MARKETING YOU CAN AFFORD

Stephanie Scott
Director of Digital Marketing & Strategy
1. Prospective students are on Facebook.

Let’s meet them there.
<table>
<thead>
<tr>
<th>Seniors</th>
<th>Juniors</th>
</tr>
</thead>
<tbody>
<tr>
<td>70%</td>
<td>65%</td>
</tr>
<tr>
<td>65%</td>
<td>44%</td>
</tr>
</tbody>
</table>

Use Facebook at least once a week. Have looked at an university's Facebook page.
INTERACTION ON FACEBOOK IS GROWING YEAR OVER YEAR FOR PROSPECTIVE STUDENTS

2014 CLICKED "LIKE"  36%  

2015 CLICKED "LIKE"  60%

*Source: Ruffalo Noel Levitz E-Expectations Report*
SOCIAL MEDIA GIVES OPPORTUNITY TO PRESENT THE UNIVERSITY AS:

- CREDIBLE
- AN AUTHORITY
2. WHERE DO MY FACEBOOK POSTS GO?
Facebook = Large Reach Requiring Limited Funds

Paid Engagement → Pay for Visibility → Drives Results
3. **Example 1**

**Masters in School Counseling Facebook Post**

Cost: $10  
Paid reach: 792  
Organic reach: 5,376  
Likes: 75  
Shares: 14  
Comments: 5

Targeting: 50 miles around Fort Worth  
Interests: teaching & teaching ideas
Top 5 reasons to get your masters in school counseling

10.09.2015

Whether you or not you spent a lot of time with your high school counselor, you know how much they had on their plate. You most likely also remember how difficult it was to be a teenager. Bullies, peer pressure, college applications and even teen pregnancy are just a few issues that come up. As if finding a prom date isn’t stressful enough.

If you’re considering a master’s in school counseling, you most likely feel your best when you are helping others. And while being a school counselor can be stressful, it is also the perfect job if you love solving problems and making a difference in your community.

Here are the top five reasons to get your master’s in school counseling:

1. To Help Students Discover Their Potential

As a school counselor, one of your tasks will be to help students decide what to do after graduation. This may come in the form of helping them with college applications, arranging campus tours, managing job and college fairs and offering information on college alternatives, like trade school and the military.

Choosing a career path is stressful, and it’s your job to help students evaluate their strengths and interests in order to set them up for a successful future. Your master’s in school counseling will give you the skills and practice to work effectively with students.

2. To Protect Students From Negative Situations

Unfortunately, not every student comes from a stable and loving home. School counselors are often the only people students feel they can talk to about struggles they may be having with their families. While dealing with issues such as abuse can be sensitive and emotional, you have the opportunity to drastically improve the quality of life for your students.

Students don’t just experience trauma at home. Bullying and cyberbullying are serious issues that need to be dealt with, often behind the scenes of the school counselor’s office.

3. To Help Special Need Students Get the Education They Need

As a counselor with your master’s in school counseling, you will evaluate students who are struggling in class, whether they find it too difficult or so easy that it is boring, and help come up with a plan for a more tailored educational experience. This may involve assisting them in the process of moving schools, getting them into classes for students with learning disabilities or helping them find classes that stimulate and inspire them.

4. For Job Security

As technology advances, the need for counselors remains. In fact, technology has created new opportunities for school counselors, who can now communicate with students online via email or video call. And the job outlook for school counselors is only getting better. The Bureau of Labor Statistics expects nearly a 12 percent increase in employment for educational, guidance, school and vocational counselors by 2022.

5. To Feel Like You’re Making a Difference

It’s not selfish to want a job that makes you feel good. Job satisfaction leads to employees working harder and more efficiently to accomplish their career goals. Happy employees take less time off and remain in their positions longer. So go ahead. Be proud of yourself for wanting to make a difference, and start looking at a master’s in school counseling.
4. **EXAMPLE 2**
UNDERGRADUATE TRANSFER
SMALLER. SMARTER.
SCHOLARSHIP

Paid Reach: 7,230
Website Clicks: 114
Cost per click: $1.57

Targeting: DFW
Interests: College
Education level: in college
School: Community colleges in our area, ex. Tarrant County College
Transfer to Texas Wesleyan, Get Free Tuition

Yes, you read correctly. We said free tuition.

Thanks to our Smaller, Smarter, Promise Scholarship, students like you can get 100 percent of your tuition paid for when you transfer at least 42 hours and meet a few other requirements. Interested? We thought so.

How Do I Qualify?
Here’s what you need to be eligible:

- 42 transferable credit hours
- Cumulative 3.0 GPA or higher
- Be a first-time Texas Wesleyan student
- Full-time student status when you enroll (12-18 hours per semester)
- Qualify the full amount of the Federal Pell Grant

How Does it Work?
You don’t have to do anything special to apply for the scholarship — just apply to Texas Wesleyan.

We combine federal, state and institutional scholarships and grants, to pay the cost of your tuition. You keep the award until you graduate, as long as you continue to meet the scholarship requirements. It’s that easy.
IT’S WORKING:

- Graduate Campaign
- Undergraduate Campaign
- Wesleyan Fund Campaign
5. YOUR NEXT STEPS
MARKETING & COMMUNICATIONS
A PROCESS

1. CONTACT RUEBEN GONZALES EXT. 7514
2. REQUEST A NEW PROJECT IN PROWORKFLOW
THANKS!