PPC FOR EDU CHECKLIST
ENHANCING YOUR EDU SEARCH QUALITY

1

Know Your PPC Pain Points for EDU

_____ Recognize where increased competition in EDU searches is located

_____ Compensate for decreased EDU searches overall by making each one lead somewhere

_____ Make each conversion count by following through to the end of your conversion process

2

Refine your PPC for EDU Strategy

_____ Create AdCopy that is more targeted

_____ Remarket through putting cookies on searching students

_____ Perform Drip marketing on past searchers

_____ Bid on brand specific campaingns (target the same locations as competitors)

_____ Reconcile first click to conversion point

_____ Link each department in terms of keywords

_____ Manage leads to enrollment (don't just go for volume of leads or low cost per lead)

_____ Tie in the goals of the Univeristy to the advertisements (i.e. the "best majors" search)

3

Make Yourself More Valuable

_____ Geotargeting: adjust bids based on student's proximity to the school

_____ Appeal to tablet/mobile users: make sure you have differences in your AdCopy format

_____ Be aware of ad positions available on computers vs. mobile (13 vs. 3)

_____ Have inter-departmental communication (so you're not bidding against yourself)

_____ Link departmental pages to the application page on the admissions website

4

Optimize Your Social Presence

_____ Target users based on their "likes" on Facebook

_____ Host AdCopy on Facebook (image based)

_____ Enlist alumni and current students to be accidental marketers (social media)