MARKETING

531 CREATIVE PIECES FOR
50 OFFICES & DEPARTMENTS ON ALL 5 CAMPUSES ACROSS MIDDLE GA

17 DIGITAL AD CAMPAIGNS LOCAL•STATE•REGIONAL

10 MAJOR CREATIVE PROJECTS

10 MAJOR AD CAMPAIGNS

100+ ADS IN TRADITIONAL MEDIA

67 PHOTO AND VIDEO PROJECTS

3,300 VIEWS ON YOUTUBE

441,000+ IMPRESSIONS VIA PAID ADVERTISING

37,000 VIEWS ON FACEBOOK

PARTNERSHIPS WITH 17 MID-STATE HIGH SCHOOLS

17 PARTNERSHIPS IN THE MGA SERVICE AREA
COMMUNICATIONS

72 RAVE NOTICES
58 ENROLLMENT ALERTS
14 KNIGHT ALERTS

1,408 POSTS
REACHING
1,355,343 USERS
AND ENGAGING
78,600 USERS

115 MEDIA RELEASES
$561,462 AD EQUIVALENCY

8.8 MILLION PAGE VIEWS
697,000 VISITORS

NEW MGA.EDU WEBSITE

ENROLLMENT SUPPORT TEAM
56,050 CALLS ANSWERED
1,700 STUDENT TICKETS RESOLVED

MEDIA RELEASES
115
AD EQUIVALENCY
$561,462

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PAGE VIEWS
697,000
VISITORS

ENROLLMENT SUPPORT TEAM
56,050
CALLS ANSWERED
1,700
STUDENT TICKETS RESOLVED

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