

# Integrated Digital Marketing Solutions

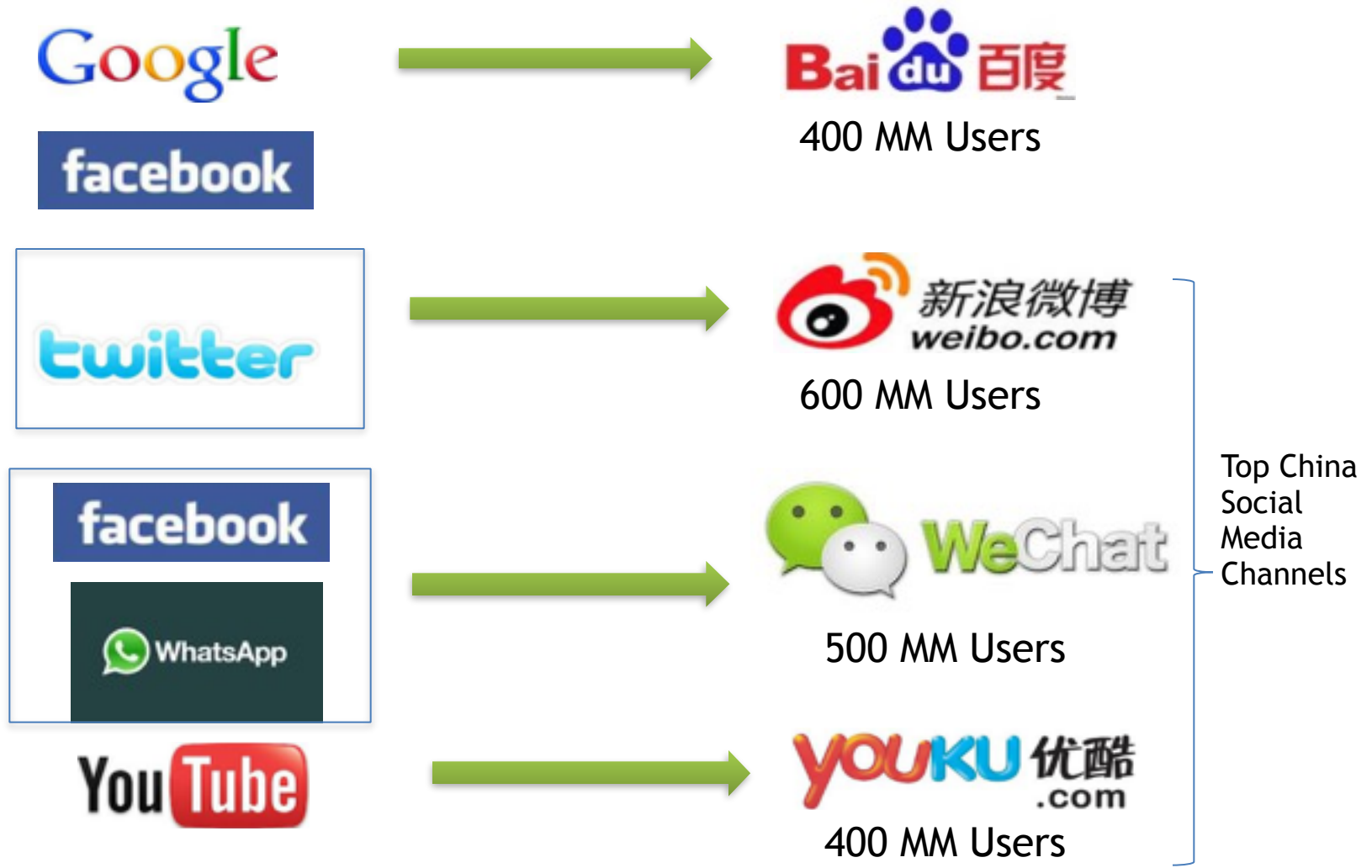
Search  
Engine

Social  
Media

Website

Video

# Digital Marketing Roadmap



# Campaign Objectives

---

## Objectives

- Attract Chinese mid-to-high level managers to enroll MPA programs

## Target

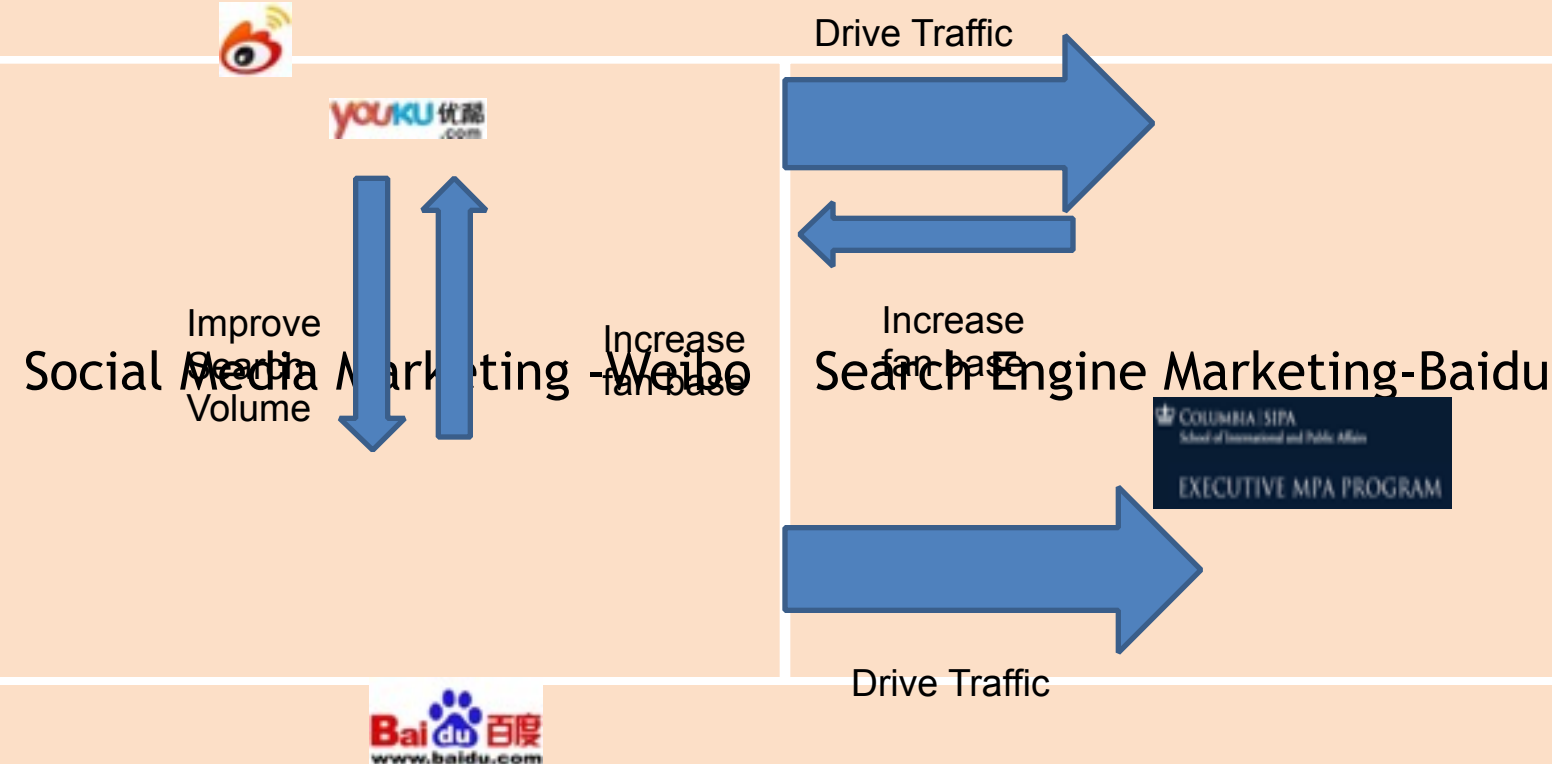
- Chinese students who are interested in career advancement, extend professional network, broad global vision.

## Challenges

- Increase brand awareness among busy professionals;
- Monitor media sentiment and take actions accordingly.

# Integrated China Marketing

Landing Page



# Website Design

<http://www.columbiaempa.com/china.html>



**We.....**

- Created and designed the Chinese website in SEO manner
- Integrated social medias into webpage

**The results are.....**

- Visualized language-wise website of information exposure
- Viral marketing that expands Chinese student pool significantly

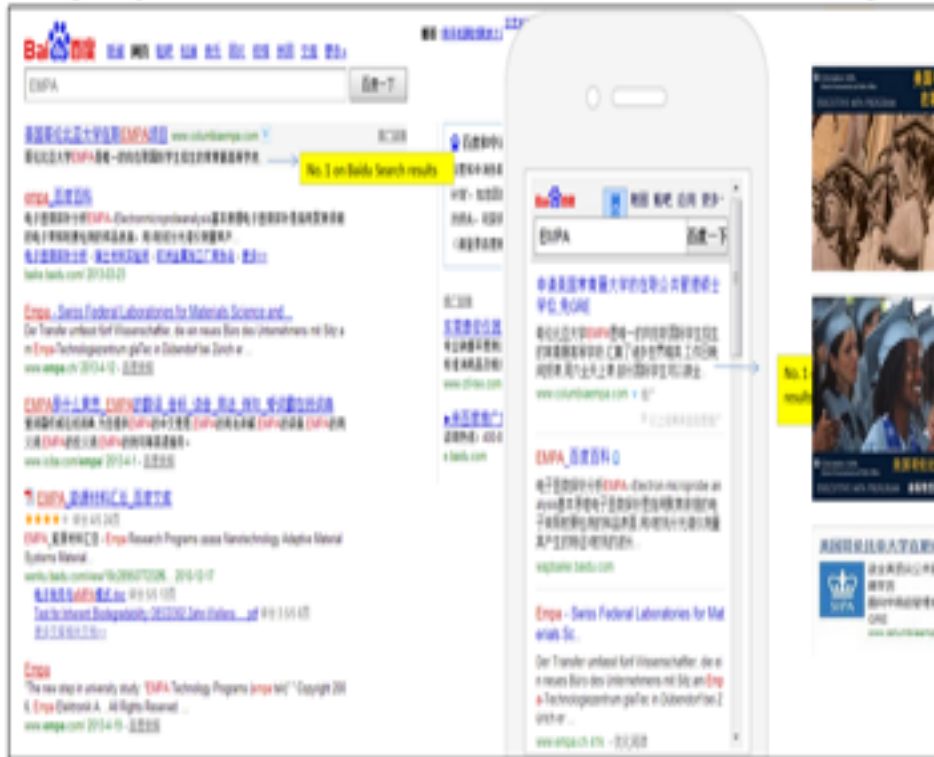


	Features
1	Meaningful URL
2	Rolling tape
3	YouKu/Weibo/YouTube/FB/Twitter
4	Link to English site

# Search Engine Marketing



## (Key Words Ads, Mobile Ads, Banner Ads)



*We.....*

- Managed and optimized keywords
- Planned ad creative on both web and mobile devices
- Designed banner ads to enhance impressions

*The results are.....*

- Rank no.1 on Baidu Search results using key words - EMPA
- Rank no.1 on Baidu Search results on mobile
- Banner ads available upon search

<http://weibo.com/cuempa>



*We.....*

- Opened Weibo account and V-Verified.
- Posted contact info and links to drive traffic to both Chinese and English websites
- Integrated Youku Video
- Managed Weibo content

*The result is.....*

- Fan base is accumulated to 1766 in 2 months

**We.....**

- Uploaded 38 videos for Columbia SIPA on Youku channel

**The results are.....**

- Increased video social media exposure
- Diversified way to reach out to potential students in China





# Campaign Achievements

---

