Social media buying

- Industry Trends
- Goals – 2018, 2019, 2020+
- Key Learning – Metrics
- Campus Opportunities
TRENDS - DIGITAL

Industry experts predict digital ad spending to exceed all other media channels.
TRENDS

Native

Social

Digital Trends

Mobile

Video
US Native Revenue

TRENDS - NATIVE

+ According to Business Insider (BI), Native Advertising spend reached $21 Billion in the US by 2018

+ BI chart illustrates the largest spend is in the native social space, however the most growth potential lies with native display which is predicted to grow by 200% in the next two years
TRENDS - NATIVE

HOW IS IT PURCHASED?

- Like other digital media, native can be purchased on a site-direct or programmatic basis
- Native is purchased in three buckets
  - Social is extremely cost efficient, self-serve
  - Direct publisher buys can be more costly but offers alignment with premium content and more flexibility/customization
  - Programmatic provides cost efficiency and scale – Outbrain, Sharethrough, Triple Lift

Allocation of Native Advertising Budget According to US Marketers and Agencies, May 2016
% of total

- Publishers 43%
- Social 39%
- Native programmatic 19%

Note: among those involved in native advertising decision-making; numbers may not add up to 100% due to rounding
TRENDS - NATIVE

**BENEFITS**

- Contextually relevant – the right content at the right time, fits seamlessly into the website’s environment
- Less prone to ad blockers
- Less disruptive
MEDIA OBJECTIVES

Content Consumption
- Drive comprehension of positive messaging
- Act as a content resource to audience segments
- Promote in all environments (owned and third party)

Community Growth
- MSU social followers
- Prospective undergraduate student recruitment
- Continue conversation in owned channels
Shift from Advertiser to Publisher
PLAN GOALS

FY18

Goal 1: Video completes and on-post engagement
Goal 2: Unique visitors
Goal 3A: Social followers
Goal 3B: MSUToday sign-ups

FY19

Position MSU as leading higher education institution

CONVERT
Grow MSU community by increasing social followers and new student recruitment

ENGAGEMENT
Entice users to explore MSU content on the university’s website

DISTRIBUTION
Deliver positive, impactful content to users, consume within vendor environment

SENTIMENT
Elevate the brand and perception of MSU by partnering with a high-profile media outlet reaching a broad national or statewide audience

*BVK
# Media Partners

<table>
<thead>
<tr>
<th>FY18</th>
<th>FY19</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Media Partners:</strong></td>
<td><strong>Media Partners:</strong></td>
</tr>
<tr>
<td>Digital</td>
<td>Digital</td>
</tr>
<tr>
<td>• Audience Partners – Pre-roll Video</td>
<td>• NYTimes – Tier 1 Native</td>
</tr>
<tr>
<td>• Outbrain – Tier 3 Native</td>
<td>• MLive – Tier 1 Native</td>
</tr>
<tr>
<td>• Sharethrough – Tier 3 Native</td>
<td>• Audience Partners – Pre-roll Video</td>
</tr>
<tr>
<td>• GDN – Display Banners &amp; Tier 3 Native</td>
<td>• Nativo – Tier 2 Native</td>
</tr>
<tr>
<td>• Vibrant – Display Banners</td>
<td>• Outbrain – Tier 3 Native</td>
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<tr>
<td>Social</td>
<td>Social</td>
</tr>
<tr>
<td>• Facebook</td>
<td>• Facebook</td>
</tr>
<tr>
<td>• Instagram</td>
<td>• Instagram</td>
</tr>
<tr>
<td>• YouTube</td>
<td>• YouTube</td>
</tr>
<tr>
<td>• Twitter</td>
<td>• Twitter</td>
</tr>
<tr>
<td>• LinkedIn</td>
<td>• LinkedIn</td>
</tr>
<tr>
<td>Traditional</td>
<td>Traditional</td>
</tr>
<tr>
<td>• Delta Sky</td>
<td>• Delta Sky (National)</td>
</tr>
<tr>
<td>• United Hemispheres</td>
<td>• MNI Business Network (MI geo only)</td>
</tr>
<tr>
<td>• Airport (Detroit, Chicago, Atlanta, NY, In-Flight)</td>
<td>• Radio (MI geo only)</td>
</tr>
</tbody>
</table>
Which Stories Do We Promote?

- Strategic Stories
- Social Boosts
- Audience Engagement
Overall Metrics – Video Views

FY18 CREATIVE LEARNINGS SOCIAL (GOAL 1)

Campus
- Holiday Greeting
- Turf Grass
- Honors College
- Fall Welcome
- Stranger Things
- Land Grant
- Year in Review

Brand
- Something Bigger
- What Makes a Spartan
- Brand Spot

Environment
- Sea Lampreys
- Pandas
- Honey Bees
- Poo at the Zoo

Science & Technology
- FRIB
- Robot Learning
- Solar

Health
- Zika
- Concussions
- Skin Cancer Research

Life
- License Plates

There was a larger quantity of campus-focused video creative.
The top performers were brand spots.
Zika and Sea Lampreys also performed well on social
## Social Video – Sponsored

(view content non-MSU property)

Wide Range of Content: Affinity and Esteem

<table>
<thead>
<tr>
<th>Creative</th>
<th>Video Completes</th>
<th>Engagements</th>
<th>VCR</th>
<th>CPCV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poo at the Zoo</td>
<td>1,691</td>
<td>1,145</td>
<td>31.44%</td>
<td>$0.02</td>
</tr>
<tr>
<td>FRIB</td>
<td>879</td>
<td>1,745</td>
<td>31.38%</td>
<td>$0.02</td>
</tr>
<tr>
<td>Fall Welcome</td>
<td>3,836</td>
<td>2,364</td>
<td>30.78%</td>
<td>$0.02</td>
</tr>
<tr>
<td>Robot Learning</td>
<td>3,577</td>
<td>680</td>
<td>28.85%</td>
<td>$0.02</td>
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<tr>
<td>Land Grant</td>
<td>2,625</td>
<td>2,080</td>
<td>27.55%</td>
<td>$0.02</td>
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<tr>
<td>Honey Bees</td>
<td>4,705</td>
<td>1,675</td>
<td>27.40%</td>
<td>$0.02</td>
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<tr>
<td>Skin Cancer Research</td>
<td>563</td>
<td>1,408</td>
<td>23.95%</td>
<td>$0.03</td>
</tr>
<tr>
<td>Football</td>
<td>6,353</td>
<td>140,610</td>
<td>1.26%</td>
<td>$0.55</td>
</tr>
<tr>
<td>Justice the Dog</td>
<td>2,370</td>
<td>48,450</td>
<td>1.09%</td>
<td>$1.02</td>
</tr>
<tr>
<td>Extraordinary Spartans</td>
<td>Parent</td>
<td>2,757</td>
<td>136,437</td>
<td>0.62%</td>
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<tr>
<td>Holiday Greeting</td>
<td>822</td>
<td>44,428</td>
<td>0.57%</td>
<td>$1.82</td>
</tr>
<tr>
<td>Will the Poet</td>
<td>1,085</td>
<td>83,674</td>
<td>0.29%</td>
<td>$4.61</td>
</tr>
</tbody>
</table>
Overall Metrics - Unique Visitors

FY18 CREATIVE LEARNINGS SOCIAL (GOAL 2)

**Campus**
- Fall Welcome
- Honors College
- Stranger Things
- Homecoming
- Year in Review
- Spartan Summer
- Turf Grass
- Land Grant
- Entrepreneurship
- Holiday Greeting
- Commencement
- Spartan Day of Service
- Gaining Ground
- 100 Years Detroit Peace Corps

**Health**
- Blood Pressure App
- Neuroblastoma Research

**Environment**
- Honey Bees
- Blueberry
- Poo at the Zoo
- Pandas

**Science & Technology**
- FRIB
- Gene Therapy
- Cisplatin
- Women in Science
- Biometrics
- Robot Learning

**Life**
- Africa Partnership

**Brand**
- Brand Spot
- Top 10 Esteem

- Social posts were heavily-focused on campus related content, which performs very well on Facebook.
- Hot-topics and health/technology also performed well.
Social Boosts

Mix of Esteem and Affinity
Campus stories performed well on Facebook (Fall welcome, Game Changers, Gaining Ground, Hauntings & History)
Health/technology strong
Capital campaign, commencement, day of service, holiday greeting, Will the Poet lower CTR

<table>
<thead>
<tr>
<th>Creative</th>
<th>CTR</th>
<th>CPC</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top 10 Esteem</td>
<td>7.07%</td>
<td>$0.05</td>
<td>2,035</td>
</tr>
<tr>
<td>Blood Pressure App</td>
<td>2.13%</td>
<td>$0.25</td>
<td>5,948</td>
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<tr>
<td>Game Changers (Football)</td>
<td>1.30%</td>
<td>$0.65</td>
<td>2,951</td>
</tr>
<tr>
<td>Fall Welcome</td>
<td>1.20%</td>
<td>$0.49</td>
<td>3,467</td>
</tr>
<tr>
<td>Neuroblastoma Research</td>
<td>1.12%</td>
<td>$0.37</td>
<td>1,335</td>
</tr>
<tr>
<td>Top 100 Universities</td>
<td>0.96%</td>
<td>$1.19</td>
<td>1,261</td>
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<tr>
<td>Gaining Ground</td>
<td>0.85%</td>
<td>$0.51</td>
<td>4,805</td>
</tr>
<tr>
<td>Hauntings &amp; History</td>
<td>0.69%</td>
<td>$1.72</td>
<td>1,121</td>
</tr>
<tr>
<td>Starbucks &amp; NASA Grads</td>
<td>0.68%</td>
<td>$0.68</td>
<td>870</td>
</tr>
<tr>
<td>GMO</td>
<td>0.64%</td>
<td>$1.88</td>
<td>2,231</td>
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<tr>
<td>Gene Therapy</td>
<td>0.59%</td>
<td>$0.84</td>
<td>595</td>
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<tr>
<td>Biometrics</td>
<td>0.56%</td>
<td>$0.71</td>
<td>2,104</td>
</tr>
<tr>
<td>Extraordinary Spartans</td>
<td>0.51%</td>
<td>$2.25</td>
<td>1,885</td>
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<tr>
<td>Good Will</td>
<td>0.49%</td>
<td>$1.59</td>
<td>315</td>
</tr>
<tr>
<td>Vehicles</td>
<td>0.49%</td>
<td>$2.40</td>
<td>116</td>
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<tr>
<td>Africa Partnership</td>
<td>0.48%</td>
<td>$1.01</td>
<td>1,478</td>
</tr>
<tr>
<td>Honey Bees</td>
<td>0.46%</td>
<td>$1.65</td>
<td>2,268</td>
</tr>
<tr>
<td>Blueberry Research</td>
<td>0.40%</td>
<td>$1.17</td>
<td>691</td>
</tr>
<tr>
<td>Peace Corps</td>
<td>0.40%</td>
<td>$1.03</td>
<td>1,454</td>
</tr>
<tr>
<td>Justice the Dog</td>
<td>0.38%</td>
<td>$2.97</td>
<td>1,100</td>
</tr>
<tr>
<td>Poo at the Zoo</td>
<td>0.38%</td>
<td>$1.41</td>
<td>1,064</td>
</tr>
<tr>
<td>Cisplatin</td>
<td>0.37%</td>
<td>$1.47</td>
<td>1,177</td>
</tr>
<tr>
<td>Land Grant</td>
<td>0.37%</td>
<td>$0.99</td>
<td>1,521</td>
</tr>
<tr>
<td>FRIB</td>
<td>0.34%</td>
<td>$1.47</td>
<td>1,154</td>
</tr>
<tr>
<td>Year in Review</td>
<td>0.33%</td>
<td>$0.93</td>
<td>2,442</td>
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<tr>
<td>College of Ed</td>
<td>0.33%</td>
<td>$2.76</td>
<td>1,519</td>
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<tr>
<td>Capital Campaign</td>
<td>0.33%</td>
<td>$2.30</td>
<td>839</td>
</tr>
<tr>
<td>Holiday Greeting</td>
<td>0.30%</td>
<td>$5.59</td>
<td>2,829</td>
</tr>
<tr>
<td>Robot Learning</td>
<td>0.23%</td>
<td>$2.01</td>
<td>746</td>
</tr>
<tr>
<td>Will the Poet</td>
<td>0.22%</td>
<td>$4.17</td>
<td>1,006</td>
</tr>
<tr>
<td>Commencement</td>
<td>0.21%</td>
<td>$2.20</td>
<td>681</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>0.20%</td>
<td>$3.10</td>
<td>1,668</td>
</tr>
<tr>
<td>Women in Science</td>
<td>0.19%</td>
<td>$2.11</td>
<td>712</td>
</tr>
<tr>
<td>Spartan Day of Service</td>
<td>0.19%</td>
<td>$2.18</td>
<td>689</td>
</tr>
<tr>
<td>Flint</td>
<td>0.17%</td>
<td>$2.70</td>
<td>320</td>
</tr>
</tbody>
</table>
Overall Metrics – Engagement

FY19 CREATIVE LEARNINGS SOCIAL (ENGAGEMENT)

Campus
Football
Holiday Greeting
Hauntings & History
College of Ed
Justice the Dog

Health
GMO

Science & Technology
Vehicles

Environment
Flint

Arts
Will the Poet

Brand
Capital Campaign
Top 100 Universities
Extraordinary Spartans
Good Will

Vehicles, Football and GMO performed the best on Facebook. While Holiday Greeting and Football performed the best on Instagram.
Key Learning - Facebook

- Sponsored Post
- Drive large increase in traffic with Button
- Boosted
- Engagement stay on post
Key Learning

• Content
  • No real strong skews– Both Affinity and Esteem with slight skew toward news stories for native on news websites
  • Innovation, Science, Technology, Health
• LinkedIn removed from mix – expensive
• Facebook followers maxed out; Twitter and Instagram room to grow
• Partnered featured stories with UC get paid support
• Strategy down; audience interest up
• Primary focus on driving metrics and efficiencies
  • Refine vendors, refine channels, ongoing optimization
• Strategic Shift
  • Focus on content consumption in any environment even if not MSU property
  • Shift to “quality visits” instead of traffic
Shifting to Audience Approach

TARGET AUDIENCES

- Broad National Public
- Faculty/Staff of Peer Institutions
- Michigan Residents
- Prospective Students
- All Spartans
  - Alumni
  - MSU Faculty/Staff
  - Current Students/Parents

In light of the new landscape key audiences are expanded in FY19
Media Objectives

+ Align with the 2019 Comprehensive Communications Plan, focusing primarily on:
  
  - Drive support from critical external constituencies (MI public and Leadership and faculty at peer institutions)
  - Instill pride throughout Spartan nation (alumni)
  - Increase engagement of internal audiences including students, faculty, staff and the administration

+ In addition, the media plan will support undergraduate student recruitment by supporting the following outcome:
  
  - Demonstrate to prospective students and their parents that MSU is a good fit for their personal and professional growth
UNDERSTAND YOUR AUDIENCE SIZE

Audiences and Plans

2.1MM
- Michigan Public (1.4MM), Policy Makers (238k), and Business Leaders (690k)
- MRI 2018 Doublebase

139k
- Peer Leadership and Faculty
- (60AAU + 11LAL + 45 Large Research Institutions) x 1,600 faculty per school

832k
- US Prospective Students / MI Prospective Students
- 4MM total ACT/SAT test takers. 26% in desired percentile. 20% overlap.

560k
- Alumni
- Per MSU stats

63.2k
- Students, Staff, and Faculty
- Per MSU stats (50.3k students, 7.2k staff, 5.7k faculty)
Audience Insights

- Relatively light consumers of media
- Highest index is digital
- Over 70% of parents use Facebook
- High affinity of audience to share links from MLive (50x more likely)
- Loyalty to brands/services tied to MI
  - The Mitten State
  - MGM Grand Detroit
  - Detroit Economic Club
  - Michigan Humane Society
  - Short’s Brewing Company
  - Meijer
  - Pure Michigan

TV weekly hours viewed – 79 index
Radio weekly hours – 90 index
Digital weekly hours – 97 index
Streaming Audio – 108 index
Mobile Audio – 113 index
Facebook – 115 index
Instagram – 103 index
Twitter – 129 index
Online news / current events – 117 index

Access Internet via:
Smartphone – 115 index
Game console – 145 index
Smart TV – 132 index

Source: 2018 GfKMR1 Doublebase / Helixa
MI PUBLIC SOCIAL MEDIA

Social Media
Keep positive MSU messages top of mind through a steady stream of strong, traffic-driving content

Partnership Includes:
Facebook, Instagram & Twitter promotion
- Video views
- Traffic driving to MLive and MSUToday features
Retarget to engaged audience from Twitter In-Stream Video
Purpose:
Additional support driving traffic to MLive and MSUToday Features

Markets
Michigan – Focus in Lansing and Detroit

Schedule
Mid-September through June 2020
Audience Insights

- Heavy consumers of digital media
- More “at desk” consumption of media than most audiences
- Twitter use is high
  - 74% of Twitter users say they use the network to get their news
- Very politically and socially active
  - Write articles that have been published
  - Attend public meetings
  - Make speeches
  - Call/write politicians
  - Participate in environment groups/causes

Source: 2018 GfKMRI Doublebase / Helixa
Social Media

Leverage past successes by delivering reputation-building stories through proven social channels

**Partnership Includes:**
Facebook, Instagram & Twitter
Traffic driving to MSU

**Purpose:**
Reach peer influencers in an efficient environment they are already active in to enforce the positive impact of MSU research

**Markets**
National

**Schedule**
Mid-September through June 2020
(4 total – 2/3 week run time)
Social Media
Amplify and more widely distribute Spartan content in a proven environment in order to drive engagement and sharing

Partnership Includes:
Facebook, Instagram, Twitter, LinkedIn (video)
Drive traffic and video views
Building on highly engaged audience to new content consumption or highly shareable content

Purpose:
The ability to separate highly engaged audiences and exclude disengaged audiences.

Markets
National

Schedule
Mid-September through June 2020

Mid/Low Funnel
Deeper Social Content

- Take advantage of a highly engaged alumni audience to drive further relevant consumption or present top performing shareable content.
  - Present new but similar topic features with established content category buckets
  - Highly engaging, shareable content
Audience Insights

- The internal audience includes a wide range of user demographics compelled to share different messages for different reasons. 55% of consumers will share posts that entertain and 50% will share posts that inspire. 74% of consumers share video content from brands on social media.

- Students
  - Students don’t want to feel like they’re being “sold to” through traditional advertising, but according to Nielsen, 83% of consumers trust recommendations from peers over advertising.
  - Becoming an influencer is the fourth most popular career aspiration for Gen Z.

- Faculty/Staff
  - Nearly half of consumers research a brand when its employees post about it on social media.
  - Today, almost three quarters (72%) of all social marketers use their employees as social media advocates.

Source: Sprout Social Index
Social Media

Capitalizing on the sharing nature of social media to create Spartan ambassadors

**Partnership Includes:**
Facebook, Instagram, Twitter and LinkedIn
Video view, traffic and planned monthly organic boosts
Page Like/Follower promotions

**Purpose:**
Provide content for Spartans that is easy to share and instills pride in being part of Spartan nation

**Markets**
Michigan – Focus in Lansing

**Schedule**
Mid-September through June 2020

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Mid/Low Funnel
Audience Insights

- Heaviest consumers of digital media
- Mobile-focused, no matter where
- Relatively low consumption of news-oriented content
  - Social content and entertainment is priority – i.e. games, videos, and stories within their feeds
- 72% of teens use Instagram daily
- 51% of teens use Facebook
- Over 70% of parents use Facebook

Source: 2018 GfK MRI Doublebase / Helixa
Strategy

- Follow phased approach to drive prospective students through the holistic admissions journey to ultimately increase enrollment.
  - **Phase I:** Generate awareness of MSU as a top college prospect. Build a pool of engaged and interested prospects to target with a lead gathering call to action.
    - Build awareness for RCAH Admission program
  - **Phase II:** Inspire students to submit an application.
  - **Phase III:** Stay top of mind and encourage accepted applicants to enroll.
Social Media - RCAH
Reach prospects on the most cost-effective channels they frequent most, with content they consume thoroughly

**Partnership Includes:**
Facebook + Instagram

**Purpose:**
Drive awareness amongst prospective students searching for a small college feel with the benefits of a Big Ten university

**Markets**
In State — Metro Detroit, Lansing, Grand Rapids, Traverse City, Kalamazoo, Battle Creek, Flint

**Schedule**
August through October 19

*Pilot program*

Prospective Students and Parents

- Single image click-to-website ads driving traffic to RCAH Admissions page
- RCAH messaging includes:
  - Small college feel, Big Ten benefits
  - Many classes in same building students live
  - 100% career and grad school placement

Phase I – Mid Funnel
RHS Meal Plans

- Social Media Ads
  - Target: Off-campus students in East Lansing
  - Purchase on-campus meal plans
  - Geo-fencing around campus
  - Posts in Instagram and FB
Social Media Key Learning

- Social Media Boosting
  - Pay-to-play – especially FB
  - Anyone can do it, any budget size
- Clearly understand your goals – what you want to get out of investment
- Affinity and esteem content works well
- Test, learn and refine – start with pilot
- Best results Twitter, Facebook and Instagram (varies by audience)
- If need larger media buy, might want to consider BVK
- If interested, we ask communicator who does media boosts to explain the details