

### Program Objective

The primary objective was to create a strategic marketing campaign aimed at increasing awareness of Eastern Oregon University's Credit For Prior Learning program. Additionally, the campaign aimed to generate high-quality leads that could be subsequently pursued by the university's recruitment team.

### Challenges

Marketing in today's world where attention spans are shorter than ever is a difficult task for any marketer. Justin was needing a team that understood those difficulties and could align the most effective tactics to achieve EOU's goals while being flexible enough to adjust on the fly throughout the program.

“ JSJD Media understands that every client is unique, and their approach reflects this understanding. The small team structure at JSJD ensures that clients receive a level of personalization and attention that is often missing in larger agencies. This personalized experience is where JSJD truly excels.

Justin Montgomery, Director of Marketing



### Campaign Strategy

JSJD Media's team put together a multipronged digital marketing program leveraging cutting-edge technologies ensuring EOU would be able to reach their targeted audiences at different stages of their researching journey & decision making process.

### Tactics Utilized

- Programmatic Display/Video
- LinkedIn Targeting
- Google Ads (Search & Display)
- Connected TV (CTV)
- Event/Geo Targeting

### Why JSJD Media?

“The most impressive aspect of JSJD Media undoubtedly lies in their unparalleled flexibility, a quality that proves to be invaluable for small higher education teams.

In the fast-paced and dynamic world of digital marketing and higher education, having a partner like JSJD Media who can adapt and pivot quickly is a game-changer. Small teams in higher education institutions often face resource constraints, limited bandwidth, and the need to respond swiftly to changing circumstances. JSJD Media has not only recognized these challenges but has also seamlessly integrated flexibility into their approach.” – Justin Montgomery



Successful Lead Generation: One of the primary objectives of the campaign was to generate leads, and JSJD Media has delivered on this front. The university has successfully captured the attention and interest of prospective students, converting them into actionable leads who have expressed a genuine interest in the credit for prior learning program.



Justin Montgomery, Director of Marketing



### Results Over 30 Days

Across All Tactics

**518,658**

Targeted Impressions

**12,536**

Direct Clicks

**2.42%**

Overall CTR