



Social Marketing in Florida Stetson University

Stetson University wanted to increase awareness, inquiries, applications and enrollment to their institution with a focus on their Adult Degree Completion (ADC) program. Through a Social Marketing campaign managed by Capture, the university ran ads on Facebook and Instagram for 42 days targeted to a custom-built audience in Florida. This campaign contributed to:



3,286

ad click throughs

351

identified visitors

50

new inquiries

The ads encouraged users to learn more, apply or sign up for information sessions. Ads then directed users to content-related pages on Stetson's site where ENGAGE, Capture's marketing automation software, continued to track visitor behavior and provide retargeting opportunities for visitors who didn't take the desired action.