

## **Higher Education Case Study**

Eastern Oregon University

### **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.



### <u>Campaign Strategy</u>

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



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





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# **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



### **Results Over 30 Days**

**Across All Tactics** 

518,658

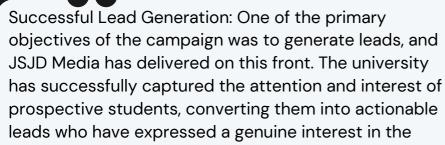
Targeted Impressions

12,536

**Direct Clicks** 

2.42%

**Overall CTR** 



credit for prior learning program.



