



1SLE1703 Online Digital Advertising and Marketing Services
Awarded Vendor Information

Table with 5 columns: Vendor Name, Vendor Address, Vendor City, State, Contract No., Vendor ID. Lists 11 vendors including Carnegie Dartlet LLC, Central States Media, Inc., Conroy Media Ltd., etc.

Contract Period September 21, 2018 to June 30, 2024

Renewal Period July 1, 2024 to June 30, 2028

Vendor Selection

This award is made to an unranked Qualified Pool of Vendors as allowed under 44 IL Admin Code 4.2036b. Selection of an awardee may be made in one of the following three ways in consultation with the respective Purchasing Division.

- 1. Submit a request for quote to all of the 11 awarded vendors defining the project, timeline, and deliverables.
2. If it is not practicable for the University to discuss the request with each awardee, the University may, with State Purchasing Officer (SPO) approval, select the two most qualified vendors...
3. If the purchase is below the small purchase limit, the process outlined in 1) above may be followed or, the small purchase procedures may be followed as stated in the OBFS Policy and Procedure Manual for Purchases below the Small Purchase Limit - 7.2.3.

Vendor Price

The pre-qualified pool of vendors award methodology does not request nor evaluate pricing at the time of award. The vendor's price will be provided through the quotation process based on the specific need identified.

Business Enterprise Program (BEP)

All respondents awarded under this solicitation submitted utilization plans that the Office of Procurement Diversity has determined to be in compliance or appropriately identify good faith efforts.

Vendors who are certified with State of Illinois Central Management Services include

Table with 3 columns: Vendor Name, Certification, Description. Lists vendors like Central States Media, Inc., Conroy Media, LTD, eBizUniverse, Inc., etc.

Carnegie-Dartlet, LLC

2 LAN Drive, Suite 100
Westford, MA 01886

Contract Number: CN-00038820

Vendor ID: @03837108

Contact: Jennifer Lonchar, SVP Client Solutions & Business Development

Phone: (847) 217-7997

Email: jlonchar@carnegiecomm.com

Additional Contact: Meghan Dalesandro, President

Phone: (847) 217-7997

Email: mjd@carnegiecomm.com

Experience

30 years specializing in Higher Education Digital Marketing Services

Target Audience

Exclusive to Higher Education with a focus on traditional undergraduate and transfer student recruitment, marketing specific graduate programs, online program marketing, adult continuing education, international recruitment, parents, and Alumni.

In addition Carnegie partners with many higher education companies such as ACT, NAGAP, AICUO, NACAC, and CTCL to assist in reaching the desired audience through online marketing.

Current and Past Customers

Higher Education clients range from small private institutions to very large public Universities. Some of these include, Caldwell University, Kettering University, New Jersey Institute of Technology, Lehigh University, Northeastern Illinois University, Franklin Pierce University, University of Cincinnati, Clemson University, and the University of Georgia.

Digital Marketing Services

Carnegie is a member of the Google Premier Partnership Program with access to the newest Google technology, products, and research.

Paid Search – Digital Display Outreach / Pay Per Click (PPC) Advertising Campaigns

Google, Yahoo, Bing

Paid Social Media Advertising/Targeting and Retargeting

Facebook, Instagram, LinkedIn, Snapchat

Display Advertising

Targeting / Re-Targeting; Geo-Targeting / Geo-Fencing

Mobile Footprints

IP Targeting, Mobile Location Targeting / Geo-Fencing, Pre-roll Video, You Tube

Other Paid Digital Opportunities

Audience Select 2.0 which leverages CollegeXpress student data and pinpoints households with High School residents using criteria such as geographic, ethnicity, household discretionary income, and other key demographic information.

Additional Marketing Strategies / Services

Analytics, Search Engine Optimization (SEO), Analytics & Carnegie Clarity™ including implementation and tracking, Audience Segmentation, KPI Setup, Interactive Dashboard, Recommendations, and Insights.

Look-Alike Display Advertising, Rooftop Targeting, Site Visitor Attribution (SVA), Pandora, Spotify, Google Customer Match

Reporting Tools for the Client

Current Marketing and Advertising Campaigns, Implementations, Milestones, Timelines, Documentation of Performance, Results, and Analysis on Active Services as Requested.

Central States Media/Management

2006 West Altorfer Drive
Peoria, IL 61615

Contract Number: CN-00038823

Vendor ID: @03841540

Contact: Brian Buralli, Project Manager

Phone: (309) 693-2345

Email: brianb@centralstatesmedia.com

Additional Contact: Brynne Behringer

Phone: (309) 693-2345

Email: brynneb@centralstatesmedia.com

Experience

17 years – “Experienced in crafting media campaigns, both traditional and digital, through extensive qualitative research, market assessment, implementation, and measurement. We work with a wide range of businesses, locally, regionally, and nationally, may with multiple locations.”

Target Audience

Businesses / Colleges offering Creativity, Media Buying, Project Management.

Current and Past Customers

DOW AgroSciences, Ameren, LG Seeds, Boston Scientific, Papa John’s, Frito Lay, OSF HealthCare, Illinois CancerCare, Gailey Eye Clinic, and EP!C (empowering People, Inspiring Capabilities)

Digital Marketing Services

Full Service Marketing Agency from project based marketing to graphic design and media buying, production, and placement.

In-house capabilities include Marketing, Advertising, Consulting, Strategic Planning, Website Development, Online Marketing, Video & Audio Production, Non-Profit Development, Search Engine Optimization, Online Display Advertising, Email Marketing, Search Engine Marketing, Graphic Design, Social Media, Branding, Integrated Media Buying, Public Relations, and Event Management.

Paid Search

Use of all major search engines such as Google, Yahoo!, Bing, plus dozens of local directories.

Paid Social Advertising

Facebook and Instagram targeting geographically and demographically based on gender, age, household income, interests, etc.

Display Advertising

Site and Search Targeting and Retargeting; Keyword Contextual Targeting, and Category Contextual Targeting.

Mobile

YouTube platform targeting audiences by demographics, geographically, behaviors, contextual, retargeting, keywords, or by device. Video performs seamlessly across mobile, desktop or tablet.

Geo-Fencing/Geo-Targeting - Use of display ads / impression based / use of activity on smart phones and tablets.

Marketing Strategies / Services

Site Retargeting, Search Retargeting, Keyword Contextual Targeting, Category Contextual Targeting, Geofencing, Lookalike Targeting, CRM Targeting.

Marketing Approach

“The 5 D’s” – Discover, Design, Develop, Deploy, Drive

Conroy Media, Ltd.

1211 West 22nd Street
Oak Brook, IL 60523

Contract Number: CN-00038825

Vendor ID: @04009264

Contact: Susan McLeod, President

Phone: (630) 920-7800 ext. 211

Email: sue@conroymedialtd.com

Additional Contact: Andrea (Andy) Shore, VP Strategic Planning

Phone: 630-920-7800

Email: andy@conroymedialtd.com

Experience

28+ years (Founded in 1990). Full Service Media Management Company with deep experience in marketing and media management, including digital and traditional.

Target Audience

Education, healthcare, tourism, luxury goods and franchise co-op categories

Current and Past Customers

National-Louis University, Flashpoint Tribeca Academy, Sylvan Learning Centers, Mercy Hospital, Presence Health, Bach to Rock, B2B and B2C clients, and the State of Illinois (Get Covered Illinois, Illinois Department of Public Health).

Digital Marketing Services

Conroy Media builds, maintains, and manages highly effective PPC (Pay-Per-Click) campaigns in all ad formats to generate results, grow brand awareness, and reach new customers. Analysis of the competition and the conversion goal, or success, metrics.

Paid Search

Conroy works across all paid search platforms bidding on top-page positions for their clients.

*Google certified in Google AdWords, Google Analytics

*Third party ad servers (DCM or DBM)

*Implementation of tracking tags, floodlight tags, data pixels, and retargeting pixels to track and optimize campaigns

Paid Social Media Advertising

Use of social media objectives to drive traffic to website/landing pages

* likes, website clicks, video views, page post engagements, carousel, offer claims, event responses, and app installs

* Facebook platforms (Facebook/Instagram)

* LinkedIn.

Display Advertising

*Googles DoubleClick Bid Manager (DBM) for display buying of banners and video programmatically allows Conroy to traffic display advertising through static and HTML5 banners and video creative.

*In-House implementation of contextual, behavioral, demographic, and geographic targeting allowing Conroy to adjust bids and trafficking tactics in real time.

Mobile Footprints

*Use of click-to-call, coupon/offer redemption, engagement, brand awareness, app downloads, online sales, sign ups, and social sharing.

*Build pricing on cost-per-click, cost-per view, cost-per-thousand, cost-per completed-view, cost-per engagement, and flat fee based on the creative execution

* Foot Traffic (Placecast – following IP addresses); Geo-Fencing; Cross Device Mapping; and mobile specific programmatic ads via DBM execution.

Other Paid Digital Opportunities

Re-marketing through DoubleClick Bid Manager to cookied users who have previously been introduced to an advertisement. They will build a proprietary consumer lists through DBM campaigns to re-market.

*Access to third-party data providers such as BlueKai.

*Pandora/Spotify – actively managing campaigns on these platforms.

*Over the Top (OTT) & Connected TV – such as Sling, Hulu, Playstation Vue, Roku, MLB.TV, etc.)

Marketing Approach

Conroy Media will take a deep dive with their client into the CRM data to gain market and product knowledge, prioritize KPI's and promote the right message to the right audience. Identify target segments based on historical data and insights from audience overview data including affinity categories, in-market segments, and behavioral segments.

Additional Marketing Strategies / Services

Heavily invested in state-of-the-art tools and in research to support data-driven recommendations, including Nielsen, comScore, Kantar Media, Scarborough/Prime Lingo, eMarketer, SQAD, DoubleClick (Campaign Manager and Bid Manager), Tableau, and Strat/SBMS.

Reporting Tools for the Client

Report on all key metrics for the campaign and can provide media buy information by source (Platform, channel, publisher, date range, creative, or any other available data point). Through Google Analytics the use pixel targeting to monitor performance with detail as pre-determined success metrics.

eBizUniverse, Inc.

1900 E. Golf Road
Suite 950
Schaumburg, IL 60173

Contract Number: CN-00039495

Vendor ID: @04036755

Contact: Thomas Varghese, President

Phone: 1-800-3799-2829

Email: thomas@ebizuniverse.com

Experience

Founded in 2007
Full service Digital Marketing and Advertising Agency

Target Audience

Education, Government, Medical, Legal, Private Industries

Current and Past Customers

Education- Elmhurst College; Chicago Public Schools
Government- Illinois Liquor Control; Illinois State Board of Education – Summer Meals Campaign
Healthcare- Carepoint; Skypoint Medical; Skybalance Med Spa; South Shore Hospital; Live Today; Algonquin Orthodontics
Legal- Tomlinson Law
Private Industries- Autobots Auto Repair; SchieleGroup; Abba Retail Systems; Koeckritz Rugs; Tattoo Candy; Tenant Project Services, Inc.; EG Metals; The Teal System; Efficient Motor Freight

Digital Marketing Services

eBizUniverse is a full service Digital Marketing and Advertising Agency who leverages the power of the internet and social media to generate traffic to their clients website. "We understand strong project management, analysis, planning, and implementation is what contributes to the success of a project. We bring years of experience combined with skill to deliver cutting-edge marketing strategies your organization needs".

Paid Search

Our campaign management team builds the campaign, the ad groups, researches the keywords, and executes the campaign. Google partner (previously known as AdWords Certified).

- *Major Search Engines such as Google, Bing, Yahoo
- *Targeting
- *Keyword Match Strategies-Exact Match, Phrase Match, Negative Keywords
- *Converting Landing Pages
- *Re-Targeting Campaigns
- *Test Effectiveness / Monitor Performance
- * Leverage High Performance Ads / Limit Low

Paid Social Media Advertising

- *Facebook – targeting, Ad tool, look alike audiences, retargeting
- *LinkedIn – targeting options such as "job titles" not based on Geos.

Display Advertising

"Compelling creatives combined with high-converting landing pages is the secret to a successful display campaign."

- *Targeting / Retargeting
- *Email Campaigns

Mobile Footprints

- *Mobile-First Strategy-each campaign or web page is designed first for mobile and responsive.
- *Optimized to display on all devices

Other Paid Digital Opportunities

Remarketing, Look Alike Audiences, leverage video, Pandora, etc.

Marketing Approach

Plans are research-based, strategically developed, precisely targeted, intelligently execute, accurately tracked, insightfully analyzed, nimbly and flexibly optimized, and performance driven to achieve the established campaign goals by delivering quantifiable, cost effective results which leads to increased ROI.

Additional Marketing Strategies / Services

- *Digital Media Optimization / Flexibility with the media planning process and campaign
- *Traditional Media Buys / Negotiations

Reporting Tools for the Client

- *Monthly Ranking & Traffic Report including Executive Summary, Google PPC Summary, Google Campaign Performance; Google Analytics Overview, Channel Traffic Overview, Monthly SEO Activities, Keyword Ranking
- *Other reporting based on client needs

LEVEL Brand, LLC

Dbas: LEVEL and LEVEL. Mpls
724 North 1st Street
Minneapolis, MN 55401

Contract Number: CN-00038829

Vendor ID# @ 03968627

Contact: Lois Dirksen, President

Phone: (612) 338-8000

Email: Loisd@levelmple.com

Additional Contact: Wil Furnstahl

Phone: (612) 338-8000

Email: wilf@levelbrand.com

Experience

32+ years LEVEL has been helping organizations with strategic digital planning and marketing, media planning/negotiating/buying and advertising.

Partner

Rocket55 for SEO and Paid Search who are Google Premier Partners ranked globally in the top 12 for SEO results.

Joint Venture

Workhorse Content (workhorsecontent.com) for digital content collaboration.

Current and Past Customers

SingleCare; Hamline University; Medica (spun off from United Health Care); Trine University; Crown College; and Hummingbird™TTS.

Digital Marketing Services

LEVEL conducts a full analysis of their clients specific market program and existing paid search campaigns, allowing them to develop a strategy that is custom-tailored to the clients initiatives while utilizing spend efficiently. They work constantly to optimize campaigns with bid adjustments, edits to landing pages and ongoing A/B testing to ensure high quality ads.

Paid Search

Levels process includes:

Discover: Search category and phrase analysis, historical campaign analysis, quality score audit.

Concept: Existing account optimization or creation of new account, Landing page edits and optimization

Develop: Display creative recommendations/creation, Conversion tracking setup, strategy recommendation

Activate: Identify and remove low converting keywords performance, Evaluate and Improve Ad Text, adjust bids based on device, location, and schedule, Identify and evaluate new digital advertising opportunities, A/B Test copy and creative

Measure: Conversion funnel analysis, On-going reporting focused on cost per conversion, Integrate metrics, Provide separate channel, and network reporting.

Conversion Optimization: Analyze conversion rates, Develop recommendations to increase conversion rates, Perform A/B ad testing, Recommend landing page edits.

Paid Social Media Advertising

Robust social buying and testing programs. Precision targeting based on demographic information, interest, and relevance filters. Customized dashboards are integrated with paid search for complete analysis.

Display Advertising

Prospecting, Targeting & Retargeting, Geo-Targeting & Geo-Fencing, and Online Video.

*Use of precision programmatic buying tools optimized placement and targeting.

*Leveraging appropriate Advertising Channels

*Optimization of Campaigns

*Sequential messaging recommendations and implementation

*Real-time management through a demand side platform (DSP)

*Pixel placement to track actions after the click and then retargeting

Mobile Footprints

- *Firebase Analytics (Google’s beta product for iOS or Android apps) in-depth data for mobile engagement tracking.
- *Custom audiences defined based on device data, custom events, or user properties.
- *ProScape used to develop and deploy custom mobile applications.

Other Paid Digital Opportunities

- *Programmatic Digital and Video
- *Streaming Audio/Video: Pandora/Spotify
- *Programmatic TV (Online and through OTT Platforms)
 - Access Platforms:** Mobile, Tablet, Desktop, SmartTV, ROKU, AppleTV, XboxONE, PlayStationVue, Chromecast, AmazonFireTV, DISH Anywhere.
 - Networks:** Content through Aggregators (Crackle, Sling, Pluto, XUMO, etc.) Content through 100+ Networks such as CNN, HGTV, tbs, ESPN, TLC, MLB.TV, Fox News, travel channel, etc.
- *Remarketing
- *Google Email Targeting
- *Geofencing/Geotargeting
- *Digital/Social Intelligence
- *Customized Mobile App Development

Media Optimization

Test, Measure, Optimize, Repeat

Marketing Approach

Intellectual Honesty, Purposeful Process, Grounded in Strategy, Evidence-Based

Reporting Tools for the Client

Spend and Usage reports, dashboard and weekly reporting, monthly recap reports and other customized reporting based on client need.

March Marketing, LLC

48 Hawkins Circle, Suite A
Wheaton, IL 60189

Contract Number: CN-00038821

Vendor ID: @

Contact: Thomas L. Aiello, President

Phone: 630-728-7572

Email: tom.aiello@marchcorp.com

Experience

Founded in 2011 March has a history of consistent focus on advertising and technology. From precisely targeted digital campaigns to technology that enables deterministic digital targeting across 4 screens: desktop, mobile, tablet, and IP-enabled television. March offers both managed services and self-serve tools for digital ad campaigns, and specializes in creative end-to-end marketing solutions.

Areas of Expertise Include:

- | | | |
|-------------------------------|-------------------------|----------------------------------|
| *Marketing Program Management | *Strategic Planning | *Brand Development & Positioning |
| *Creative Development | *Advertising | *Media Planning & Buying |
| *Research | *Digital Services | *Social Media |
| *Web Design | *Search Marketing | *Direct Marketing |
| *Event Planning | *Community Outreach | *Grassroots/Mobile Marketing |
| *Promotions/Partnerships | *Media/Public Relations | *Community Action Toolkits |

Target Audience

MARCH's digital practice focuses on providing online digital advertising and media services to highly specialized and regulated industries, including education, healthcare, and government.

Current and Past Customers

Education: Colorado Tech University, Syracuse University, John Marshall Law School, Woodbury University, Primrose Schools

Healthcare: Easter Seals / Dixon Center, Myomo Orthosis

Government: ID.me and Troop ID, Leave No Veteran Behind, U.S. Army, U.S. Navy, American Legion, The Institute for Veterans and Military Families, U.S. Department of Veterans Affairs, The Mission Continues.

Private Industry: Sleep Number Beds, McDonalds, Sears, Abbott Labs

Digital Marketing Services

MARCH has the ability and the partnerships to buy digital directly and programmatically across all digital media channels including display, video, audio, social, mobile, search, native, email, and emerging channels. They leverage top-of-the-line technology partners to bid for space in real time, as well as multiple platforms to ensure advertising is dynamically placed in front of the client's audiences in the right place and time.

Paid Search

- *Pay-Per-Click (PPC)
- *Google Search
- *Keyword Lists
- *Landing Pages

Paid Social Media Advertising

- *Facebook Custom Audiences
- *Twitter

Display Advertising

- *Use of all of the major DSP's
- *Performance measuring using test bidding strategies and tactics (i.e. white lists, black lists, day parting, frequency caps, etc.)
- *Inventory optimizations (across exchanges and networks)

Creative ad Execution

- *Audience segmentation using first and third party data.
- *Online video advertising with multiple leading video networks / scale down to the ZIP+4 targeting level.
- *Teads, the No. 1 online video advertising marketplace and strategic partner of MARCH, provides access to the top tier, premium inventory using Teads global reach with its partnerships with 500+ premium publishers (access to 1.2 billion unique visitors including 72 million via mobile).

Mobile Footprints

Mobile represents a critical channel for reaching key minority segments that typically use such devices as their primary digital channel. Geo Fenced Mobile leverages data from location-enabled apps over 1B mobile devices to target and retarget consumers based on current location, location history, offline purchase data, devices, and content (MARCH does not collect PII, but rather targets on an anonymous basis).

- *Mobile Video Ads
- *Mobile Web Display Ads
- *Mobile Search Ads
- *In-App Banner Ads

Other Paid Digital Opportunities

- *Re-Marketing
- *Re-Targeting Tactics using Act-A-Like Targeting/Contextual Targeting

Marketing Approach

Awareness/Engagement/Action

Customize digital strategy based on the client goals, creative assets and the shifting needs and media habits of the target audience. MARCH knows that the audience is an ever-shifting target and that media consumption trends evolve just as the media industry evolves; therefore they stay ahead of trends with an innovative and technical approach, consistently evaluating the marketplace by using regular quality control assessments of key ad tech providers and platforms to ensure a continuation of optimizing and leveraging the top digital technology (benchmarking).

Reporting Tools for the Client

Weekly campaign performance calls (more frequently if needed) to review campaign results, address concerns or issues, collaborate on business strategies, and plan future strategies and activities. Venue to solicit client feedback and modify strategies, budgets, and tactics if needed.

Robust reporting and analytics offering an on-demand use-friendly dashboard and visualization to monitor progress and results, providing visibility and transparency into campaign performance.

- *Awareness Measurements/Consideration, Enrollment Intent, University Favorability
- *Site Engagement & Traffic Generation/Inquiries, Time on Site, Bounce Rate
- *Mobile Actions
- *Video Engagement / Completions, Clicks
- *Social Engagement/ Likes, Comments, Shares, Check-ins
- *Online Actions / Form Submissions, Drop offs, Inquiries
- * Offline Actions / Location Visits, Visitors to Event Booths

Media Link, Inc.

1902 17th Street
Rock Island, IL 61201

www.medialinkinc.com / infor@medialinkinc.com

Contract Number: CN-00038826

Vendor ID: @04019524

Partner: LemmonsMade Design Agency

Contact: Natalie Linville-Mass, President

Phone: 309-786-5142

Email: Natalie@medialinkinc.com

Additional Contact: Adrian Wille, Marketing Consultant

Phone: 541-643-6568

Email: adrian@medialinkinc.com

Experience

15+ years under the same ownership, Woman-owned small business with 7 employees, 35 clients, operating nation-wide.

Target Audience

Education, Government, Private Industry

Current and Past Customers

Education: Western Illinois University, Palmer College of Chiropractic

Government: The Department of Defense, Illinois Department of Employment Security

Private Industry: The Arsenal Island Golf Course and Club House, the Quad Cities Chamber of Commerce, MetroLINK, Doug's Heating and Air Conditioning.

Digital Marketing Services

Media Link's specialty is the implementation of multi-media campaigns targeting audience needs to experience advertisements through different audio/visual media used in different locations during different times of the day.

Paid Search

*Use of Google (certified Google Partner), Bing, Google Search, Google Display, YouTube

*Target Audiences based on geography, demography, and keywords

*Use of CPM/CPC/CPA Model

*Provides search ads, landing pages, keywords and negative keyword review.

Paid Social Media Advertising

Experienced in using diverse systems to create complementing targeting strategies across several social media platforms

Use of Google AdWords, Facebook, Instagram, YouTube, Twitter, Pandora, Hulu, LinkedIn, Indeed, Pinterest, etc.

Display Advertising

*Google Display and You Tube ads for targeting

*Digital Advertising with trade associations and publications (i.e. Grad School Magazine, ASCA, Graduate Guide)

*Email Campaigns using Platforms such as Constant Contact and Mail Chimp

Mobile Footprints

*Use of all available players in the market.

Other Paid Digital Opportunities

*Video and Music streaming providers such as Netflix, Hulu, Crackle, Roku, Google Chromecast, Amazon, Facebook's Video Service, YouTube's film services, Spotify, Tidal, Apple Music, Groove Music, Instagram, Snapchat, etc.

*Working to implement acoustic recognition software to categorize videos outside of YouTube's network for pre-roll on contextually relevant video clips

Marketing Approach

*Media Link Software™

*Relationship Building, Organizing the campaign, Identify Stakeholders, Agree upon Workflow

Additional Marketing Strategies / Services

*Market Research

*Analysis and Identification of Potential Vendors

*Negotiations

*Options Analysis

*Bench Marking

*Presentation to Client

*Placement/Submit Orders

*Tracking/Collection/Monitoring

*Monitoring/Analysis/Reporting

Reporting Tools for the Client

Reports are customized to the End User's needs / Spend Reports / Campaign Reporting

The Motion Agency

FKA: Marketing Support, Inc. DBA: Agency MSI
325 North LaSalle Drive
Chicago, IL 60654

Contact: Stacy Gelman

Contract Number: CN-00038859

Vendor ID# @ 03707725

Phone: 312-565-0044 x 1152

Email: sgelman@agencyinmotion.com

Additional Contact: Kimberly Eberl

Phone: 312-946-6030

Email: keberl@agencyinmotion.com

Additional Contact: Pete Herrreiter, Director – Digital

Phone: 312-565-0044

Email: pherrreiter@agencyinmotion.com

Experience

50 Years; independently owned Marketing Communications Company with 65 full time in-house strategic, creative, and technical professional staff.

Target Audience

Established Reputation in the Education Marketing Space

Current and Past Customers

Education: The Chicago School of Professional Psychology; University of Wisconsin; University of Illinois Springfield (UIS); Becker Professional Education, Capital Education Group, Colorado Technical University

Private Industry: Home Depot, MB Financial Bank, LiftMaster, Boys and Girls Clubs of America, Egg Farmers of Canada, Big Apple Bagels, Adobe, Wild Oats

Digital Marketing Services

Comprehensive digital advertising strategy with trackable results. Regular campaign management and optimization via bid management tools; campaign, ad group, and keyword creation; ad copy development, ongoing testing and optimization; landing page recommendations.

Paid Search

*Use of Google’s search engine for largest share of searches

*Pay-Per-Click (PPC) bidding model

*Ad position determined by max cost-per-click (CPC) bid, competitor bids, historical data, landing page relevance, and landing page load time.

*Prioritize of Keywords into 3 major categories: Conquesting, Brand, and Consideration.

Paid Social Advertising

*Objectives such as content engagement, contest registrants, app installs, video views, coupon promotion, website conversions and product awareness.

*Facebook, LinkedIn, Twitter, YouTube, Snapchat, Pinterest Snapchat, and Instagram

*Optimization of Campaigns to a cost-per-lead or cost-per-action metric by installing tracking mechanisms

Display Advertising

*Experienced in planning, buying, activating, analyzing, and optimizing the clients unique campaigns

*Campaigns defined to reach the clients goals, objectives, and needs

*Display advertising plans are constantly optimized based on KPIs to track performance/ensure efficient use of budget dollars

*Email and e-newsletter used when appropriate – especially for a very specific target audience

*Targeting, retargeting, geo-targeting and Geofencing to ensure audiences are being reached.

*Partner with Ad Roll

*Video Advertising is a component of nearly every media plan

Mobile Footprints

Various mobile strategies designed to meet the client's unique and specific goals.

- *Campaigns to raise awareness and brand engagement
- *Mobile App Install ads to drive downloads and installs of client apps.
- *Dynamic Display Ads combined with hyper-local Geofencing

Other Paid Digital Opportunities

- *Email Marketing
- *Content Creation
- *Custom re-marketing implementing racking and re-targeting
- *Search Engine Optimization (SEO) managed and monitored

Marketing Approach

- *Meet with client to determine the anticipated goals, metrics, and budget
- * Establish Key Performance Indicators (KPIs) measurement for success of the marketing program
- *Develop the plan with optimization in mind to ensure the best Return on Investment (ROI)
- *Establish a regular meeting schedule
- *Workflow design and management
- *Reporting mechanisms and Analysis

Additional Marketing Strategies / Services

- *Full complement of media strategies
- *Research
- *Campaign Management
- *Tracking Technology
- *Efficiently build and monitor buys allowing for a continuous loop of planning, implementation, analysis, and optimization.

Reporting Tools for the Client

- *Buys are monitored and analyzed continuously
- *Google Analytics to monitor conversion completions / user behavior and navigation path analysis
- *Development of Landing Pages / alternative landing pages for testing
- *Regular reporting basic as impressions and clicks or in-depth sophisticated analysis such as conversions by time of day, ad frequency assessment, publisher overlap analysis, attribution modeling, ad visibility, and verification, geo verification, creative engagement, and more
- *Custom dashboard configuration for each client.
- *Status reports weekly or as agreed upon with the client

Stevens & Tate, Inc.

1900 South Highland Avenue
Suite 200
Lombard, IL 61048

Contract Number: CN-00038945

Vendor ID: @

Contact: Dan Gartlan

Phone: 930-627-5200 Cell: 630-240-2440

Email: gartlan@stevens-tate.com

Additional Contact: Mark Beebe

Phone: 930-627-5200

Experience

Founded in 1992 / Web Marketing since 1997

8 Full Time Employees

Current and Past Customers

Education: College of DuPage; Wheaton College, Countryside Montessori School

Private Industry: K. Hovnanian Homes; Aldi Food Markets; Dale Carnegie Training; St. Catherine's Senior Living Community; Grand Geneva Resort.

Digital Marketing Services

Paid Search

*Developed and manages paid search for most clients.

Paid Social Media Advertising

* Facebook

* LinkedIn

*Exploration of new social media as they enter the marketplace

Display Advertising

*Engaged all types of display advertising

Mobile Footprints

*Mobile is leading the way in innovation and growth

Other Paid Digital Opportunities

*Retargeting

Marketing Approach

Make Things Happen™

Rely on sound creative strategic thinking that delivers insightful high quality results-oriented brand development, marketing campaigns, and strategies. Interconnection of on-strategy, creative, planning, and execution combined with integrated message development and media implementation for success.

Additional Marketing Strategies / Services

*Communication strategy. Create a blueprint to define all program elements, outline objectives, strategies, tactics, and identify the target audience.

*Reach out Plan Development. Strategies, rationale, and explanation for the media selection of the plan including paid media, internet digital marketing, Search Engine Optimization (SEO), Pay-Per-Click (PPC), and social media.

Reporting Tools for the Client

*Use of spreadsheet covering up to 12 months with each recommendation listed, along with the cost for each insertion so that media weight, seasonality, and monthly spend can be tracked. Dashboards are also provided.

Studio V Design, Inc.

4611 North Lincoln Ave.
Chicago, IL 60625

Contract Number: CN-00038828

Vendor ID: @02500683

Contact: Pooja Vukosavich, President

Phone: 773-275-5300

Email: poojav@studiovdesign.com

Additional Contact: Anna Mihajlovic, Project Manager

Phone: 773-275-5300 x 201

Email: annam@studiovdesign.com

Experience

28+ years

“We are a group of creative thinkers who really understand business. We’re not an ad agency or graphic design firm or digital marketers or media buyers or marketing consultants. We are ALL OF THESE, packaged up in a highly creative communications firm.

Target Audience

Education, Healthcare, Sustainability, Urban Planning, Distribution

Current and Past Customers

Education - University of Illinois Chicago

*UIC Office of Marketing & Brand Management

*UIC College of Business Administration

*UIC School of Public Health

Health

*SOAR Life Products

*Premier Healthcare (healthcare purchasing organization)

Local Government

*SmithGroupJJR

1. +Chicago Park District /Development of Jackson Park, the South Shore Cultural Center, and the Obama Presidential Center
2. +Architect Jeanne Gange for the Proposed land use of Northerly Island Park
3. Morgan Shoal Framework Report

*CASE – An initiative of World Business Chicago

*Chicago-area RTA

*City of Chicago – Chicago Sustainable Roadmap

*Cook County

Distribution

*U.S. Foods – Foodservice Distributor

*DMA – National Distribution

Non-Profits

*Barr-Harris (Children’s Grief Center)

*Manufacturing Renaissance

Digital Marketing Services

“We are relentless about understanding the audience, strategizing campaigns, targeting precisely, designing compelling creative, and measuring, testing, and adjusting tactics. In purchasing digital media, we negotiate hard and buy smart. Managing vendors, confirming placements, tracking results, and optimization are all part of our job.”

Paid Search

*Google

AdWords Paid Search Campaigns (SEM) on exact match, phrase match, broad match and negative match; Google Custom Sitelink Extension; Google Expanded Text Ads; Google Customer Match

*Basis DSP (Formally Known As Centro DSP) - Digital Advertising Software Provider; Audience Targeting; Real-Time Bidding (RTB) Environment; Data Driven Executions; Real-Time Performance Insights to dictate optimizations and drive performance; Access to 9 Private Marketplace Directories for direct negotiation.

Paid Social Media Advertising

*Facebook

Ad Formats / Use of Landing Pages- Static Ad; Look-Alike Audiences; Animated Gifts, Video Ads
Targeting Capabilities - Geographic; Demographic; Behaviors; Interests; Custom Audiences (Target Offline Audiences, via retargeting with Third Party use of Acxiom, Datalogix, Epsilon)

*LinkedIn- Targeting Capabilities, Personalized and Customized InMails, Sponsored Updates; LinkedIn Network Display; Retargeting, Email List Targeting, Company List Targeting.

*Instagram - Targeting Capabilities similar to Facebook, Story Ad – Immersive 15 second full screen video driving impact

*Snapchat / Snapchat Lifestyle

Display Advertising

Use of Programmatic Display Technology for Behavioral Targeting; Contextual Targeting; Predictive Targeting

Mobile Footprints

*Use of other campaigns are optimized for Mobile

*Hyper-Local (Geo-fencing)

Other Paid Digital Opportunities

*Internet Radio / Pandora

*YouTube/Pay on a Cost per Completed View (CPCV)

*Retargeting

*Landing Pages

Marketing Approach

“We are relentless about understanding the audience, strategizing campaigns, targeting precisely, designing compelling creative, and measuring, testing, and adjusting tactics. In purchasing digital media, we negotiate hard and buy smart. Managing vendors, confirming placements, tracking results, and optimization are all part of our job.”

Additional Marketing Strategies / Services

*Project Brief - Reasons, Objectives, Goals, Target Audience, Desired Results, Desired Behavior, Audience Hurdles and Motivators, Key Impressions, Available Assets, Due Dates, Budgets.

*Project Schedule – Development of Time lines, Review Schedules, Prioritization of Work

*Media Planning – Identify the most effective media at each stage

*Media Management – Creating Plans, Schedules, Campaign Set Up, Uploading Artwork, Confirming and Testing Ad and Sitelink Extension URLs, Creating and Testing Tracking URLs, Scheduling and Monitoring Ads, Coordinating Proof of Ads, Monitoring KPIs, Reporting

Reporting Tools for the Client

Online Dashboards, Performance Reporting, Visual Display at any given point on the calendar; reports customized to the customer needs

Vision Point Media, Inc.

3210 Fairhill Drive, Suite 150
Raleigh, NC 27612

Contract Number: CN-00038860

Vendor ID: @03740444

Contact: Diane Kuehn, President and CEO

Phone: 919-848-2018

Email: dkuehn@visionpointmarketing.com

Additional Contact: Tara Clinton

Phone: 919-848-2018

Email: tara@visionpointmarketing.com

Experience

17+ years, Founded in 2001.

Full Service Higher Education Marketing Agency. Partners with colleges, universities, and community colleges to provide consultation, execution, and measurement for strategic marketing initiatives.

Target Audience

Higher Education (98% of their revenue comes from serving higher education clients)

VisionPointers (staff) are frequently invited to speak at many higher education marketing conferences (e.g. AMA Symposium for the Marketing of Higher Education, CASE, eduWeb, HighEdWeb, NCMPR, others) which demonstrates their teams leadership on topics ranging from brand research and development, content strategy, integrated marketing and website design.

Current and Past Customers (For a full list go to <https://www.visionpointmarketing.com/about-us/client-partners>)

Boston College, Duke University, University of Illinois UIUC, Cornell University, Johns Hopkins, Rutgers, Penn State, Georgia Tech, George Mason University, UC Santa Barbara, University of North Carolina, Ball State University, University of Virginia, College of DuPage, Gardner-Webb University, College of the Albemarle, U Mass Amherst College.

Digital Marketing Services

Paid Search

- *Research
- *Target Audiences
- *Determination of keywords
- *Creation of ad copy
- *Leverage template tools such as "Unbounce" to improve landing page performance
- *Digital Marketing Management
- *Optimization of ads to yield the best return and results

Paid Social Media Advertising

Vision Point leverages a variety of paid social media channels to best serve the Client Goals

- *Targeting by demographics, interests, behaviors
- * Facebook, Twitter, LinkedIn, Pinterest, Snapchat
- *Newsfeed posts
- *Content Articles

Display Advertising

Each Display advertising channel is evaluated against the clients goals to provide a strong ROI using both animated and static display ads targeting and re-targeting.

- *Google Display
- *AdRoll
- *YouTube
- *Email
- *Pandora
- *and more

Mobile Footprints

VisionPoint constantly monitors the performance of ads and makes bid adjustments as needed to ensure the best results

- *Desktop
- *Mobile
- *Tablet

Other Paid Digital Opportunities

Use of Content marketing and native advertising for effective and impactful in reaching prospective students

- *Outbrain uses behavioral targeting to recommend articles, slideshows, blog posts, and videos
- *Use of respected media properties including CNN, People, and ESPN
- *Taboola to service content to specific website users based on behavior

Marketing Approach

VisionPoint's Integrated Marketing Strategy & Plan is their process for uncovering and defining their clients goals, determining the audience, positioning to make strategic decisions, and where to invest based on the marketing budget. The end deliverable is a multi-pronged and goal-driven marketing plan that utilizes a variety of strategically selected channels to move target audiences through a relational engagement process toward a conversion (e.g. from awareness through enrollment).

***Phase I** – Establishing Clear Marketing Goals and Plan development to achieve those goals.

1. Pre-Discovery and Project Kickoff
2. University Brand & Marketing Audit
3. Enrollment Data / Student Demographics Review
4. Competitor / Peer Research
5. Listening Tour (Stakeholder Interviews) Exploratory discussion / Feedback
6. Prepare a Marketing Strategy Brief
7. High-Level Marketing Strategy (specific to the client)
8. 12-Month Integrated Marketing Plan
9. Key Assumptions
10. Workflow

***Phase II** – Execution of the Plan.

Additional Marketing Strategies / Services

***Strategy** – Brand, website, Governance & Change Management, Inbound marketing, Content Strategy & SEO, User Testing, Outbound Marketing (paid search/online advertising, analytics), Social Media Strategy

***Creative** – Branding and messaging, Information Architecture, Website Design and UX, Visual Design, Content Development, Video and Multimedia Production

***Technology** – Front-end Development, Back-end Development, Content Management Systems (CMS) Consulting and Implementation, CRM Integration, Accessibility

Reporting Tools for the Client

- *Dashboards
- *Conference Calls
- *Progress Reports
- *Performance Reports by Channel Spend
- *Usage Reports
- *Analytical Reporting on Successes, market share, revenue, et.
- *Business Review