

# DAKOTA WESLEYAN UNIVERSITY MOVES THE NEEDLE WITH TV AND DIGITAL ADVERTISING



## CONNECT



TV COMMERCIAL

When Dakota Wesleyan University (DWU) needed to increase traffic to its website and encourage high school students to discover their strengths at Dakota Wesleyan, the university turned to Amperage Marketing & Fundraising for a creative solution.

**Connect.** Amperage developed the Discover Your Strength TV and digital campaign to connect with future students. Incorporating TV and digital met future students' tendency to use two screens at once. We employed a four-pronged digital approach: Google AdWords search and display ads, Google AdWords remarketing ads, a Facebook "Like" campaign and a Facebook click-to-web campaign.

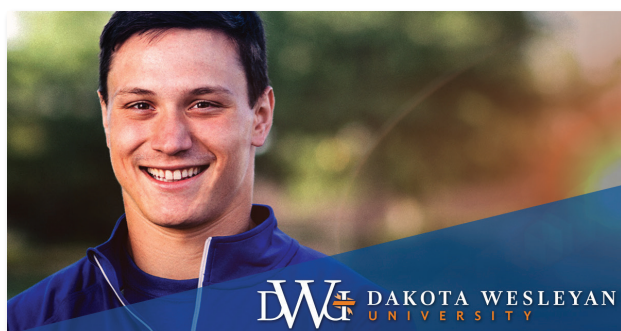
**Motivate.** Using eye-catching, inspiring imagery of DWU students and their strengths, and high-energy music and voiceovers, we motivated high school students to imagine the strengths they could discover at DWU and follow through on one of three calls-to-action: Visit campus, request more information or apply.

**Measure.** Throughout the three-month TV and digital Discover Your Strength campaign, Amperage helped DWU move the needle to spark 1,687 sessions on the Visit Campus page of the DWU website, 1,057 sessions on the Request Information page and 363 sessions on the Apply page. This generated a substantial year-over-year increase of website sessions to those pages during the same three month period: the Visit Campus page sessions increased by 40%, Request Information sessions increased by 5.8% and Apply page sessions grew by 20%.

## MOTIVATE



FACEBOOK LIKE ADS



FACEBOOK CLICK-TO-WEB ADS



ONLINE ADS



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