A. CAMPAIGN OUTLINE

Goal: To drive AUM Kinesiology enrollment through targeted paid search advertising and social media advertising with strategic messaging, inbound structure (landing pages, lead generation forms) as well as ongoing optimization and measurement.

Flight: 3 months (March – May)

Ad Channels:

1. Google AdWords (Search & Display Networks)
2. Facebook Ad Network
3. LinkedIn Ad Network (for graduate promotion only)

B. TARGETING

Geography:

a. Southeastern States
   a. Alabama
   b. Florida
   c. Georgia
   d. Mississippi
   e. Tennessee

b. International Test Markets
   a. Trinidad
Ages:

a. Undergraduate audience: 14-21
b. Graduate audience: 21-25, 25-34

Professional Targeting (for LinkedIn graduate level promotion only):

Industry: Education, Health Care

Keyword Targeting:

Physical Education

Pe degree
Physical education degree programs
Physical education degree
Pe certification
Pe teacher certification
P12 teacher certification
Degree in PE
Degree in physical education
Physical education degree requirements
Physical education careers
Physical education salary
Best physical education programs
Top physical education programs
Universities with physical education degrees
Undergraduate pe degree
Undergraduate physical education degree
Physical education bachelors degree
Bachelors in physical education
Physical education undergraduate programs
MS in physical education
Masters in physical education
Pe masters degree
Physical education masters
Physical education masters degree
Physical education grad school
Physical education graduate programs

Sport Management

Sport management degree
Sports management degree
Degree in sport management
Sport management programs
Best sport management programs
Top sport management programs
Sport management careers
Sport management salary
Universities with sport management degrees
Sport management grad school
Bachelors degree in sport management
Sport management undergraduate degree
Sport management undergraduate programs
Masters degree in sport management
MS in sport management
BS in sport management
Sport management masters
Sport management bachelors degree
Sport management masters degree
Sport management graduate programs
Masters in sport management rankings
Masters in sport management schools

Exercise Science

Exercise science programs
Exercise science degrees
Best exercise science programs
Top exercise science programs
Exercise science program rankings
Universities with exercise science degrees
Universities with exercise science programs
Exercise science careers
Exercise science salary
Exercise science bachelors degree
Bachelors in exercise science
Bachelors degree in exercise science
Undergraduate degree in exercise science
Exercise science undergraduate degree
Undergraduate programs in exercise science
Degree in exercise science
BS in exercise science
Best bachelors in exercise science
Exercise science BS
Kinesiology bachelors degree
MS in exercise science
Masters in exercise science
Exercise science masters
Exercise science masters program
Exercise science masters degree
Graduate programs in exercise science
C. MESSAGING

*Physical Education*

**Degree In Physical Education**
Prepare To Teach PE In a P-12 Setting. Learn More & Apply!
aum.edu

**Get Your PE Certification**
Earn Your Degree In a Truly Hands-On Learning Environment. aum.edu

**MS In Physical Education**
Flexible & Hands-On. Earn Your MS In PE At Auburn Montgomery! aum.edu

*Sport Management*

**Sport Mgmt Degree**
A Unique Combination Of Sports & Business. Earn Your Degree Now! aum.edu

**Top Sport Mgmt Program**
Interested In a Sport-Related Career? Explore Auburn Montgomery Now! aum.edu

**Master's In Sport Mgmt**
Further Your Career At AUM Through Unique Coursework! aum.edu

*Exercise Science*

**Exercise Science Degree**
Prepare For a Career In Athletic Strength Conditioning. Learn More! aum.edu

**BS in Exercise Science**
Get Hands-On Coursework At Auburn Montgomery. Learn More & Apply! aum.edu
Ad Examples:

D. BUDGETING

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