

Program Objective

The primary campaign objectives were to increase overall brand recognition for UTA and ultimately generate more leads for prospecting.

Challenges

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



UNIVERSITY OF
TEXAS
ARLINGTON

Campaign Strategy

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

Tactics Utilized

- LinkedIn Targeting
- Google Ads (Search & Display)
- Programmatic Display
 - Persona Targeting
 - Behavioral/Contextual
 - Website Retargeting

“
Service is everything, and I cannot speak highly enough of the account management relationship I have with JSJD. I have also seen few companies offer as many opportunities for advertising as they do.
”

Jessica Davis, Marketing Manager





WHY JSJD Media?

“Having a dedicated team that understand my goals and objectives that I regularly meet with. I have worked with other large agencies, but none of them have as dedicated as a team for what I found at JSJD. When I have an idea they are able to talk through it with me, and come up with some pros and cons to each campaign. When I speak with my account management team, I feel like I am talking to members of a team that are as invested in my organization as I am.

Over the past year we have brought on a variety of our offerings to JSJD, and for each of those offerings our traffic has more than doubled, and in some instances our conversions as well. I am at peace of mind knowing that our product is reaching the right people, and I have to do very little, cause I know my account team is on it.”

– Jessica Davis

Results Over 90 days

Across All Tactics

4.9M

Targeted
Impressions

169,761

Direct Clicks

3.44%

Overall CTR
