

Marketing Campaign Makes Big Splash in Philly & D.C.



Traditional signage also was part of the recent marketing campaign, including this sign at Philadelphia's 30th Street Station.

that everyone within specified boundaries sees an ad on their phones or other mobile devices – was used to promote WCU doctoral programs earlier this winter in and around Union Station in Washington, D.C.

Geo-fencing is just one facet of a comprehensive new marketing campaign created by WCU associate director of marketing Kristin Howley. The campaign includes traditional signage at Union Station and 30th Street Station in Philadelphia, spots on Philadelphia radio stations, and email advertising. Print ads also are being used in *Today's Dietitian* magazine for the M.S. in community nutrition and master's in public health.

Howley notes that the initial campaign results have been very positive. "Looking at web traffic to the WCU website in January vs. December, traffic from Washington, D.C. was up 380 percent and traffic from Philadelphia was up 169 percent," she says.

"Direct traffic to the site by those visitors who typed in a specific URL – such as wcupa.edu/grad – also is up. Philadelphia numbers are 63 percent higher and Washington numbers are 286 percent higher than last year during the same period," adds Howley.

A University marketing campaign that uses geo-fencing appears to be motivating those who have been on the fence about pursuing a WCU advanced degree to learn more about several master's and doctoral programs.

Geo-fencing — which creates a "digital fence" around a location so