

AdGrad.org

Digital Media Plan

megabyte media

Target

- 4,891 alumni consume digital media
- Avg. connection to 6-11 other Alumni
- Peripheral Concept
- Emphasis on Geographical Industry Hot-Spots

Media Objectives



→ Primary

- 2,000 Alumni to load AdGrad.org landing page
- Register 1,000 Alumni accounts
- 800 Alumni to expand profile



→ Secondary

- Motivate Alumni to “Tell a Friend”
- Prompt Alumni to expand ‘resume’ and ‘portfolio’ sections

Search Engine Marketing

- Total Budget: \$2029
 - CPC basis
 - 19,532 Clicks purchased
- Google
 - 62% reach
- Yahoo!
 - Targeting older Demographic
- Fullfilment
 - Track and re-adjust on weekly basis based on performance
 - Continually focus allocation on best performing terms

Search Engine Marketing



Web

[The University of Texas at Austin - Web Central](#)

A comprehensive **university** with a broad mission of undergraduate and graduate education, research, and service to society. Enrollment of over 48000.

www.utexas.edu/ - 21k - [Cached](#) - [Similar pages](#)

[Prospective Students](#) - www.utexas.edu/prospective/

[Colleges & Academic Units](#) - www.utexas.edu/dept/

[Admissions](#) - www.utexas.edu/student/admissions/

[Athletics](#) - www.utexas.edu/athletics/

[More results from www.utexas.edu >](#)

[The University of Texas School of Law](#)

Furnishes information and resources for prospective, current and past students, including the institution's history and local community details.

www.utexas.edu/law/ - 15k - Apr 30, 2007 - [Cached](#) - [Similar pages](#)

[The University of Texas System - Home Page](#)

The **University of Texas** System. Nine Universities. Six Health Institutions. Unlimited Possibilities.

www.utsystem.edu/ - 21k - [Cached](#) - [Similar pages](#)

[University of Texas Athletics](#)

Official site of **Texas** athletics.

www.texasports.com/ - 50k - Apr 30, 2007 - [Cached](#) - [Similar pages](#)

[University of Texas Libraries](#)

go to **University of Texas** at Austin home page. Home | My Account | Sitemap | Help.

University of Texas Libraries. SEARCH: choose an area to search ...

www.lib.utexas.edu/ - May 1, 2007 - [Similar pages](#)

[University of Texas at Austin - Perry-Casteneda Library - Map ...](#)

Extensive collection of online CIA and historical maps. Worldwide coverage, with a focus on United States and **Texas** maps. FAQ and links to maps at other ...

www.lib.utexas.edu/maps/ - 14k - [Cached](#) - [Similar pages](#)

[[More results from www.lib.utexas.edu](#)]

[The University of Texas at Dallas Home Page](#)

The **University of Texas** at Dallas, located at the convergence of Richardson, Plano and Dallas in the heart of the complex of major multinational technology ...

www.utdallas.edu/ - May 1, 2007 - [Similar pages](#)

[The University of Texas at Arlington - UT Arlington - UTA](#)

The **University of Texas** at Arlington - prospective students - parents - alumni/friends- visitors - current students - faculty/staff ...

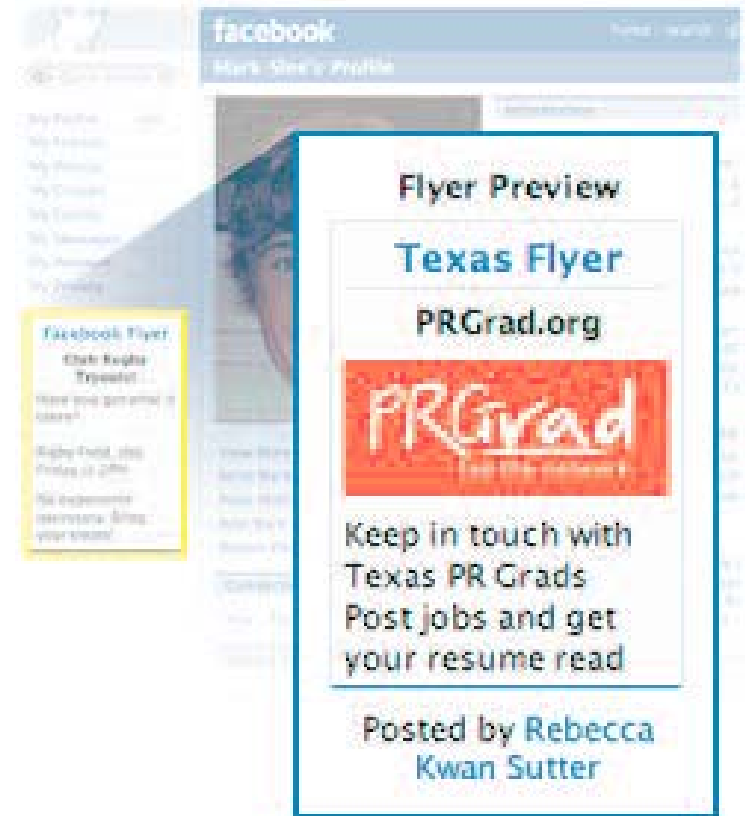
www.uta.edu/ - May 1, 2007 - [Similar pages](#)

Search Engine Optimization

- Strengthen search efficiency
- Total Budget: \$0
- Meta-tag development within source code
- Compare terms to relevancy via Urchin
- Adapt Meta-tags to reflect successful terms


Facebook

- Build localized awareness in established Network
- Total Budget \$ 3,360
 - Flyers purchased: 6,720,000
 - 105,000 flyers ran every other day
- Monitor Weekly CTR



Blogs

- BurntOrangeNation.com
- Provide Access to niche markets
- Target Alumni with affinity to UT sports
- Total Budget: \$200
 - \$50/week standard ad
- Monitor Weekly CTR



A blog dedicated to Texas Longhorns Athletics, home of the 2005 national champions in football and baseball.

Encomia

"I would totally read this blog every single day, if I cared at all about the Longhorns."

Dan Steinberg, *Washington Post*

"One of America's great college football blogs."

John Lopez, *Houston Chronicle*

"One of the Four Horsemen of the college football blogosphere..."

Joel Hollingsworth, *Rocky Top Talk*

Tell-A-Friend Contest

- Direct Rewards Incentive
- Total Budget: \$200
- 2 individual contests
- Track new profiles created
 - Revert back to emails sent to Gene

AdGrav
tap the network

tell a friend >>

AAAA SmartBrief

- Daily online newsletter
 - 14,000 subscribers
 - Advertising professionals
- Total Budget: \$4,000
 - 10 issues places accordingly
- Track CTR/ conversions
 - Gauge Unique visitors

The image shows a screenshot of the 'AAAA SmartBrief Advertising Specs' page. The page is titled 'AAAA SmartBrief Advertising Specs' and features a list of advertising spots with corresponding annotations on the right side. The annotations are:

- Leaderboard
- Sponsorship Logo
- Logo-Text Sponsorship
- Sponsorship Logo
- Outline Sponsorship
- Sponsorship Logo
- Banner Sponsorship
- "The Buzz" Text Ads

The page content includes several articles with advertisements. The first article is titled 'FREE Creative Best Practices for Online Lead Generation' and features a 'Leaderboard' ad. The second article is titled 'Casual chains shave time off the take-out experience' and features a 'Sponsorship Logo' ad for 'AdGrid'. The third article is titled 'Little Packages, Big Bold TABAGGO Power' and features a 'Logo-Text Sponsorship' ad for 'Mini!'. The fourth article is titled 'MasterCard responds to interchange fee complaints' and features a 'Sponsorship Logo' ad for 'LINDERTONE NETWORKS'. The fifth article is titled 'Deliver positive results for your clients with Understone Networks' and features an 'Outline Sponsorship' ad for 'Understone Networks'. The sixth article is titled 'Jewel takes new approach to loyalty program' and features a 'Sponsorship Logo' ad for 'DIRECTV'. The seventh article is titled 'Fixed & DIRECTV programming' and features a 'Banner Sponsorship' ad for 'DIRECTV'. The eighth article is titled 'The Buzz' and features a '"The Buzz" Text Ads' ad.

Texas Exes Chapters

- Target Alumni not involved in Adv industry
- Send 3rd party emails to Chapters
- Total Budget: \$210
- Test via e-mail splits
- Send out e-mails in week 1 and 3

Internet PR

- Myspace Profile
 - AdGrad profile group for older demographic
- Wikipedia entry
 - Establish online presence
 - Hyperlink to AdGrad.org
- Total Budget: \$0
- Active management of content

Internet PR

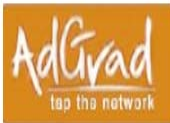
Which does not belong in the group?
Answer and get a **FREE* iPod®!** **A U B S C O D E** ©2007 GiftFreebies.com
*See offer details

MySpace Search powered by Google

Home | Browse | Search | Invite | Film | Mail | Blog | Favorites | Forum | Groups | Events | Videos | Music | Comedy | Classifieds

AdGrad.org

"Tap the Network"



33 years old
Austin, Texas
United States

Online Now!

Last Login: 4/28/2007

View My: [Pics](#) | [Videos](#)

Contacting AdGrad.org

Send Message	Forward to Friend
Add to Friends	Add to Favorites
Instant Message	Block User
Add to Group	Rank User

MySpace URL:
<http://www.myspace.com/adgrad>

AdGrad.org's Details

Status:	Single
Hometown:	Austin
Zodiac Sign:	Aries
Education:	In college

AdGrad.org is in your extended network

AdGrad.org's Latest Blog Entry [[Subscribe to this Blog](#)]

[[View All Blog Entries](#)]





AdGrad.org's Blurbs

About me:
AdGrad is a professional networking site connecting alumni, students, faculty, and staff of The University of Texas at Austin's Department of Advertising and Public Relations. With AdGrad, users can: * Network with current and former advertising students, faculty and staff * Upload a resume * Build a professional portfolio
AdGrad has similar functions as other social networking sites, but also includes features such as the ability to post a resume, portfolio pieces, and job postings. What makes AdGrad unique from other sites is that it is exclusive to alumni, students, faculty, and staff of the Department of Advertising and Public Relations.

Who I'd like to meet:
UT Advertising students and alumni

AdGrad.org's Friend Space

AdGrad.org has **47** friends.

Rebecca	Blake	Gene	Kayla
			

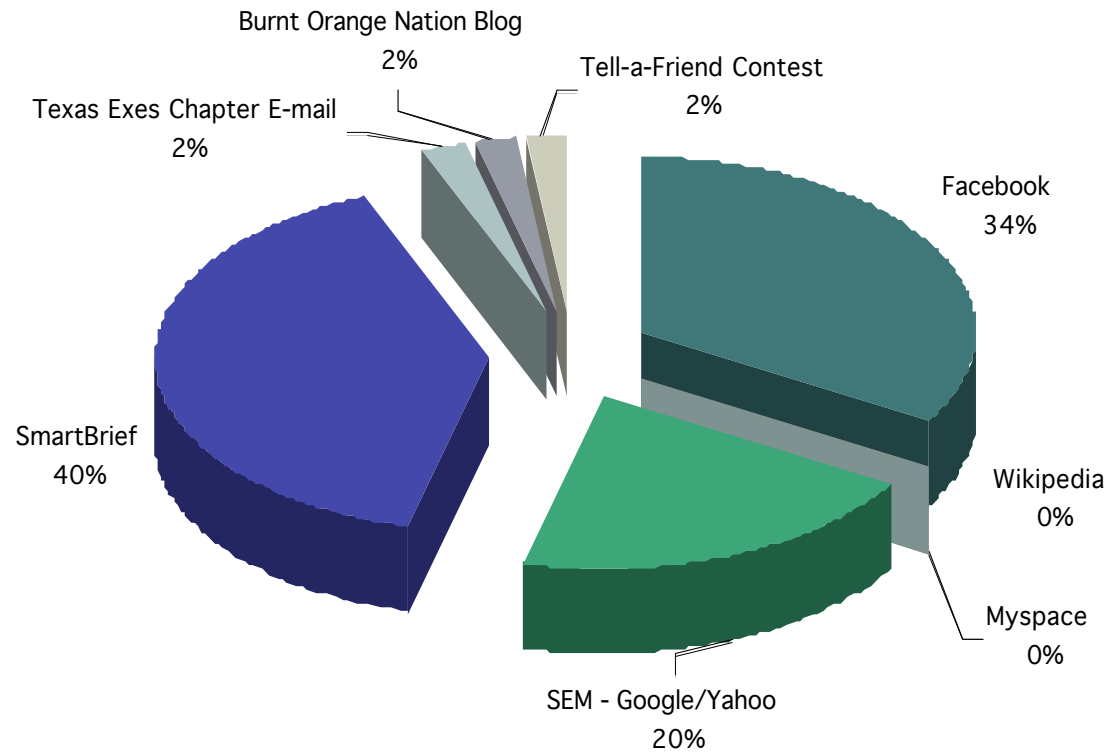
AdGrad.org Flowchart

Phase 1 Digital Campaign June 2007

	Week 1	Week 2	Week 3	Week 4	
Digital Media					
Facebook					\$3,360.00
Myspace					\$0.00
Wikipedia					\$0.00
SEM - Google/Yahoo					\$2,030.00
SmartBrief					\$4,000.00
Texas Exes E-mail					\$210.00
Burnt Orange Nation Blog					\$200.00
Tell-a-Friend Contest					\$200.00
Media Total					\$10,000.00

Budget		
Search Engine Marketing	Google AdWords	\$1,053
	Yahoo! Keywords	\$877
	Total	\$2,020
Social Network Advertising	Facebook Flyers	\$3,360
Blogs	Burntorangenation.com	\$200
Contest	Tell A Friend	\$200
Newsletter Advertising	AAAA SmartBrief	\$4,000
E-mail Marketing	Texas Exes E-mails	\$210
Internet PR	MySpace Profile Page	\$0
	Wikipedia Entry	\$0
	Total	\$0
Total Budget Spending		\$10,000

Budget



What is an alumni worth?