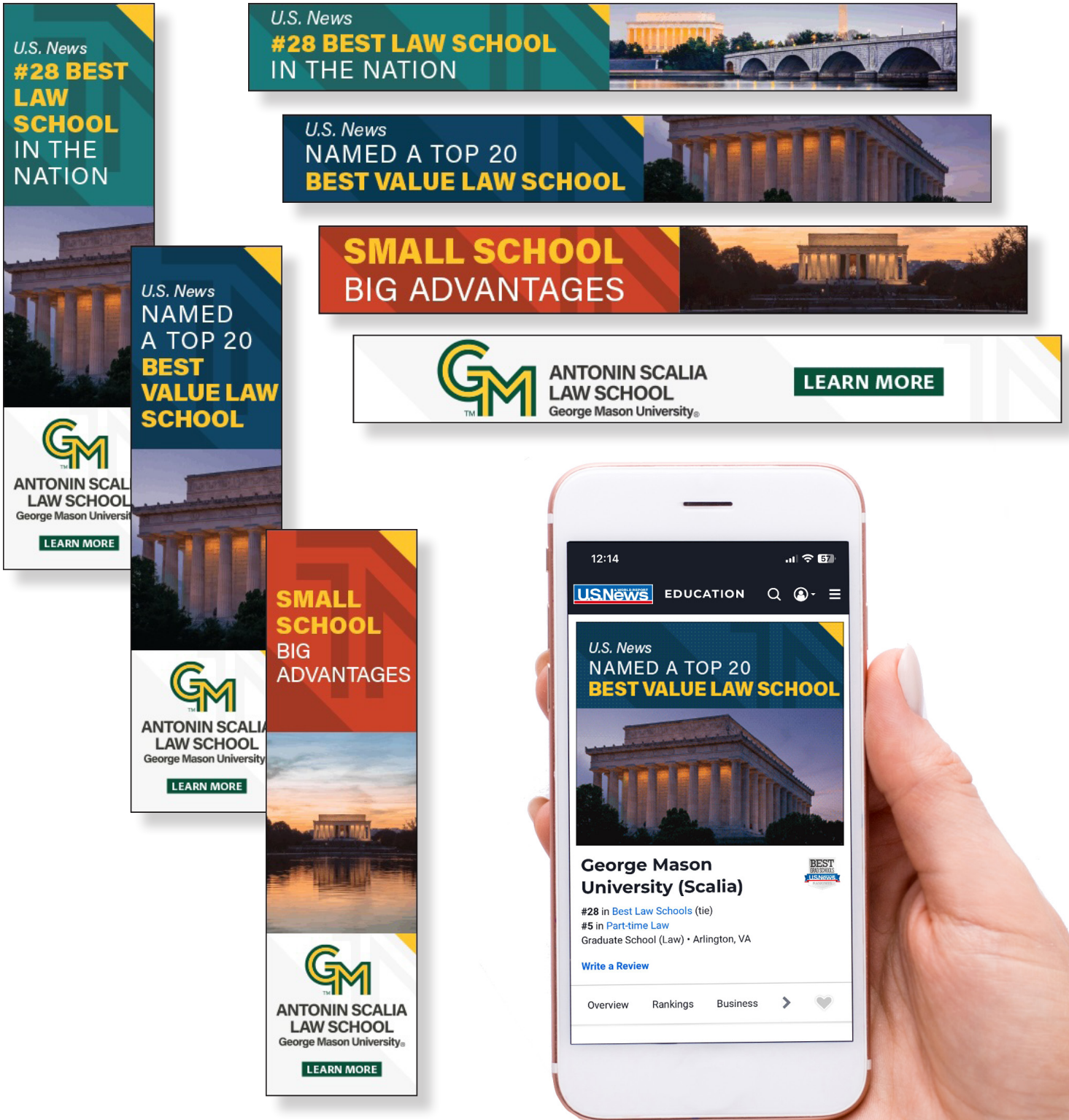
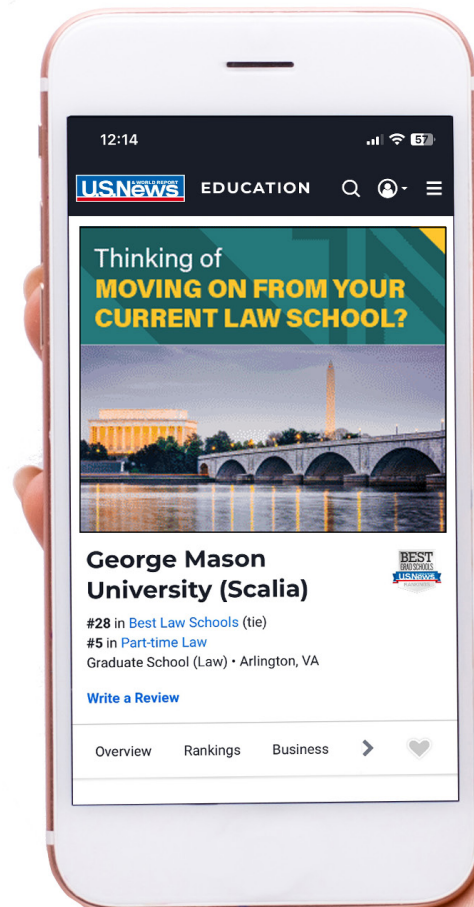
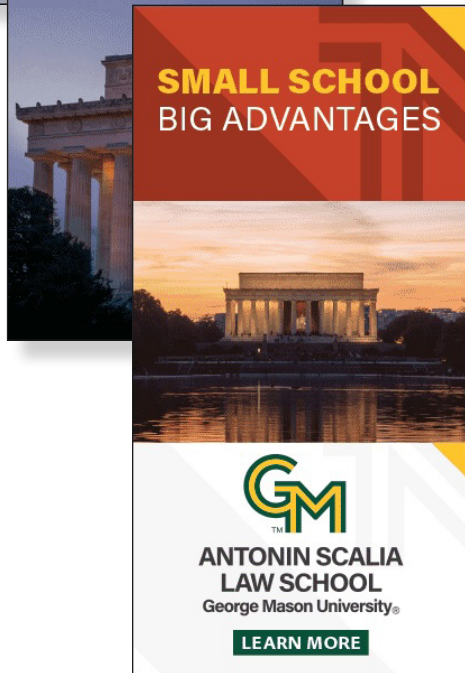
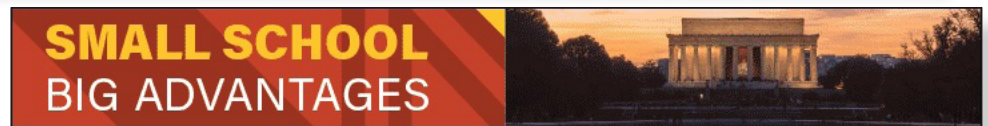
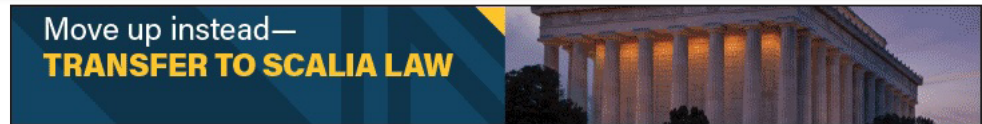


## George Mason University

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<b>Situation</b>	<p>George Mason University recently turned to us to help address challenges on several fronts. Its Antonin Scalia Law School was seeing a downturn in applications and needed strategies to 1) increase applications from qualified prospects and 2) spur greater interest from students enrolled in other law schools who were interested in transferring to a more rigorous and prestigious school like Scalia.</p> <p>In addition, Mason's College of Education and Human Development (CEHD) enlisted TDC to address a number of their own challenges. These included a need to 1) create more visibility of its teacher preparation degree programs in Northern Virginia; 2) draw greater attention to the university's accelerated Bachelor's to Master's degree programs among the on-campus student population; and 3) encourage newly accepted applicants to take the next step and enroll in the College.</p>
<b>Solution</b>	<p>For the Scalia Law School assignment, TDC developed separate display ad campaigns—with geofencing and retargeting components—that focused on prospect-rich locations and potential feeder law schools and provided gentle but ongoing reminders of the opportunities awaiting them at Scalia Law. In addition we deployed highly optimized pay-per-click campaigns for both audiences.</p> <p>For the CEHD teacher prep program, we created ads for the exteriors of metro area buses that circulated around Northern Virginia and featured the university's new brand look-and-feel. Our work for the accelerated Bachelor's to Master's program also incorporated the new brand platform and was featured on campus bike shelters and student center digital displays and information monitors. And we created an eye-catching yield mailer that included stickers and decals to build excitement among admitted applicants and help turn them into enrollees.</p>
<b>Result</b>	<p>Both Scalia Law campaigns were successful in helping the school achieve its targeted results. The prospect campaign enabled Mason to reach its application goals in just two months—a full month earlier than original projections. Our CEHD work was highly praised by the College as well as other university staff; as a result, TDC was given the green light to begin creative development on a high-impact mailer to further strengthen perceptions of George Mason University and CEHD among <i>U.S. News &amp; World Report</i> survey participants.</p>







JD Program: Targeted Display & SEM



### Summary of the first cycle metrics:

Generated 370,069 total impressions from our display and search efforts

Produced 1,455 total clicks

Top 20 keywords drove 611 clicks representing 73% of all SEM clicks (832 total).

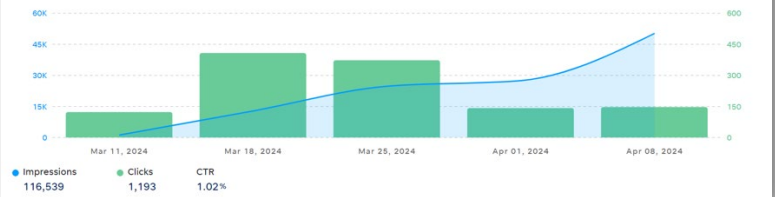
Secured the top spot for impression share (30%) in our target market against the competition

320x50 ad size garnered 55% of all display impressions (189,965) and 53% of all clicks (331). This is a mobile-specific ad, which tells us that our target is engaging with our display ads both on desktop and mobile devices.

### Paid Search | Week-Over-Week

Your ads drove 1,193 clicks in this 32 day period.

03/12/24 - 04/12/24 Frequency: Weekly 1 Campaign



### Paid Search | Top 20 Keyword by Clicks

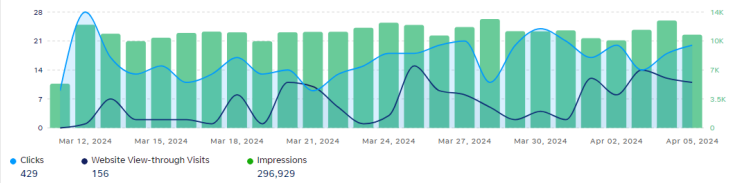
Keyword	Impressions	Clicks	CTR
online law schools	4,200	306	7.29%
online jd programs	1,569	274	17.46%
part time jd program	1,154	139	12.05%
law school admission	18,130	66	0.36%
best law schools	10,734	30	0.28%
part time law degree	653	26	3.98%
virginia law schools	3,865	24	0.62%
jd degrees	10,221	20	0.20%
law student scholarships	7,532	20	0.27%
public law schools			
best schools for law degree			
part time law degree programs	2,796	15	0.54%
transfer law	166	14	8.43%
hybrid jd	315	11	3.49%
law school scholarships	4,652	10	0.21%
flex-jd	64	9	14.06%
how to transfer law schools	112	9	8.04%
antonin scalia law school	26	8	30.77%
flexible jd program	53	8	15.09%
jd flex	141	8	5.67%

- Lower CTR terms associated with higher-funnel searches, i.e., those performed by persons who are beginning their law school research journey.

### Display | KPIs & Display-Influenced Visits

Your ads drove 585 visits in this 26 day period.

03/11/24 - 04/05/24 Frequency: Daily 1 Campaign



Be a teacher. **Pass it on.**



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AND HUMAN DEVELOPMENT  
George Mason University



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George Mason University





- CEHD digital display
- CEHD bike shelter

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**Bachelor's to Accelerated Master's Program**



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George Mason University



## CEHD admissions mailer

- o folding mailer
- o sticker sheet
- o transfer sticker





## CEHD USN&WR mailer

- o folding mailer
- o multi-tool

