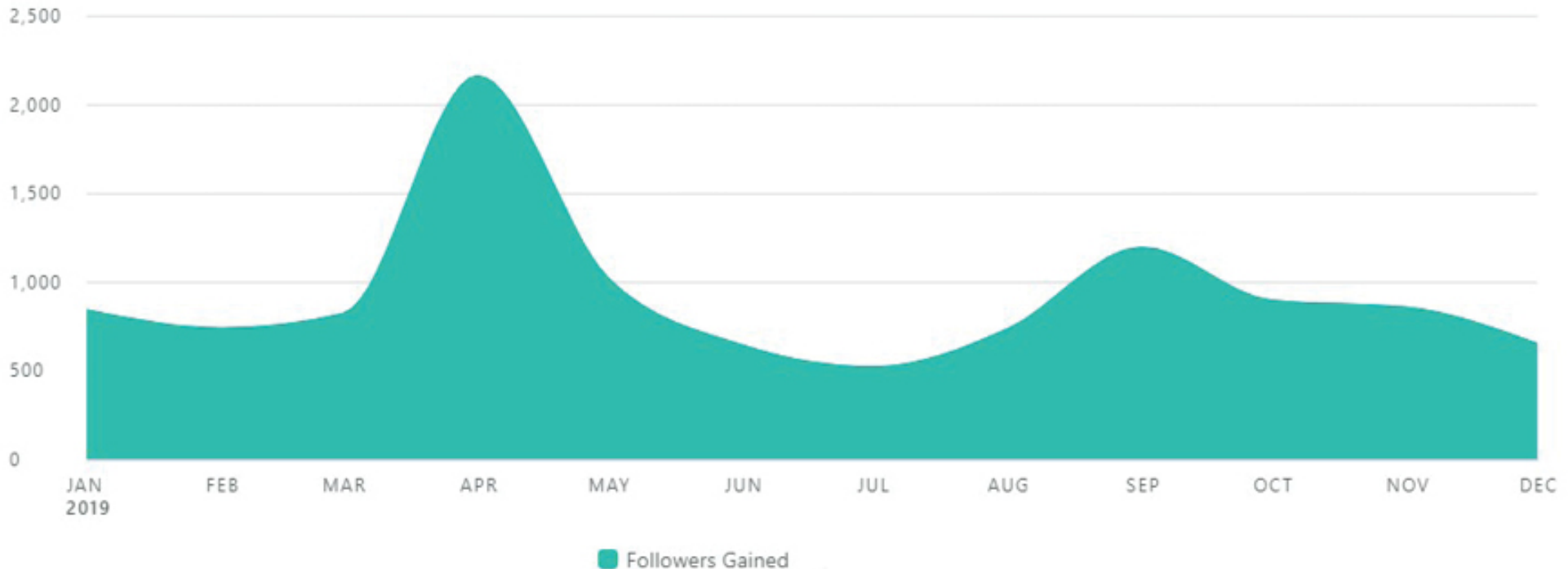


GROWTH PERFORMANCE

Instagram Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Month



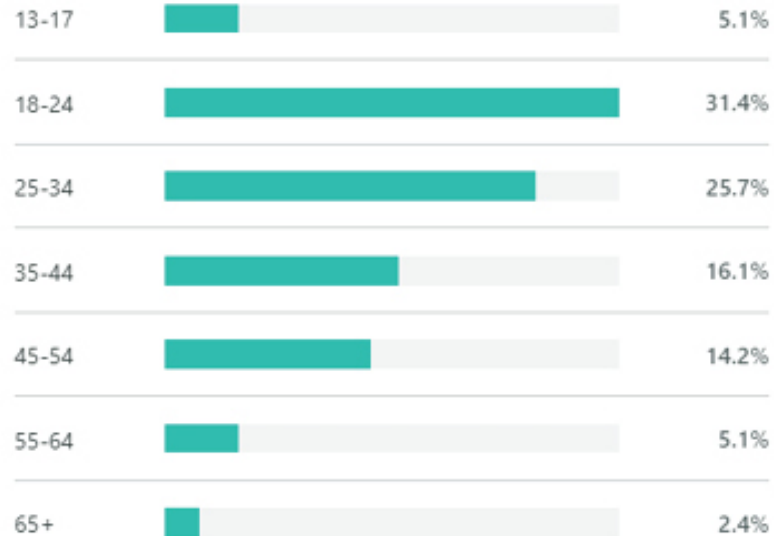


AUDIENCE PERFORMANCE

Instagram Audience Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age





Audience by Gender







Women between the ages of **18-24** appear to be the leading force among your fans.





TOP POSTS

  **uofwyoming**
Sat 11/23/2019 12:06 am PST




The Bronze Boot stays in Laramie for the fourth straight year as the Cowboys beat the Sheep 17-7 on Senior Night! #GoWyo





Total Engagements	2,959
Likes	2,926
Comments	9
Saves	24

  **uofwyoming**
Fri 11/8/2019 7:51 am PST





FRIENDLY REMINDERS: 1) @wyo_football plays tomorrow at 8:15 p.m. MST 2) The game will be broadcast on @espn 3) And Boise is



Total Engagements	2,703
Likes	2,531
Comments	47
Saves	125

  **uofwyoming**
Sat 9/14/2019 6:53 pm PDT

What a great day at UW! The Pokes improve to 3-0 after downing Idaho 21-16 at the War. We were honored to celebrate the Black 14



Total Engagements	2,515
Likes	2,475
Comments	5
Saves	35



FACEBOOK PERFORMANCE SUMMARY

Reporting Period: January 1 - December 31, 2019

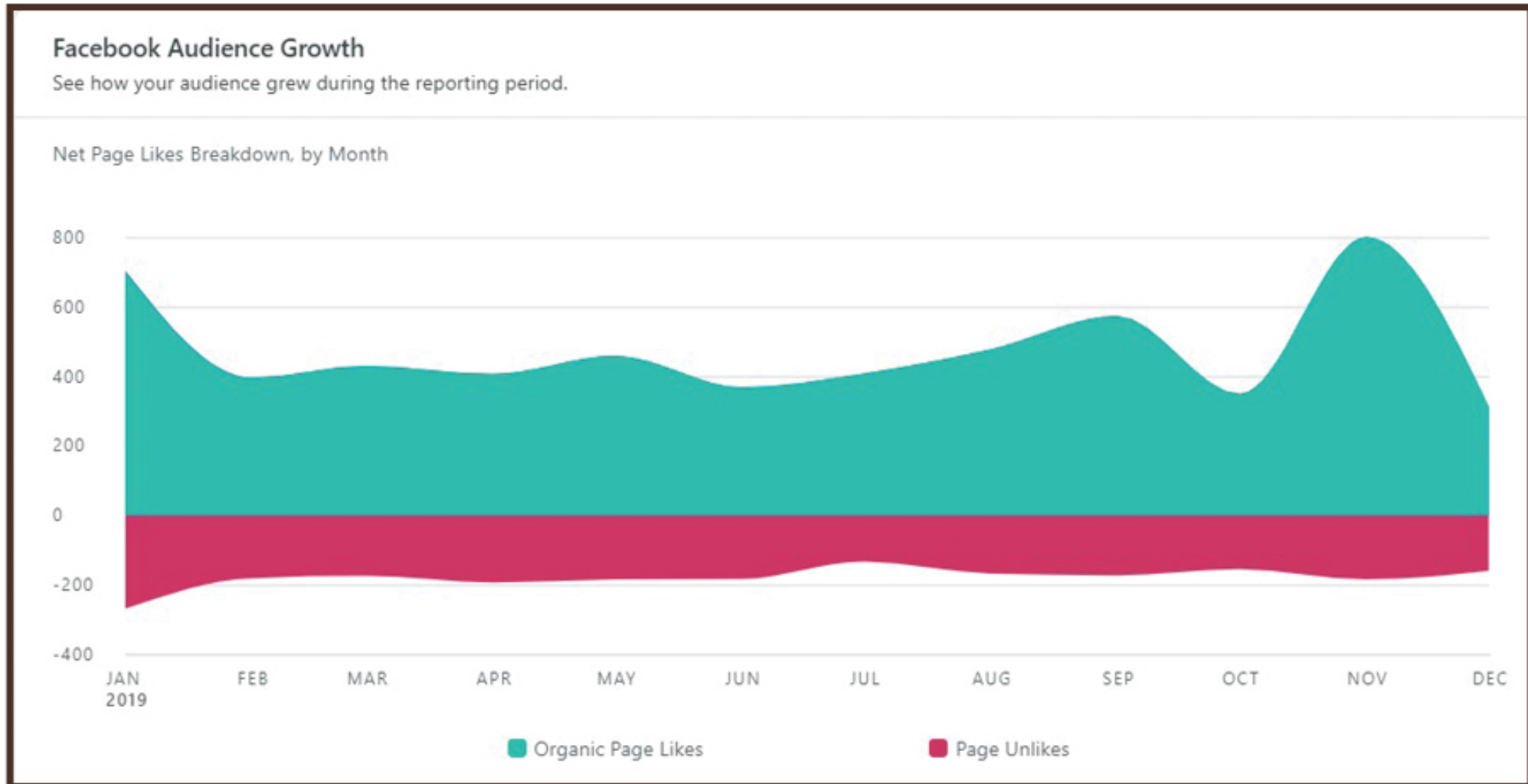
<u>Impressions</u> 24,470,547 ↗0.4%	<u>Engagements</u> 735,969 ↘23.1%	<u>Post Link Clicks</u> 72,130 ↗132%
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2018 YOY Comparison

<u>Impressions</u> 24,363,437	<u>Engagements</u> 957,128	<u>Post Link Clicks</u> 31,071
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GROWTH PERFORMANCE



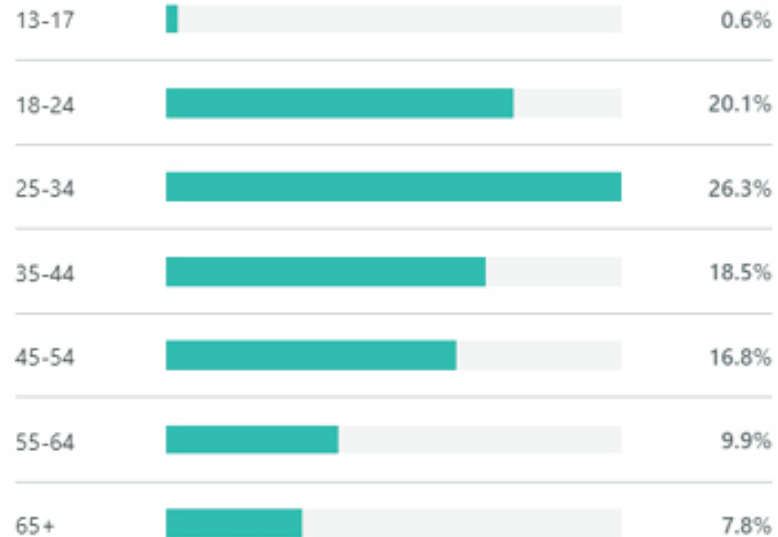


AUDIENCE PERFORMANCE

Facebook Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age




Audience by Gender





Women between the ages of **25-34** appear to be the leading force among your fans.




TOP POSTS


**University of Wyoming**
Sun 11/24/2019 7:16 pm PST

  Due to the impending snowstorm and the Thanksgiving holiday, the University of Wyoming has canceled classes Monday and Tuesday to allow students to depart early to help ensure safety in their travels. Campus will not be closed, but we will continue to monitor weather


Total Engagements	29,206
Reactions	7,385
Comments	1,366
Shares	1,136

**University of Wyoming**
Fri 11/8/2019 7:42 am PST


FRIENDLY REMINDERS: 1) Wyoming Cowboy Football plays tomorrow at 8:15PM 2) The game will be broadcast on ESPN 3) Boise is



Total Engagements	23,592
Reactions	9,537
Comments	1,104
Shares	1,248

**University of Wyoming**
Wed 7/10/2019 1:04 pm PDT

Happy Birthday Wyoming! Today we celebrate 129 years of statehood!



Total Engagements	12,575
Reactions	8,120
Comments	463
Shares	880



YOUTUBE PERFORMANCE SUMMARY

Reporting Period: January 1 - December 31, 2019

Current subscribers

1,628

Your videos got 380,405 views in 2019

Views

380.4K

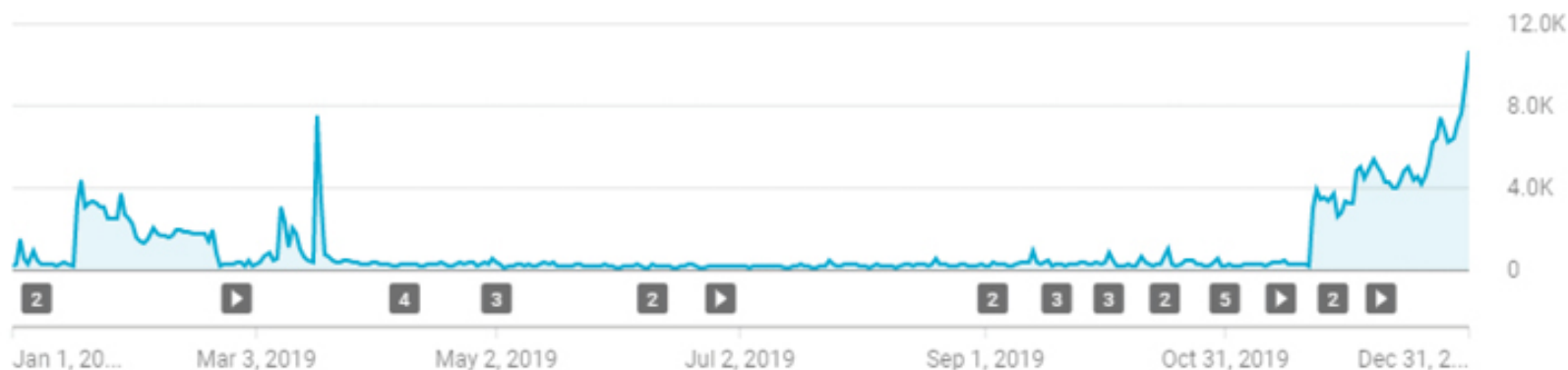
Watch time (hours)

7.7K

Subscribers

+373

↑ 8%

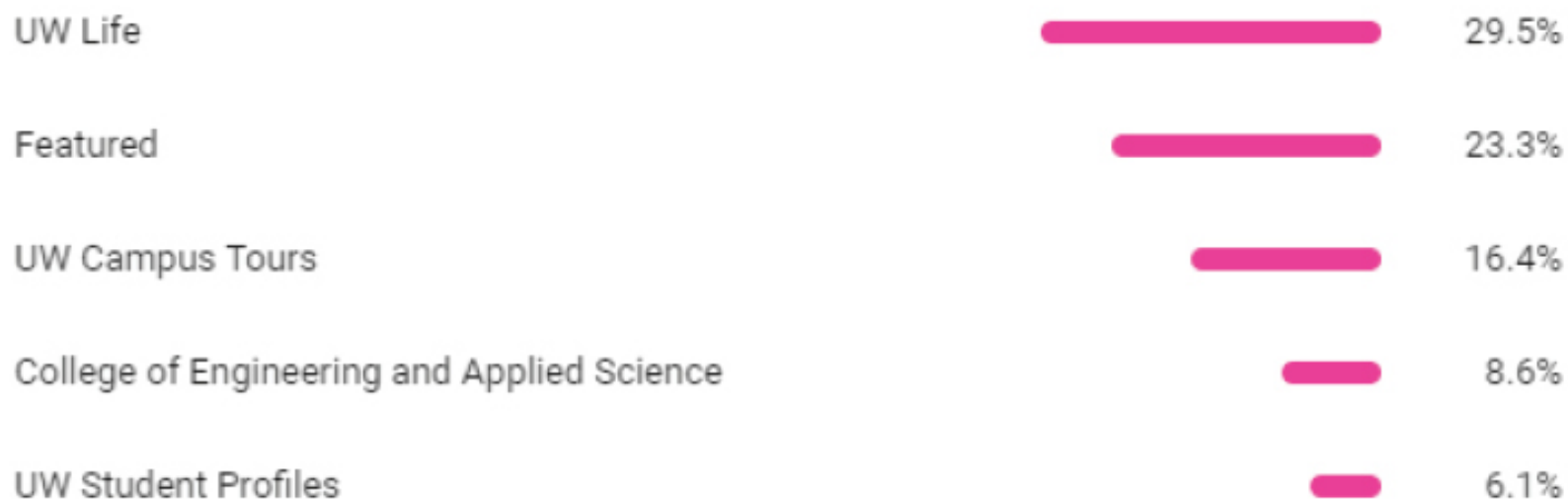




YOUTUBE CHANNEL PERFORMANCE

Top playlists

Watch time · 2019



[SEE MORE](#)



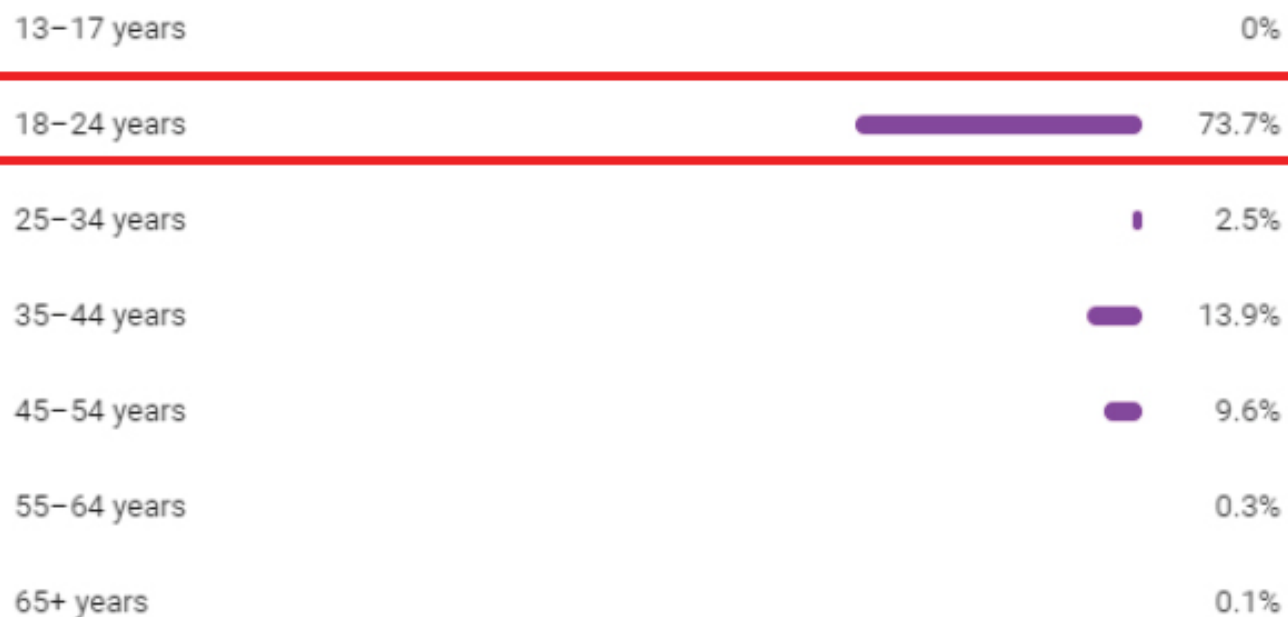
YOUTUBE DEMOGRAPHICS

Age and gender

Views · 2019

Female 39.5%

Male 60.5%



ADMISSIONS WEBSITE PERFORMANCE

Users

274,557

↓ -2.2%

Sessions

441,783

↓ -11.0%

Pageviews

1,258,446

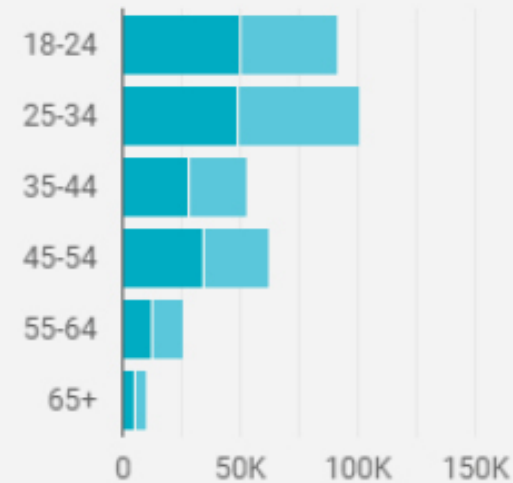
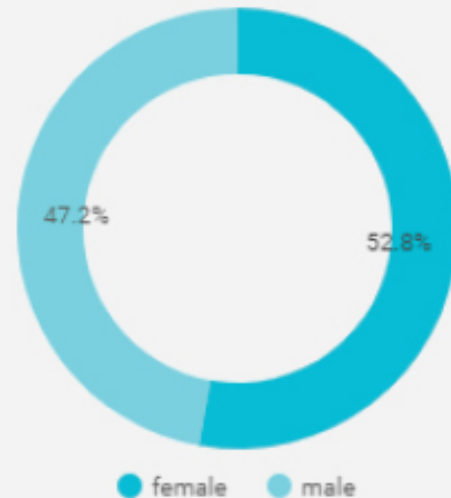
↓ -15.3%

Bounce Rate

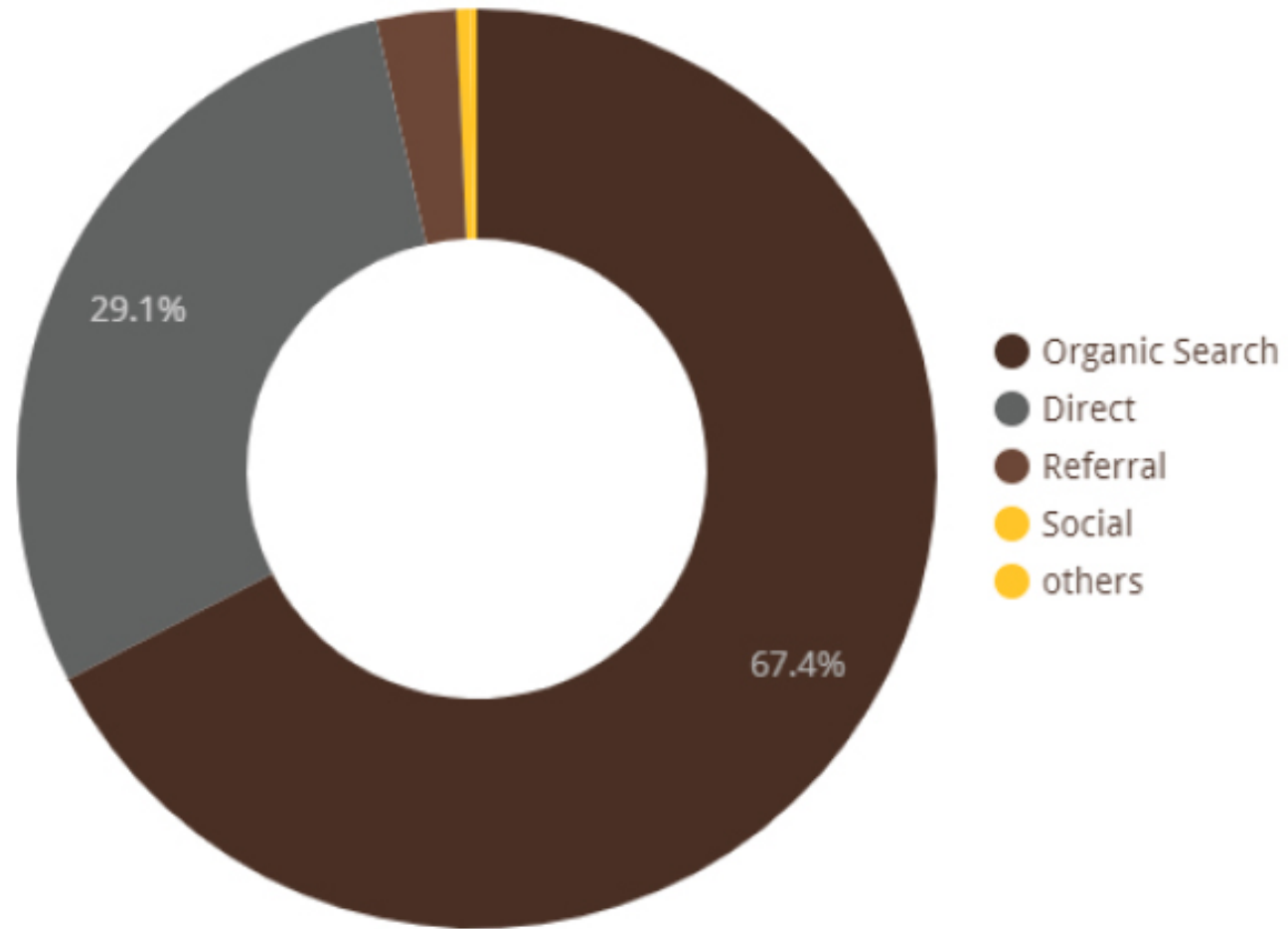
45.4%

↑ 7.1%

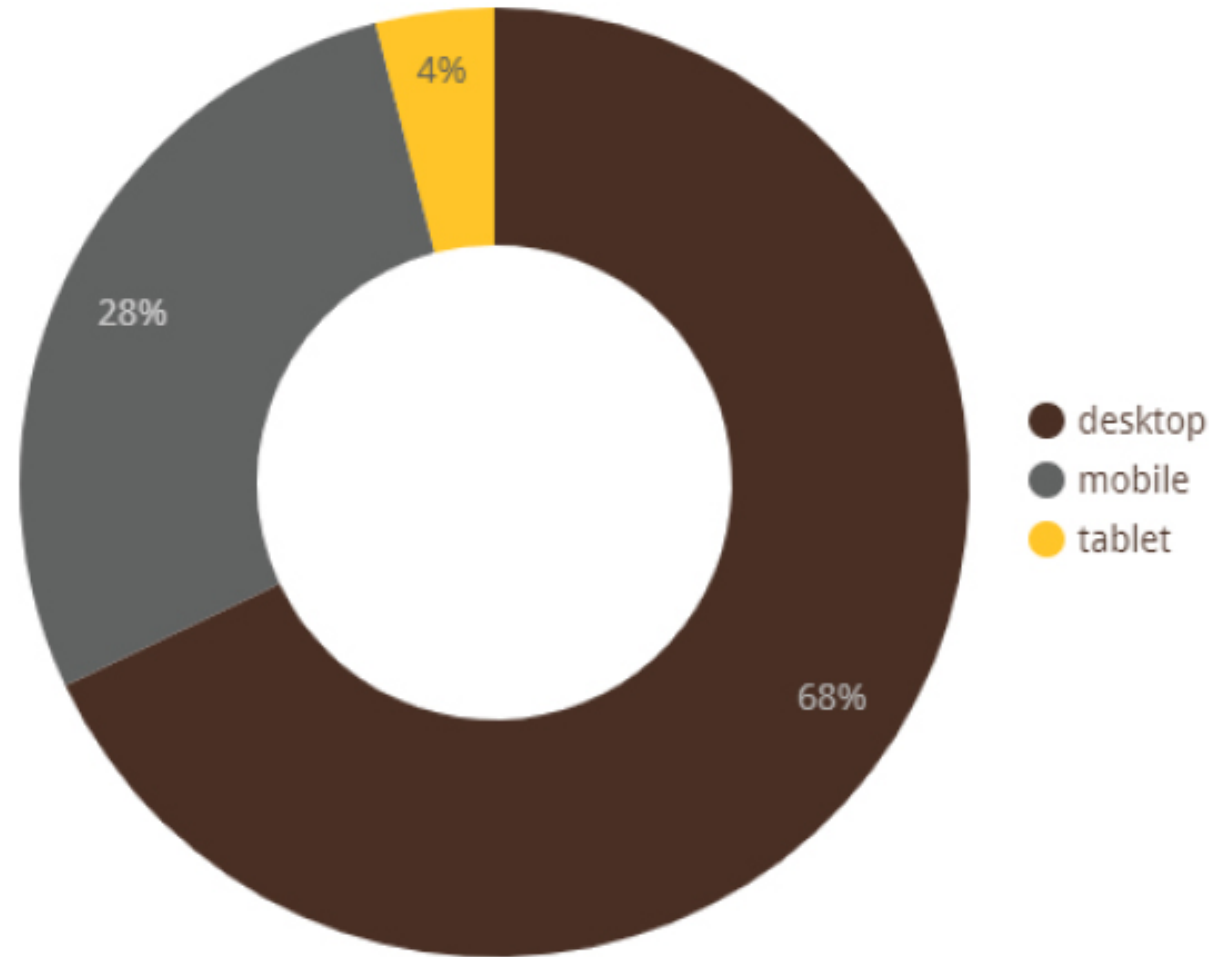
Engagement by Age & Gender

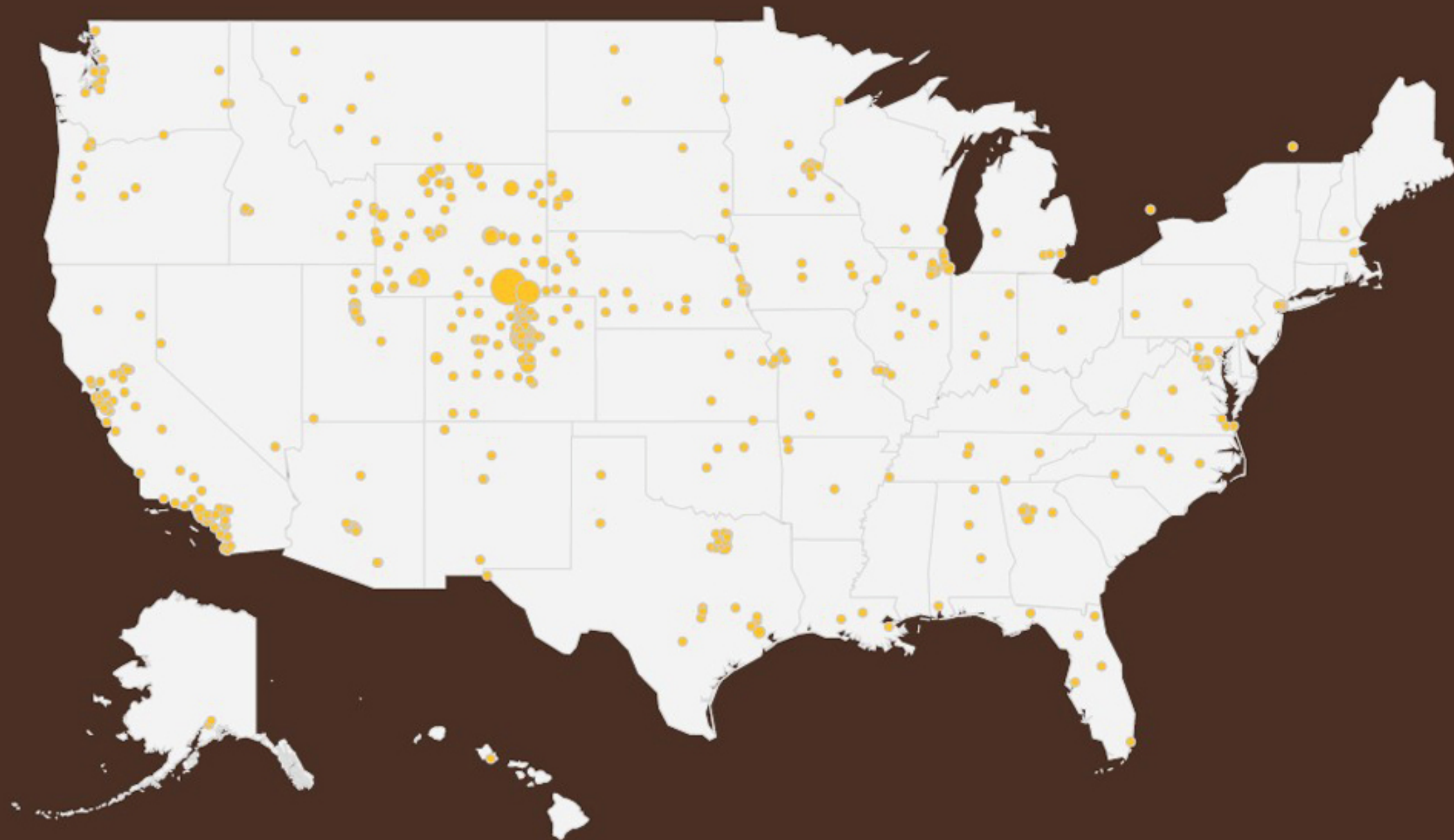


INCOMING WEBSITE TRAFFIC



WEBSITE DEVICE PERFORMANCE





Looking Forward

THE WORLD NEEDS MORE WONDER.

Social Media

- Social media is the largest communications platform we have & has the least amount of resources
- Social listening and predictive analytics
- Executive presence and strategic communications
- Video strategy

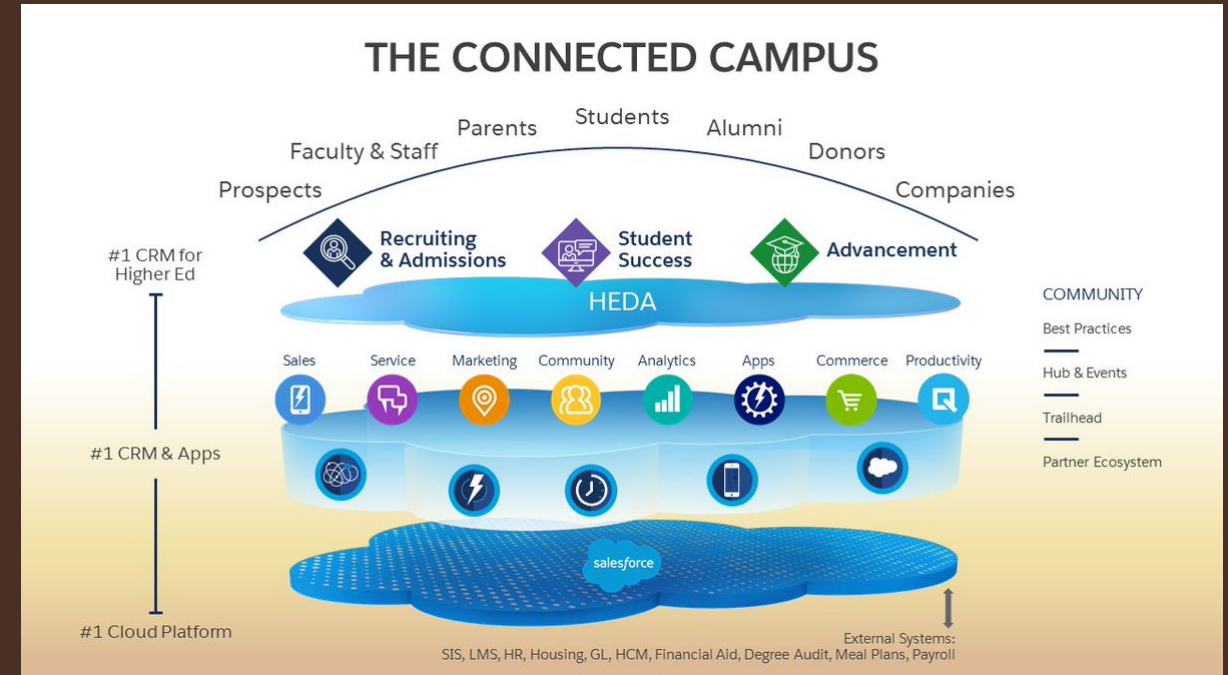


Brand Experience

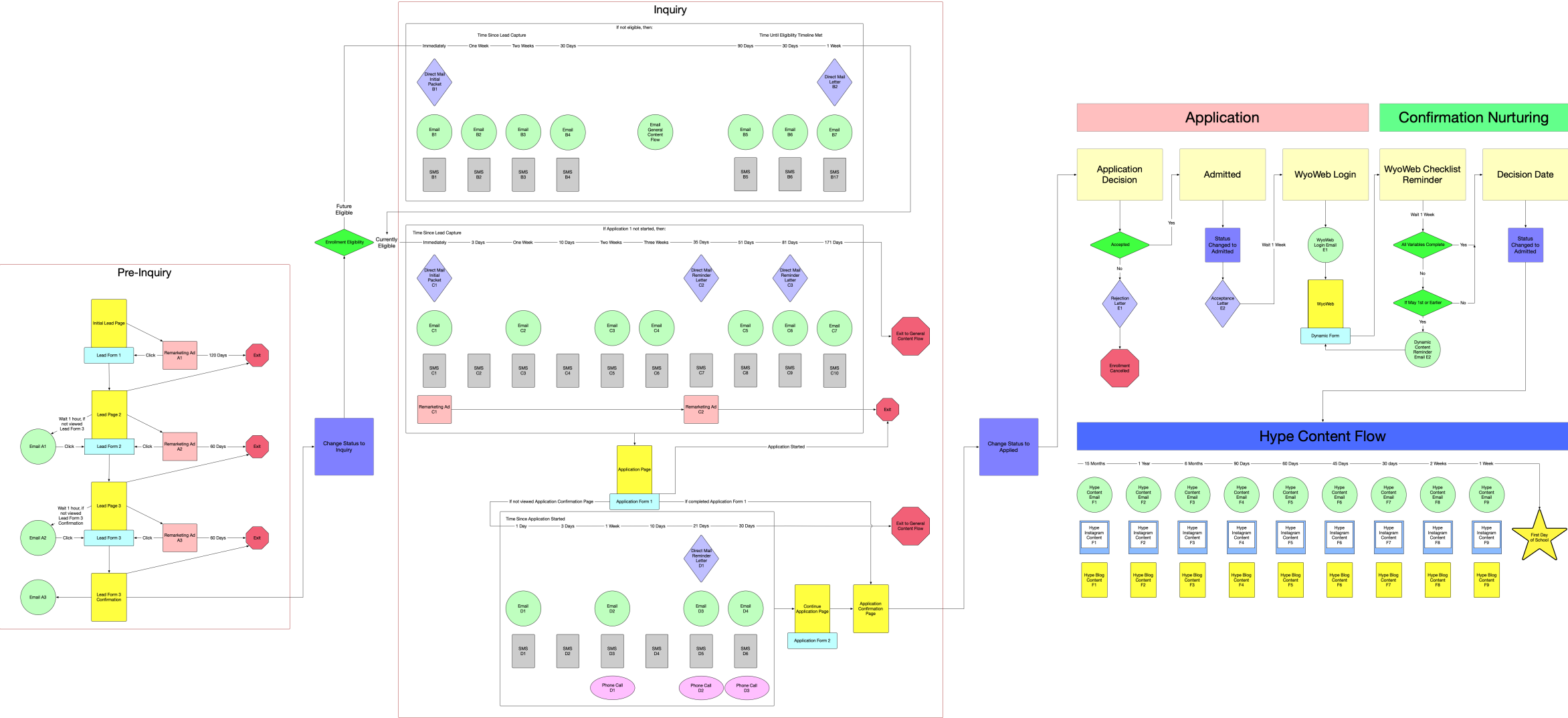
- Campus Events
- Campus Tour Experience
- Road Show
- Virtual Tour
- “Customer” Service Experience
- Value Propositions
 - Backing up the brand attributes
- Orientation
- Commencement
- Partnership with Student Affairs

Connected Campus

- Moving to Salesforce Marketing Cloud
- First-ever communications roadmap built
- Ability to use same system to communicate with prospective and current students



Example of Communications Workflow



Key Department Needs

- Website Governance
- Content and Storytelling
- Professional Development (Highest Priority: Video Producers)
- Department Expansion in Key Areas
 - Website Staff (Technical, Design and SEO-focused roles)
 - Audience Segmented Marketing Specialists – Prospective Freshmen, Distance/Transfer/UW-C, Current Students and Parents
 - Design Support

Awards & Accolades

Addy Awards

Best in Show 2019
Multiple Gold and
Silver awards in
2019 and 2020



Educational Advertising Awards

Multiple Gold, Silver
and Merit awards in
2019 and 2020

Creating online content with search engines in mind (and considering innovations such as [voice search](#)) means you need to create content that answers someone's question. Don't think you can just be ready with an answer to a question when students ask an admissions counselor or academic advisor; chances are they won't ask you, they'll ask Google or Alexa. Thinking about your content this way reflects an inbound philosophy. The University of Wyoming employs this strategy, creating content like [5 Habits of Successful Online Students](#) and [The College Value Guide](#), and it's working. In 2018, 60 percent of enrolled students interacted with this type of recruitment marketing content.



Brain Waves Newsletter



The University of Wyoming increased lead volume by 26% with HubSpot

Offering nearly 220 different programs and with one of the most affordable tuition rates in the country, the University of Wyoming is a hidden gem of education in the United States. With so much to offer new students, the university embarked on a plan to reach a bigger audience while validating how marketing makes an impact. Using HubSpot from the beginning has allowed it not just to grow significantly but also to track efforts efficiently. The university's growth is sustained by an increase of 26% in lead volume and a conversion rate that has increased to 18% year over year.