

The new generation of GW





Our Agenda

About martin

Working with us

Media approach

Reporting & analytics

GW pricing model

Creative capabilities


Q&A




the difference is
making one



Media expertise
delivering
nuanced
strategies with
ROI focus



Full-service
integrated firm
with in-depth
higher ed
experience



Regional,
national, and
global brands
trust us to deliver
on their most
challenging
needs



Award-winning
firm serving
as a true
extension of our
clients' teams



An independent
firm and part
of Hearst Media



- A global media powerhouse
- One of the largest, sophisticated derivers of data alongside Google, Apple, and The Walt Disney Company
- Direct access to emerging technologies and exclusive partnership media pricing
- Premium portfolio of brands

COSMOPOLITAN



GOOD HOUSEKEEPING



ESPN

CAR AND DRIVER

San Francisco Chronicle

HOUSTON★CHRONICLE

ELLE

Esquire

Women'sHealth

Men'sHealth

Higher Ed Experience



ALBANY LAW SCHOOL



Best-in-Class Partners

FOOD & BEVERAGE



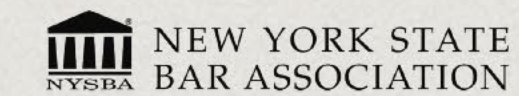
SPORTS & LIFESTYLE



FINANCIAL



NONPROFIT



HEALTHCARE



working with us



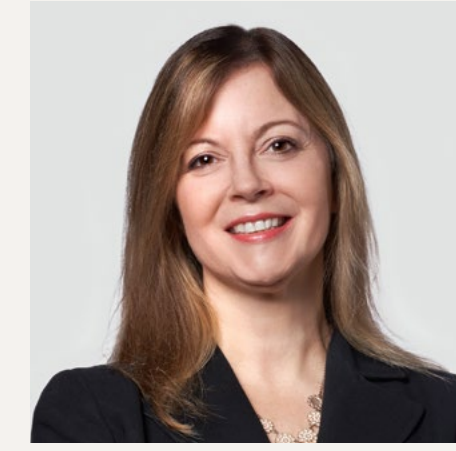
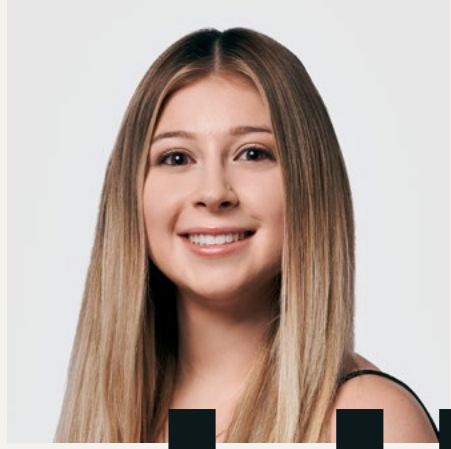
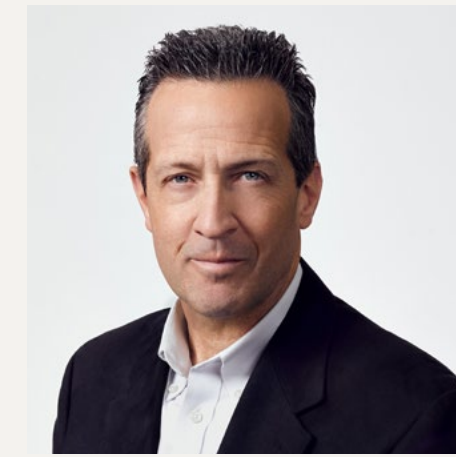
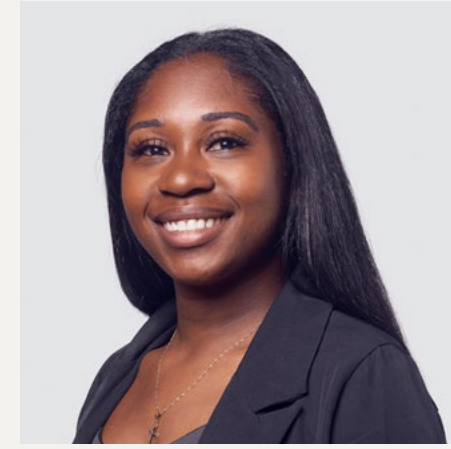
we're here
to make a
difference
in whatever
we do for
whomever
we can.

Passion We love what we do and care greatly about how we do it

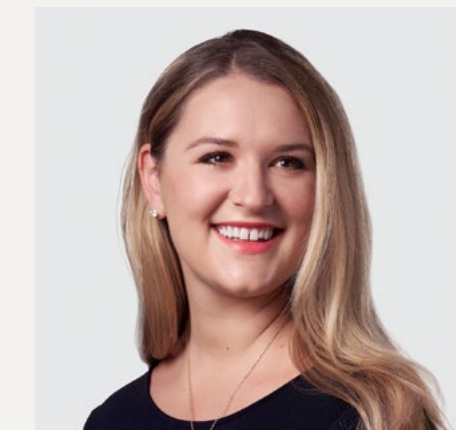
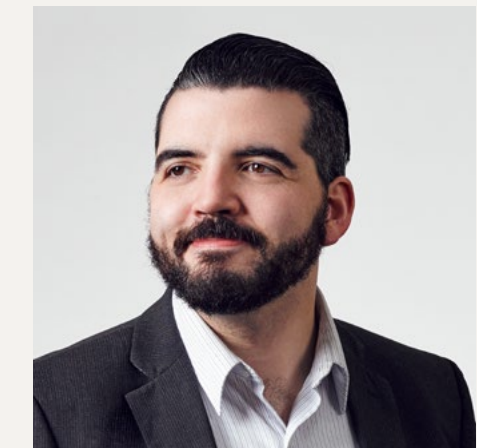
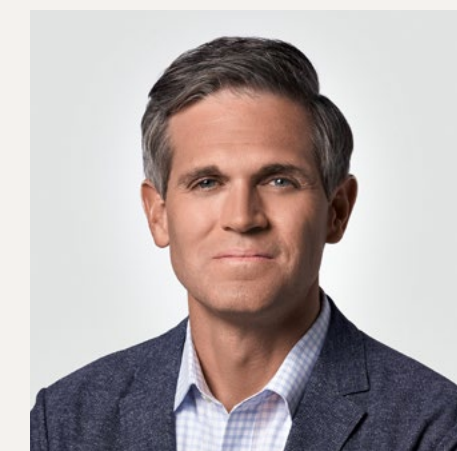
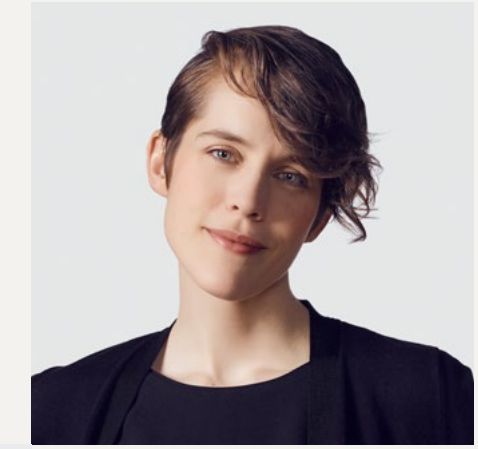
Connection We are deeply engaged with our team, our clients, and our community

Creativity We think of solutions differently and execute them with precision

Drive We are committed to professional growth, propelling client success, and supporting causes most important to us



A united front
of far-reaching
expertise.



WORKING WITH US

a bespoke approach for GW

Partnership onboarding and prioritization:

- Engage key GW stakeholders
- Capture the best methods for collaboration, using our workflow expertise
- Alleviate any pain points
- Optimize our approach and delivery

Understand current GW process—both what is and isn't working, including:

- Software
- Workflow
- Stakeholders involved
- Internal processes for input, review, and approval
- Creative trafficking process to AOR, including specification inputs
- Compliance requirements
- Identify essential platforms and establish agency access

The Martin Group will review our workflow on a quarterly basis with GW to grow efficiency and increase quality.

foundational discovery meetings

Media

- Review current and historical media plans and target audience segment performance
- Discuss existing/preferred media commitments, partnership agreements, etc.
- Understand seasonality and timing of various campaigns
- Confirm access to platforms we will manage (i.e., SEM, social, etc.)

Analytics and Reporting

- Understand status of Slate implementation
- Review analytics history
- Identify key benchmarks for full funnel tracking and attribution

our proven process

To ensure equitable treatment of all GW programs no matter their scale, we will deploy our proven campaign process, which typically includes:

- Campaign intake with GW team
- Historical media and analytics review
- Campaign brief development
- Campaign media planning
- Spec release to GW
- Build media campaign, set up tracking pixels and UTMs
- Traffic campaign assets
- Launch campaign
- Ongoing campaign optimizations and testing
- Ongoing, weekly status meetings
- Ongoing, monthly reporting meetings
- Ad hoc media planning and buying as needed



media
approach

Spreading your message has never been more challenging.

Sure, it starts with a push of a button instead of blotting a fountain pen but getting it to the right person at the right moment is a skill that makes all the difference.

A skill that comes from a commitment to understanding audiences. Weaving in and out of their daily lives and decision-making journeys. Delivering experiences driven by their habits, behaviors, and interests.

At The Martin Group, we've found success by setting on new paths with modern and emerging media. By strategizing harder than the competition to make paid tactics feel more organic. And by nurturing data, our direct line to human insights.

But our biggest triumphs come when we align closest with our partners. By refusing to accept complacency and thriving on accountability and transparency.

We're proud of our approach. Of our results. And while we haven't been around as long as GW, our spirit says we're ready to stand beside Revolutionaries.

Media

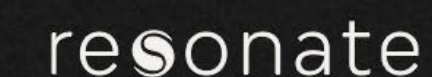


Approach

Our research, data analysis, and strategic insights will build upon your historical campaigns, audience data, and your qualitative understanding of your students.

- Our media tools
- Graduate student insights
- Niche audience habits
- The student journey
- Brand safety

We deploy a full range of contemporary research, planning, and buying tools to effectively and efficiently drive media results.



demographic overview

Current Graduate Student (Full U.S.):

- **Gender:**

- 61% Female
- 39% Male

- **Median Age:** 28.4

- **Median Household Income:** \$96,176

- **Race:**

- 65% White
- 18% Black/African-American
- 12% Asian

- **Job Status:**

- 73% Employed
- 49% Professional/Managerial

- **Household:**

- 51% Homeowners
- 46% Renters

- **Marital Status:**

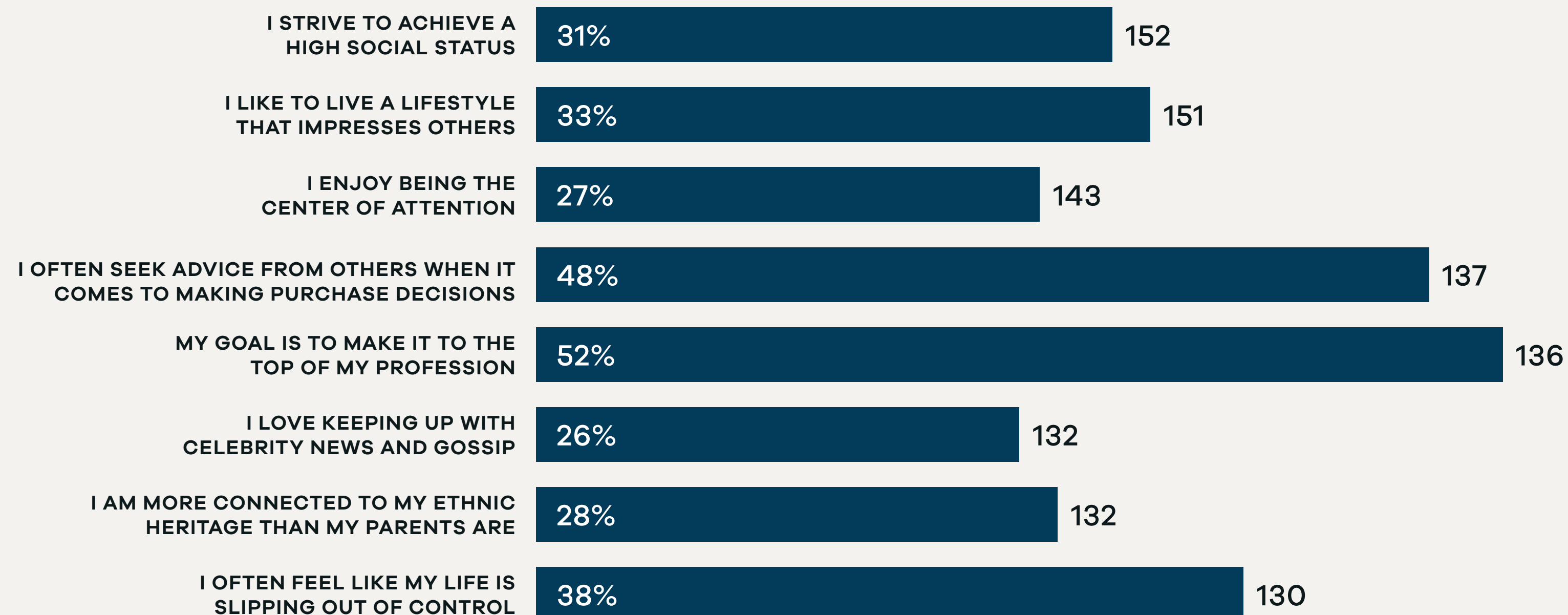
- 68% Single
- 71% No children in the home

MEDIA APPROACH

audience attitudes

- Graduate student attitudes are uniquely different from the general population
- Because of the pressures they feel, whether self-inflicted or otherwise, they have a much higher likelihood to often feel like their life is slipping out of control

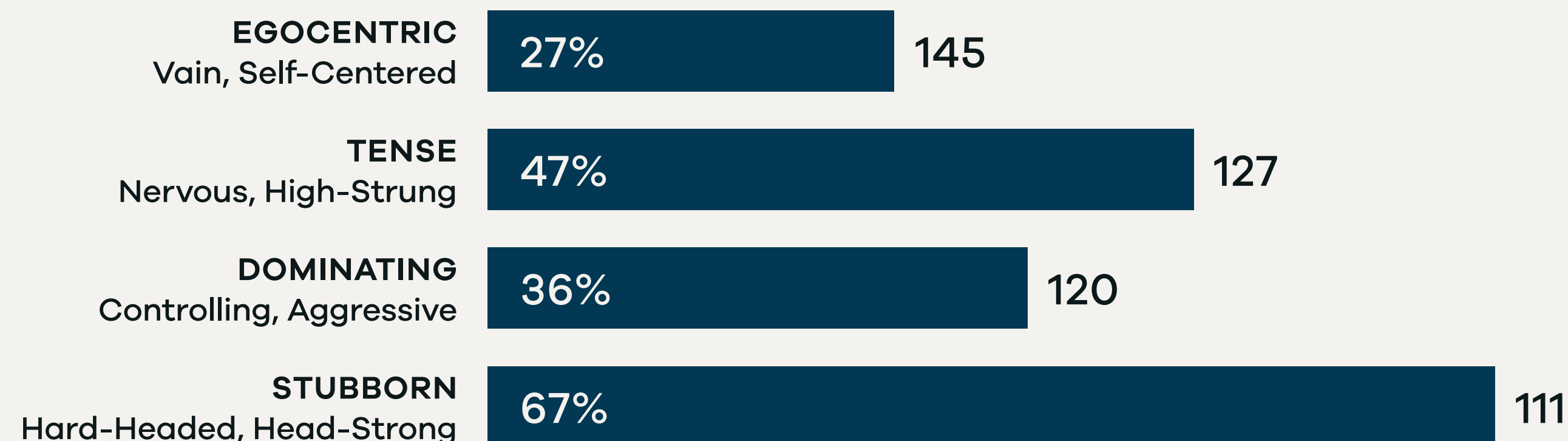
Current Graduate Student (Full U.S.)



self- concepts

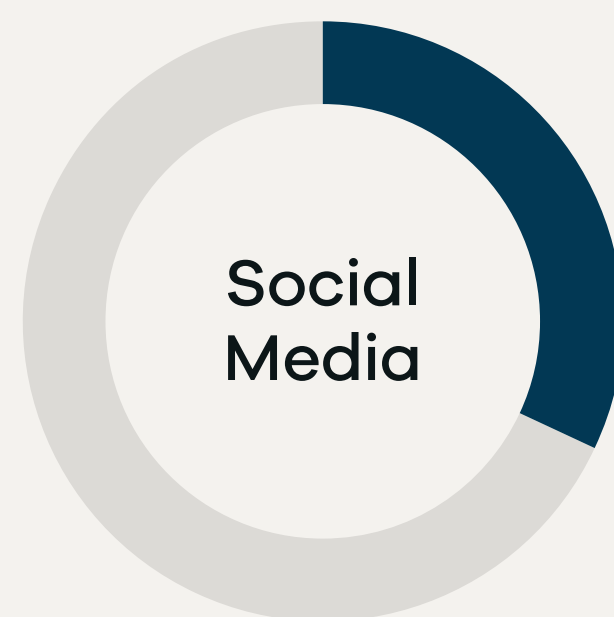
- Graduate students are very self-aware, providing us with an overarching glimpse at who they are
- This audience shows numerous self-concepts that indicate why a thoughtful, strategic paid digital media strategy is critical to properly connect and convince them to act
- Paying attention to the tone of our messaging, as well as sensitivity to ad placement relative to content, will be important

Current Graduate Student (Full U.S.)

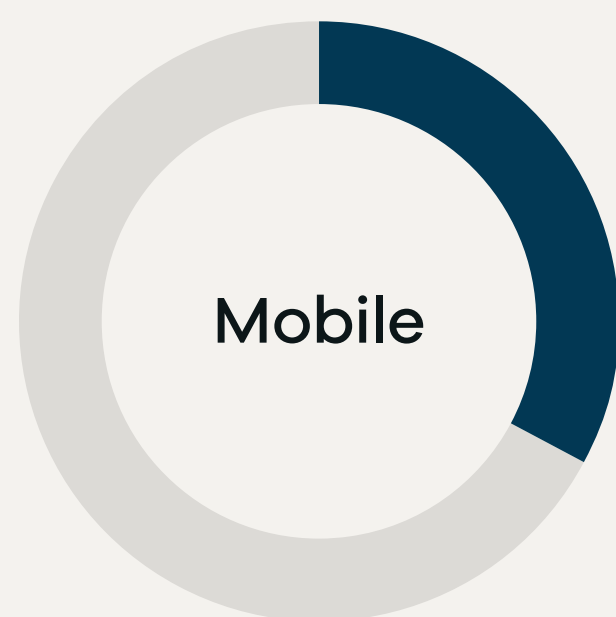


audience segments

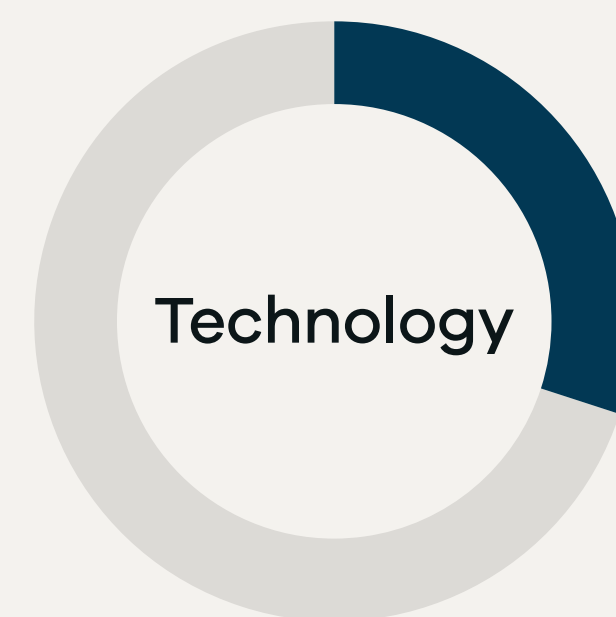
When categorizing their habits related to social media, mobile, and technology, graduate students are very reliant on, and invested in, all three.



32% | 200
SOCIAL MEDIA SUPERSTARS



33% | 144
MARRIED TO THEIR SCREENS



30% | 166
TRUE TECHIES

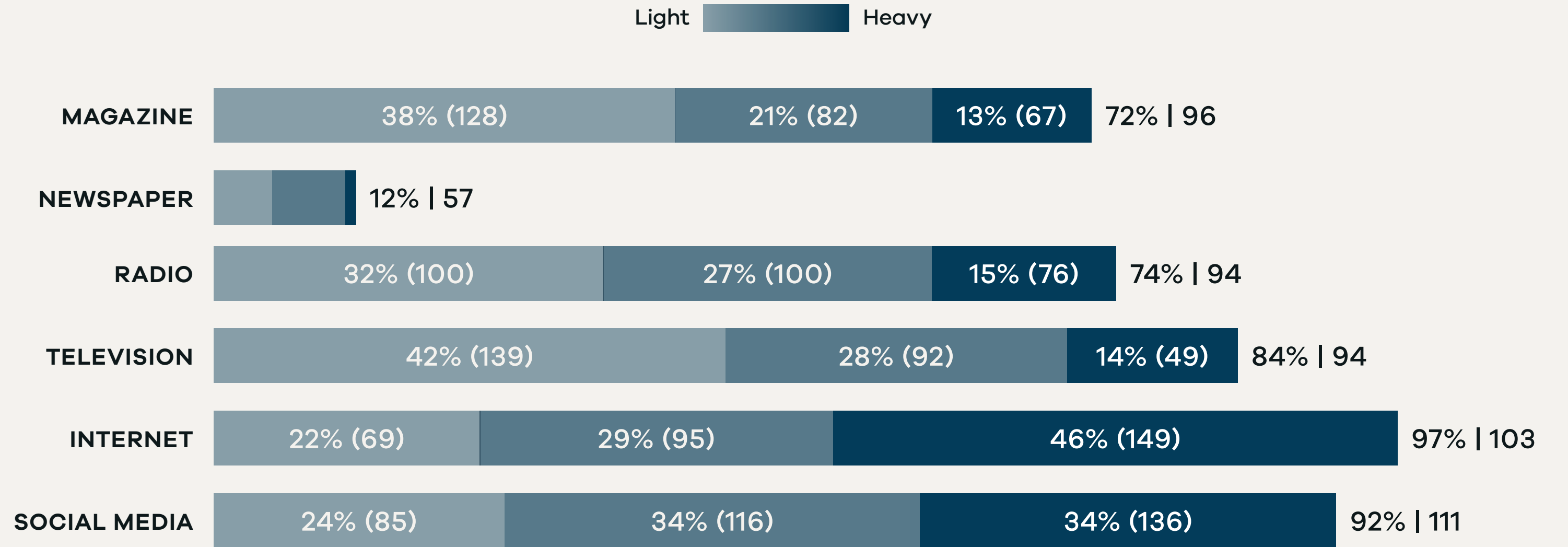
MEDIA APPROACH

media usage

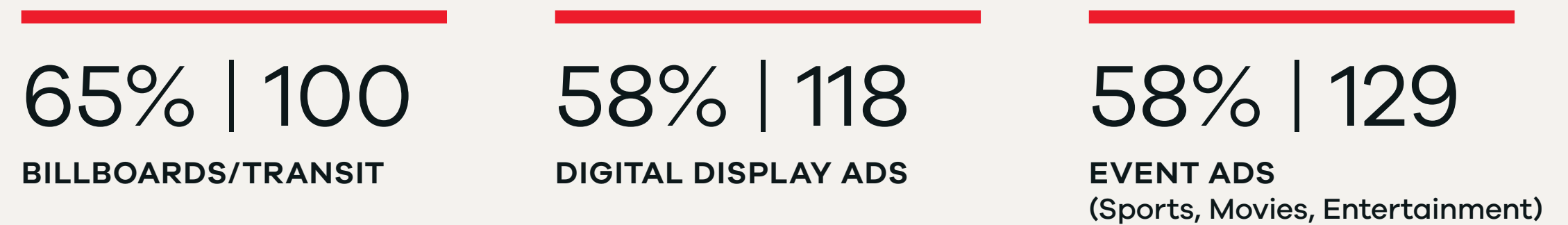
This audience is engaging with digital and social media at a rate that's well above the national average.

- Most current graduate students can be reached through TV, Radio, and Magazines (84%, 74%, and 72% respectively), but the engagement and time spent is significantly less compared to digital media
- In terms of out-of-home advertising, more than half report above-average exposure to Digital Display Ads
 - This aligns nicely with the digital display ads used for the Rev Up campaign

Current Graduate Student Media Usage (Full U.S.)



Out-of-Home Media (Last 30 Days)



varying audiences and strategies

While the make-up of current graduate students is unique, they become even more differentiated when looking at current GW graduate students.

For example, we considered current GW enrolled graduate students (CCAS, SB).

Columbian College of Arts & Sciences

- Prevalence: Female, White

School of Business

- Prevalence: Split Male/Female, International students (then White, with Black and Hispanic not far behind)

Paid media strategies will need to factor in varying audiences across GW's graduate schools and programs.

While digital usage will be strong across these audiences, there will be unique habits related to preferred social media platforms and the digital content they consume, creating unique opportunities for GW to engage them.

MEDIA APPROACH

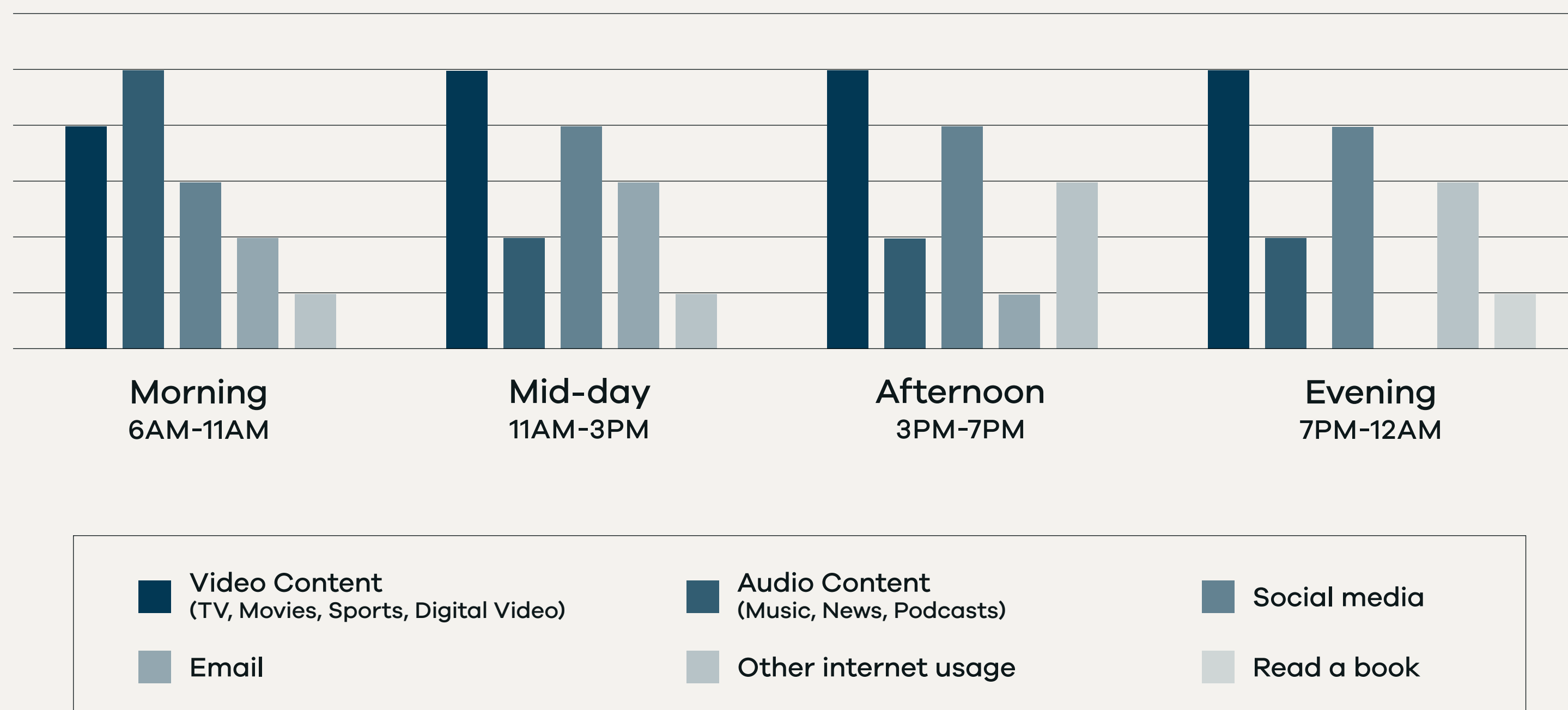
a day in the life

Meeting our prospects where they are requires an understanding of their typical day. In general, video content and social media usage remain consistently heavy throughout the day.

An average day of usage includes:

- 5.8 hours streaming video
- 5.5 hours online
- 2.7 hours on social media

Media Usage Analysis by Time of Day
(Top 5, ranked by % comp. of Graduate Students)



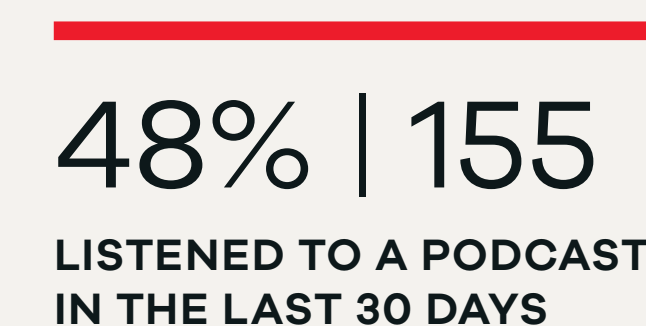
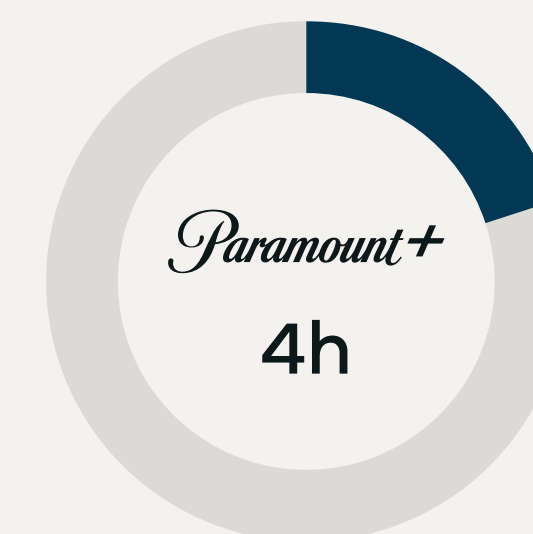
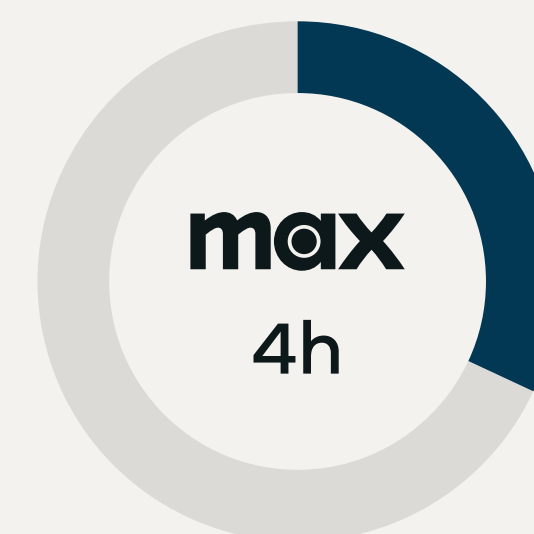
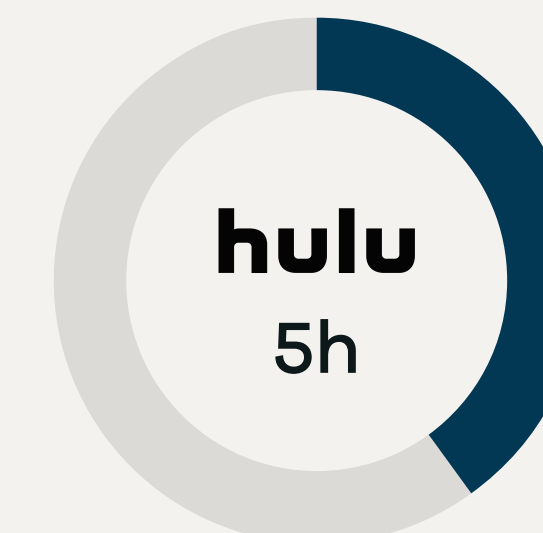
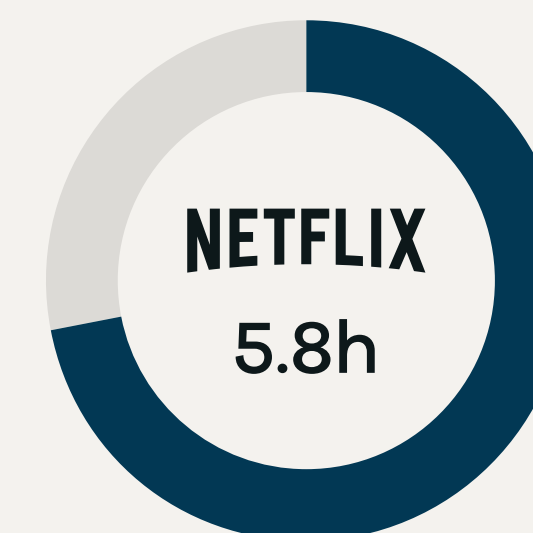
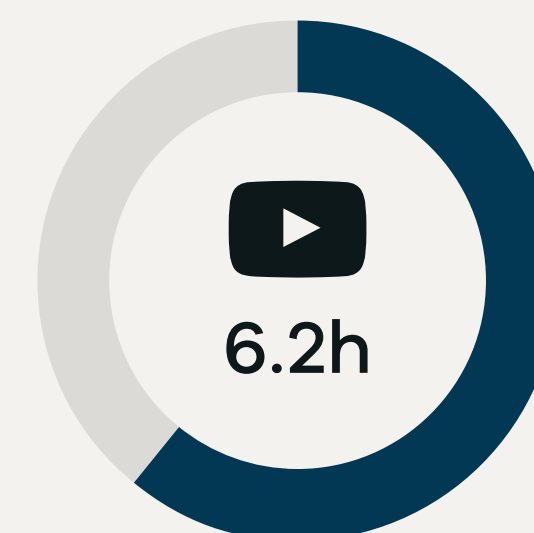
streaming video and podcasts

Streaming video and podcasts are primary daily content sources for graduate students.

The top 5 streaming subscriptions:

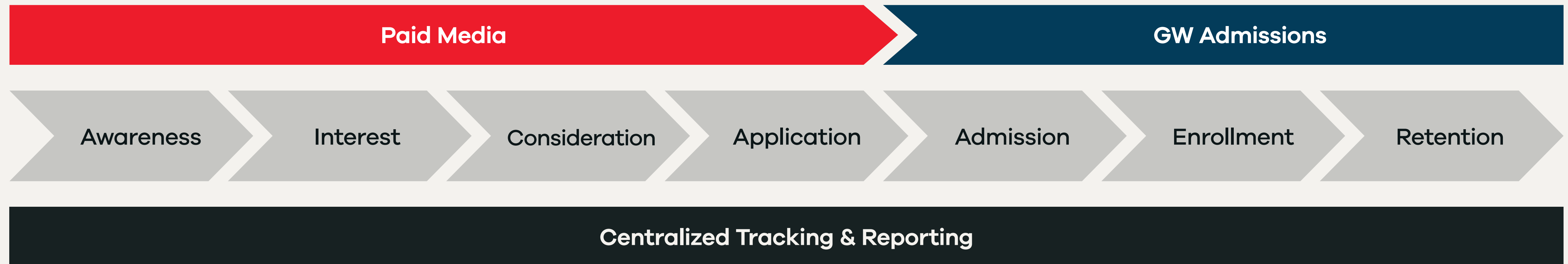
- Netflix
- Hulu
- Amazon Prime
- Disney+
- Max

Top 5 Streaming Services Used in the Last 7 Days
(Average Hours)



MEDIA APPROACH

the student journey





Student Journey Challenges

- Expected number of high school students to peak in 2025, and then decrease by 10-15% over the next 5-10 years
- GW has already seen an average 1.9% drop YoY (2019-2023) for graduate enrollments
- Numerous colleges offering popular programs (e.g., MBA, MSN), including online options
- Cost to attend GW may feel out of reach for some, despite its value
- Wide range of media budgets for GW programs



Student Journey Opportunities

Focus on highest-intent audiences with high yield, lower funnel campaigns

- Prospective students apply to many colleges and universities
- Nudge and nurture approach: From RFI > Applicant > Student

Utilize AI and data insights

- Competitive data and AI-enhanced first party data for predictive audience modeling
- Tracking and attribution



Student Journey Opportunities

A/B testing is important

- Test not only tactics, but also creative messaging
- Establish control units, introduce adjustments, and continually test and learn

Maximize smaller media budgets

- Meet the students in consideration phase



awareness phase

Create high-intent audience segments using anonymized and aggregated first-party data and predictive, AI modeling to drive quality traffic.

Media considerations:

- CTV / OTT
- Video (YouTube)
- Streaming Audio (Spotify), Podcasts
- Paid Social
- Programmatic (Display, Location-based)

Targeting and Differentiators:

- Cookieless high-intent student targeting by utilizing lookalike modeling on first-party data, competitive data, and insights
- AI-powered data to build predictive models and highly segmented profiles
- Customized audiences based on real-world behavior and people-based databases (Transunion, Bombora, Datonics, Clickagy)

- Contextual-based insight reports to identify segments and tactics driving the highest engagement
- Ensure cross-device delivery for seamless interactions, cohesive user journey and attribution
- Leverage Slate's Voyager feature to confirm and refine Geographic targeting



interest/ consideration phases

Extending up to nine months, this longest and pivotal phase includes research and information gathering through various modes. Tactics should resonate with students' needs and aspirations to aid their decision making.

Media considerations:

- Search Engine Marketing (SEM)
- Paid Social
- CTV/OTT
- Video (YouTube)
- Programmatic (Display, Native, Location-based)

Targeting and Differentiators:

- Omnichannel retargeting to create a cohesive user journey and meet prospects at valuable touchpoints
- AI-powered enriched first-party data to understand prospective students' priorities, intent and motivations
- Contextual Insights will help create personalized user journeys
- Location-based data to target and retarget previous campus visitors, open house attendees, and competitor campuses
- Facebook Custom Audiences via Slate's Ping analytics feature



conversion phase

After an application is submitted, stay top-of-mind with prospective students using messaging that resonates with their aspirations, and prioritize personalized content that addresses individual needs and preferences. Streamline access to sought-after information to ensure a user-centric application experience.

Media considerations:

- Search Engine Marketing (SEM)
- Paid Social
- Video (YouTube)
- Programmatic (Display)

Targeting and Differentiators:

- AI-powered enriched first-party data to develop highly personalized user journeys that enhance outcomes
- Cross-platform/omni-channel retargeting: Meet prospects at impactful touchpoints during a streamlined user journey
- Nudge and nurture approach: Prioritize the human element with content and messaging that resonates and prompts actionable outcomes
- Facebook Custom Audiences via Slate's Ping analytics feature

brand safety

- **Media Partnerships:** Leverage media partners with internal, specialized fraud protection teams who enforce rigorous quality policies, such as placement transparency and exclusion lists
- **Integration with DoubleVerify:** The industry's leading platform for safe and secure inventory
- **Partnership with Pixelate:** Tools for monitoring and filtering out low-quality placements through platforms such as ComScore, Grapeshot and Peer39.
- **Pre-bid Filters:** All media, placed both internally and through DSP partners, utilizes pre-bid filters that block invalid traffic, offensive language, sensitive content, poor page quality, and 404 error pages
- **Internal Monitoring and Optimization:** A proactive approach to continuously improving performance and maintaining brand safety standards



reporting & analytics



Campaign Tracking Challenges

- Cross-site usage across multiple devices
- Varying paths from awareness to conversion
- Selecting appropriate attribution model/approach
- Carrying key data across each touch point
- Clear view of prospect engagement across the journey for decision making



Campaign Tracking Opportunities

- Implement a streamlined, consistent approach to tracking campaigns
- Establish common paths for the student journey
- Eliminate friction across the journey
- Ensure attribution is being tracked across digital platforms
- Provide visibility to all stakeholders into ongoing campaign performance

state of digital platforms

AWARENESS	INTEREST	CONSIDERATION	APPLICATION	ADMISSION	ENROLLMENT	RETENTION
Paid Ads GW Website (Drupal) Landing Pages (Drupal)	University Bulletin (Salesforce) Email Marketing (Salesforce) Landing Page (Drupal) RFI Form (Form Assembly/Salesforce) <i>Email, MMS, Form, Landing Pages (Slate)</i>	Paid Ads GW Website (Drupal) Landing Pages (Drupal) University Bulletin (Salesforce) School Microsite (Drupal) GW Events (Salesforce) Webinar (Zoom) Email Marketing (Salesforce) <i>Email, MMS, Landing Pages, Webinar (Slate)</i>	Paid Ads GW Website (Drupal) GW Applicant Portal (Salesforce) Email Marketing (Salesforce) <i>Landing Page, Applicant Portal (Slate)</i>	GW Applicant Portal (Salesforce) GW Web – As Applicant (Microsoft SSO/Unknown) Email Marketing (Salesforce) <i>Email, MMS, Applicant Portal (Slate)</i>	GW Web – As Student (Microsoft SSO/Unknown) Email Marketing (Salesforce)	Email Marketing (Salesforce)

Italics denotes possible use cases for Slate, dependent on integration.

our approach

Global Tracking Strategy

Ensuring clean, accurate,
actionable data

Integrated Dashboard

Online source for overall and
campaign-level performance

Continuous Optimization

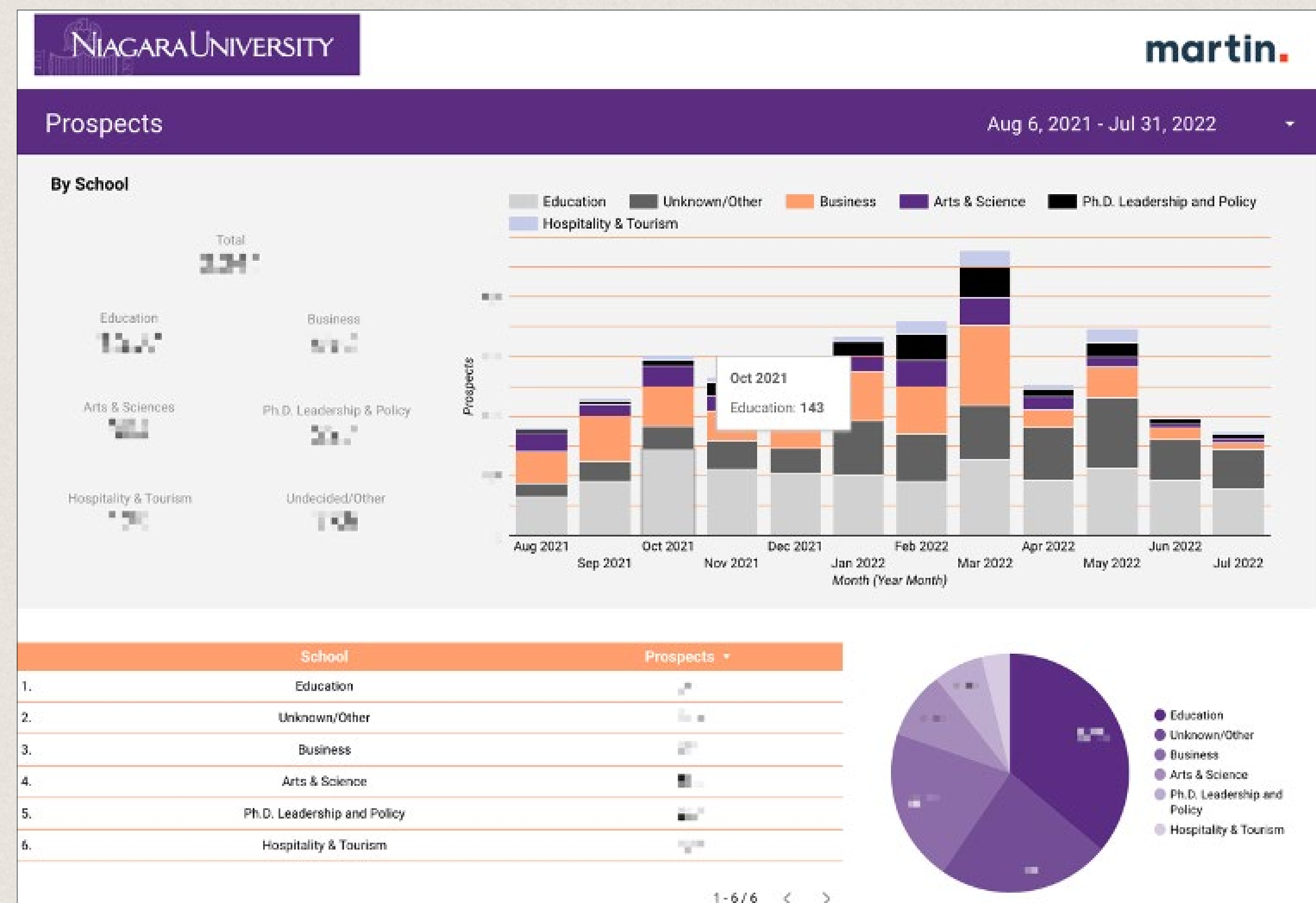
Evaluating performance, conducting
ongoing testing and adjustments

global tracking strategy

- Data accuracy and consistency is essential to use that data to provide actionable insights
- During onboarding and planning for each campaign, we will establish a unified tracking strategy between GW and TMG
- Ensure naming conventions, common KPIs, data formats, and tracking techniques are consistent
- Collaboration with Admissions team on essential data to be synced into the Slate platform and reported upon
- Adjustments to existing on-site tracking and platform configuration to be conducted by TMG and relevant GW teams

integrated dashboard

- Provides a complete view of metrics from awareness through enrollment
- Syncs data from all available marketing, advertising, analytics, and CRM platforms
- Provides an executive-level view of key performance, and deeper dives into each campaign
- Customized to provide the appropriate insights needed by the collaborative team



data integration

To ensure we have the clearest picture of how various advertising and marketing channels are impacting performance, we create a centralized data repository for our key digital platforms. This enables us to feed real-time reporting into our dashboards and additional AI driven analytical tools for our day-to-day campaign management.



slate and analytics integration

- To ensure appropriate attribution from key advertising channels into your CRM, we are anticipating TMG will be creating custom code for your web properties to help facilitate that tracking
- Depending on the complexities of attribution, cross site tracking, and the configuration of your Slate instance, deeper Slate integration and customization may be required
- If you do not have an active Slate integration partner, we have identified a Platinum Partner we can collaborate with on a case-by-case basis
- This partner has familiarity performing deeper analytics integrations with the Slate platform in the higher education space

lead generation quality

- Application and enrollment data from Slate will be available within our reporting platform; however, that will not fully express the quality of the leads generated
- Creation of a lead classification system within Slate or a custom lead-scoring function based on activity scores can provide a clearer validation of campaign performance
- Ongoing collaboration and knowledge sharing with your admissions team regarding lead quality can help provide a stronger path towards optimization
- Evaluation of audience insights from media channels, Resonate, and Slate to validate and discover new audiences who have a higher likelihood to convert into qualified leads

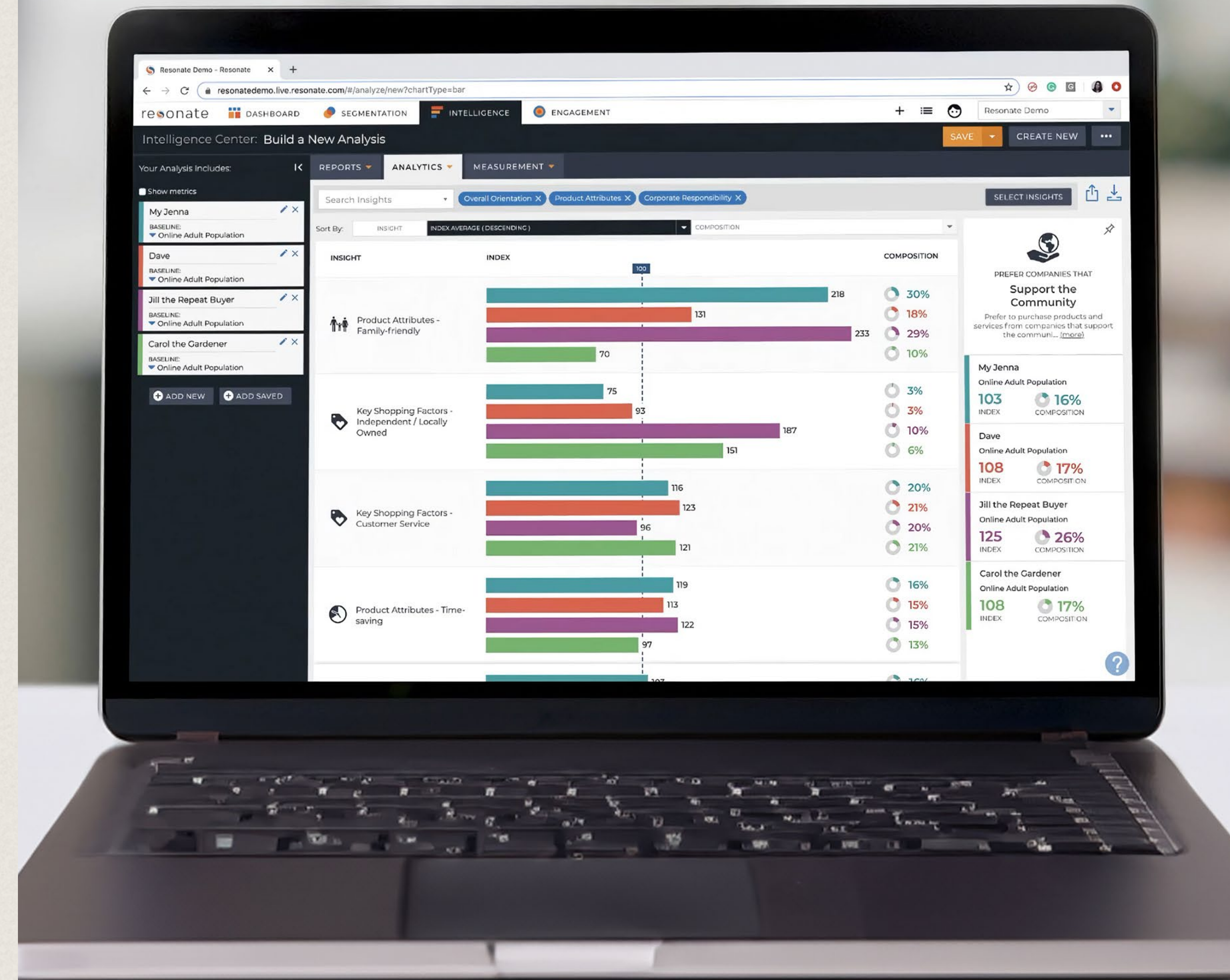
campaign attribution

- No single platform will be able to give us a complete view of the student journey, making any attribution data we can capture essential to our optimization efforts
- Our upfront global tracking strategy ensures data can be passed from channel to channel as cleanly as possible
- We aim to utilize Google Analytics 4 as the primary source of recorded attribution, utilizing its “Data Driven” attribution model
- Custom secondary attribution can be recorded into Slate to track “last-touch” campaign details prior to key interactions such as RFI submission
- Leveraging anonymized unique user identifiers, where possible, will provide a path towards stronger cross-channel and cross-device attribution

REPORTING AND ANALYTICS

performance optimization

- Tactic and platform-level optimizations to maximize return on media investment
- Regular check-ins to review performance and discuss optimizations
- Integrated dashboard and third-party tools such as Resonate provide deeper insights into audience engagement
- Testing commonly includes:
 - A/B or multivariate tests of creative and messaging
 - Testing variations of ad placement and targeting including, but not limited to interests, demographics, and geography



data privacy

- Ensure all actions taken as part of our advertising efforts are following local laws and industry best practices
- Utilize a Consent Management Platform to allow end users to control their privacy and data usage
- Clear disclosure on data collection and expected use of that information
- Track users in an anonymized way within key platforms to provide visibility without identification
- First-party data should be anonymized when utilized in any third-party platform



case study

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Area of Study:

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LIFE HAPPENS. KEEP LEARNING.

More transfer credit for faster degree completion

EXCELSIOR COLLEGE

excelsior.edu

Excelsior College
January 18, 2018

Excelsior College Degrees at Work: See how Terry Evans, Cybersecurity graduate is putting his four degrees to work running his own business and see the advice he has for his fellow Excelsior students.

DEGREES AT WORK

CEO of Cybersleuth Investigations, Inc.
TERRY EVANS

Degrees At Work: How Terry Evans Turned Four Excelsior Degrees Into a Career Fighting International Cybercriminals

3 Shares

THE BUFFALO NEWS

LIFE HAPPENS. KEEP LEARNING.

With credit for past education and professional training

MIKE HARRINGTON: IN DISMISSING PHIL HOUSLEY, JASON BOTTERILL PUT HIMSELF ON THE CLOCK

Know It Now

1. Harvard suffered in boy's death from 'stray bullet'.
2. Who will replace Housley as the next head coach of the Buffalo Sabres?
3. How Tyler Kraft's economy span from his home?
4. Suburban plus apartments, best for Coonior Massimo, benefits Oracle Charter?
5. Sabres' TV ratings way up from last season.

10 Tips to Get More Out of Your Online MBA Program

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- Tips Page 2
- More Tips Page 2
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- Course Overview Page 5
- Contact Excelsior Page 6

Start with more credit

Our MBA requires 36-45 credits

- Waive up to 9 approved credits
- Transfer up to 24 approved credits

Work around your schedule

Complete courses online when it's convenient for you

Designed for working adults and non-traditional students

- Maintain your busy life and gain real-world experience

Program Outcomes

Upon completion of an Excelsior College Master of Business Administration, you will be able to:

- Prepare and deliver effective written and oral communications to shape organizational culture, resolve conflict, and convey information to diverse audiences.
- Apply quantitative and qualitative business analysis techniques to solve problems and support management and strategic-level decisions.
- Demonstrate transformational leadership skills through the ability to set direction and work with multiple constituencies with divergent needs, including ethical obligations and social responsibility.
- Develop an action plan to continuously improve and sustain one's knowledge and skills in strategic leadership.
- Recognize problems in business settings and propose solutions with a team of colleagues.
- Analyze complex, interdisciplinary change and opportunities for organizations, including setting direction, aligning, and motivating employees.
- Appraise risk and develop entrepreneurial solutions for sustainable innovation that delivers economic and social value.
- Evaluate how global environments impact changing business practice.
- Analyze cultural differences and how these differences affect best practices in management.
- Integrate empirical research and management theories for the purpose of strategic planning for profitability, including lines of economic recession.

Program Educational Objectives

Upon completion of an Excelsior College Master of Business Administration, within a few years of graduation, you will be able to:

- Design, implement, and evaluate the efficacy of solutions for complex business problems.
- Engage in life-long learning for professional, career, and personal development.
- Lead and work effectively and efficiently in diverse team settings and maintain a high level of performance in a professional business environment.
- Communicate effectively and efficiently to various audiences in a timely and professional manner.
- Demonstrate leadership and initiative to ethically advance organizational goals and objectives.
- Demonstrate adaptability, leadership, mentoring skills, and management in one's chosen career.

Master of Business Administration **36-45 CREDITS**

FOUNDATION COMPONENT (Required)	Credit Hours	CONCENTRATION COMPONENT	Credit Hours
Economics	3	Accounting	9
Organizational Behavior	3	Financial Statement Analysis	3
Quantitative Analysis	3	Corporate Financial Reporting and Disclosure	3
		Approved Accounting Elective	3
		Human Resources Management	9
		Statistics that select one elective course from one of the following three categories:	
		Staffing and Development	3
		Total Rewards	3
		Maintaining High Performance	3
TOTAL CREDITS FOR FOUNDATION	9-19		
		Leadership	9
		Leading Teams	3
		Contemporary Planning	3
		Approved Leadership Elective	3
		General Business Concentration	9
		Three (3) Business Electives	9
		TOTAL CREDITS FOR CONCENTRATION COMPONENT	9
TOTAL CREDITS FOR CORE COMPONENT	27		

Excelsior University results

2.2M+

impressions from brand awareness campaign

56%

conversion increase year over year

80%

CPL decrease year over year

3.7K

new enrollments

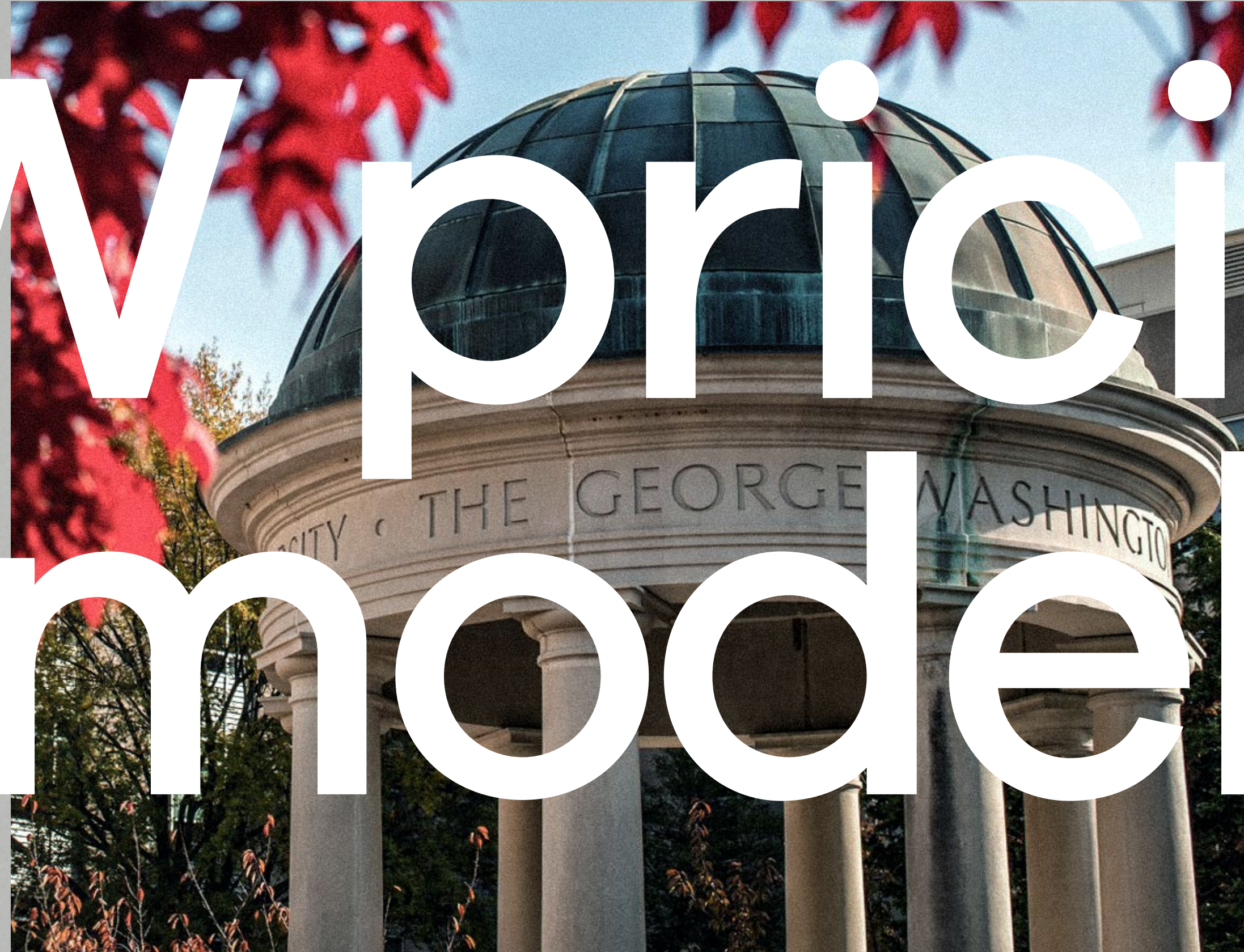
50+

media campaigns

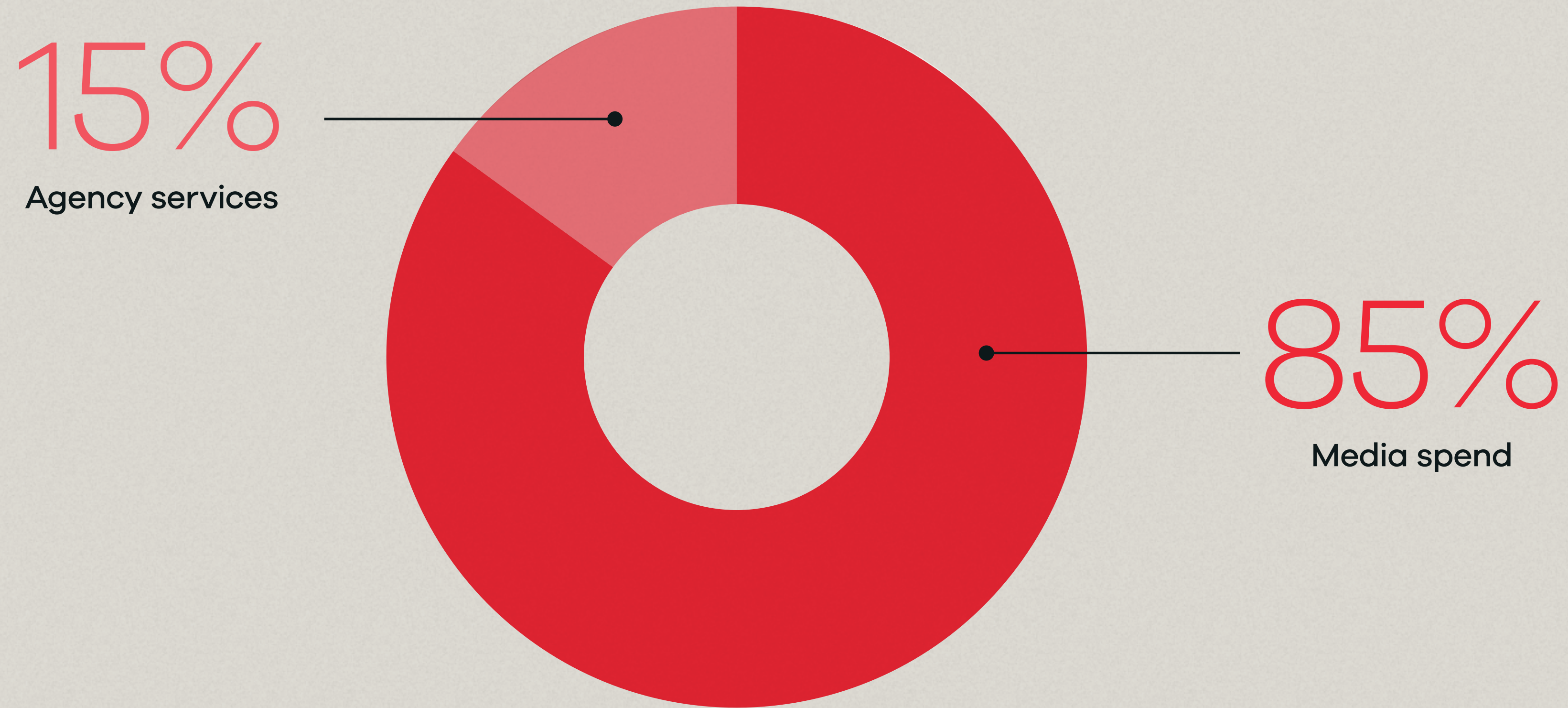
56.6K

clicks

GW pricing model



annual budget allocation



Based on all-in estimated budget allocation of \$4,000,000 (USD)

annual budget allocation cont.

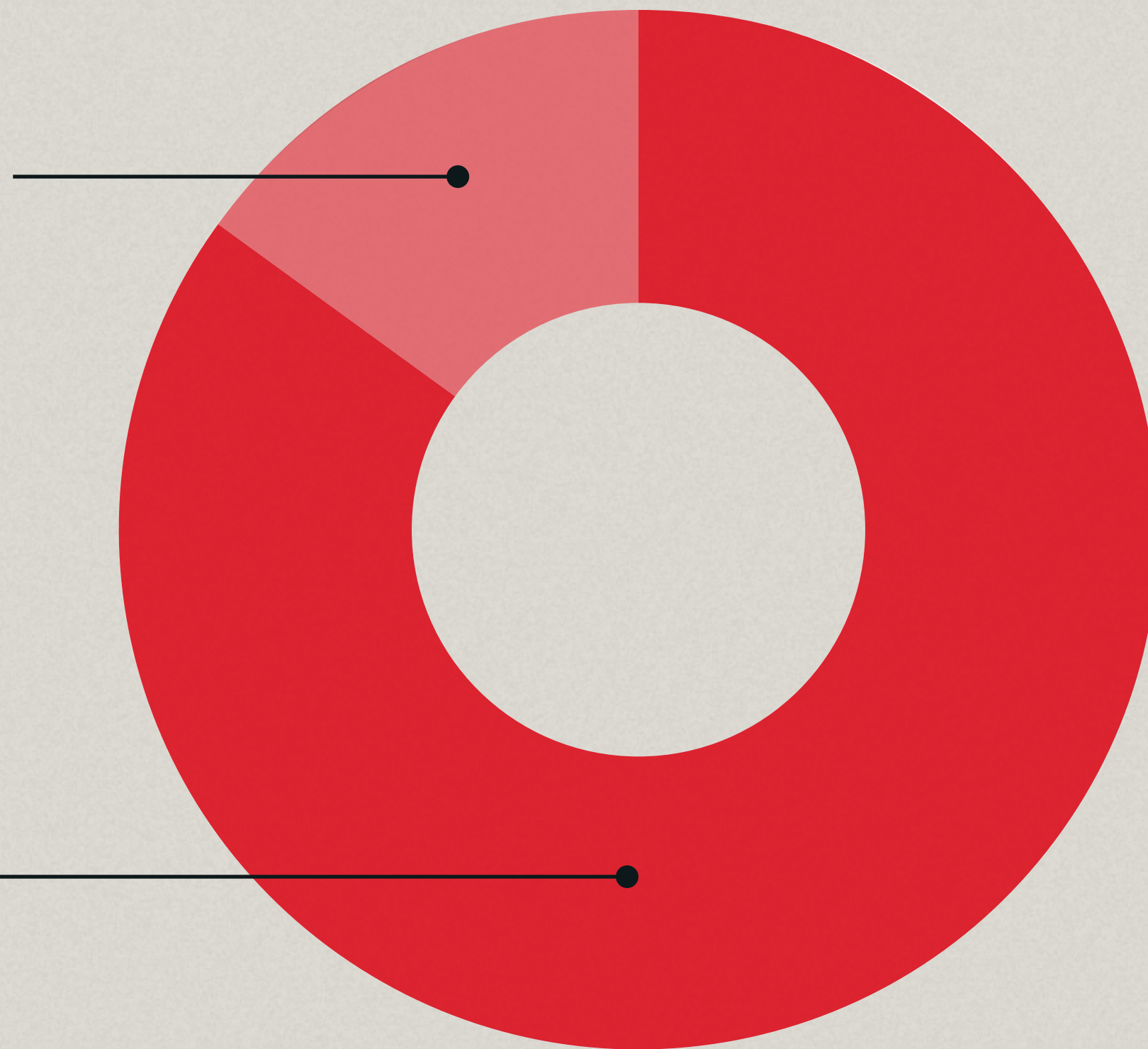
\$600K

Agency services

- 4,000 service hours/year
- 13-month initial contract
- 307 hours (\$46,050)/month

\$3.4M

Net media spend



Agency Services include:

- Media planning
- Media stewardship
- Digital strategy
- Ongoing campaign spend optimizations
- Trafficking GW creative to platforms
- Campaign reporting
- Monthly status meetings
- Account service

creative
capabilities





Creative
Breaking
through with
the most
impactful
ideas.

ADVERTISING

- Campaign concept development
- Art direction
- Copywriting
- Traditional/digital advertising media
- Social media content creation

BRANDING

- Naming
- Logo design
- Tagline
- Brand storytelling/content
- Creative strategy
- Website design
- Packaging design
- Stationery package
- Brand guidelines

BRAND PROMOTION

- Retail marketing
- Event marketing
- Trade show design
- Sales collateral
- Annual reports
- Vehicle wraps

VISUAL COMMUNICATIONS

- Animation
- Illustration
- Motion graphics animation
- Photography production
- Video/broadcast production



Digital Marketing Elevating online from every angle.

DIGITAL CAMPAIGN DEVELOPMENT

- Campaign strategy
- User journey mapping

SEARCH ENGINE OPTIMIZATION

- Keyword and competitive research
- On-page and off-page strategy
- Website performance optimization
- Ongoing content development
- SERP ranking and reporting

INBOUND MARKETING

- Lead generation and nurture
- Landing page development
- Email development
- Marketing automation
- CRM integration

WEBSITE DESIGN AND DEVELOPMENT

- UX-focused, mobile-centric design
- Full-stack development
- CMS, CRM, and e-commerce integration
- Custom website feature development
- Speed and performance optimization

ANALYTICS AND OPTIMIZATION

- Custom tracking implementation
- Cross-channel measurement and attribution
- Dashboard development
- Monthly reporting and optimization strategies
- A/B testing

PROJECT EXAMPLE	POTENTIAL BALLPARK BUDGET
Campaign Concept Development Three initial concepts, with or without storyboards	\$16,000+
Campaign Landing Page	\$5,000+
Digital Campaign Static Ads and Radio Script One program across display, social, search and :60 second radio script; excludes voiceover/production	\$10,000+
Video Video is highly customizable and costs range on requirements; examples: animated explainer videos, an on-campus brand video production, video interviews/testimonials, editing existing GW footage, social media videos, etc.	Custom Quote
Email Marketing Assumes two emails including digital development	\$5,500
Digital Audit Depends on volume of items audited	\$7,500+
SEO Audit and Plan Depends on size of web property audited	\$3,500+
PR Services Highly customizable; such as media training, messaging workshop, crisis communication planning and counsel	\$3,000+
Brochure Design Assumes eight pages; excludes printing/mailing	\$10,000
Persona Development Up to four user personas	\$10,000
Focus Groups Up to four groups; excludes group compensation	\$16,000+
Online Survey Cost varies based on geography, sample size, and participant compensation	\$7,000+
Capital Campaign Case Statement	\$6,000
Capital Campaign Mark and Concept	\$23,000 – \$26,000



Why martin?

- Large enough to be powerful; small enough to care
- Deep bench of media and analytics experts in-house
- Human-centered, data-driven outcomes
- Expansive experience marketing on-ground and online programs
- Full-service specialists and offerings to grow with GW
- Unwavering passion and commitment to building high-quality relationships and results



Thank



You