UNF Online Exceeds RFIs for Online Nursing Programs Through Successful PPC Advertising Strategy

In November 2023, the University of North Florida's UNF Online program engaged Mindful Solutions St. Augustine (MSSAFL) to enhance its digital advertising efforts for its online nursing programs through a comprehensive pay-per-click (PPC) campaign strategy. This scope of work encompassed the development and execution of targeted PPC campaigns across Google Search, Facebook, Instagram, and retargeting channels, aimed at increasing qualified leads for three distinct online nursing degrees. MSSAFL was tasked with a range of services, including strategy development, media planning, and performance monitoring.

This case study explores the strategic approach taken by MSSAFL, the implementation of media plans, and the outcomes of the advertising efforts designed to optimize UNF Online's recruitment and program visibility.

The Challenge

While increasing the number of RFIs generated from UNF Online's PPC advertising program was important, lead quality, cost per lead and expanding focus on the Post-MSN DNP program were paramount to the success of the campaign.

The Solution

With a laser focus on the strategy and execution, Mindful Solutions (MSSA) is a smaller marketing agency with the ability to pivot and modify campaigns as needed to deliver top-notch PPC ad program results. Working closely with the UNF team, they implemented several differentiators that included: tighter age targeting and the introduction of info-session ads.

Results

OVERALL LEAD PERFORMANCE

Target Leads: 174

Gross Actual Leads: 579

Net Valid Leads: 329 (Exceeded Target by 89%)

GOOGLE ADS

Click Rate: 31%
Leads: 418
Cost Per Lead: $44.98
*Quick pivot to drive higher lead quality.
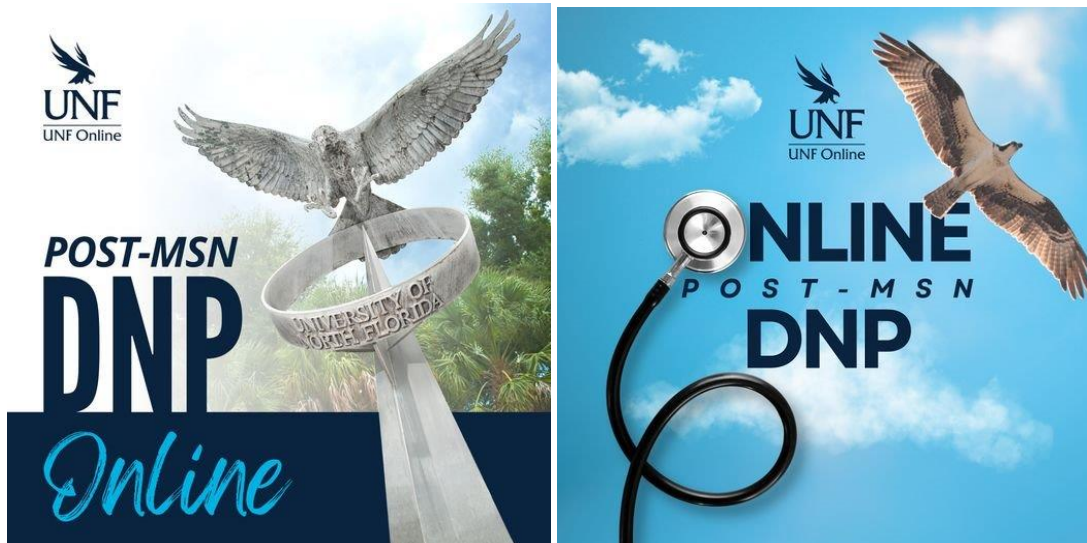
META ADS

Click Rate: 1.16%
Leads: 161
Cost Per Lead: $100.54
*CPL increased with more specific targeting for MSN-DNP Program

Winning Creatives

These two creatives were also the best performers across the Post-MSN DNP degree program ad campaigns.