

# Media Agency Focuses on its Clients by Outsourcing its Own Lead Generation Efforts

OnCampus Advertising provides large brands with marketing services to help them reach college students on campuses across North America and Canada. Its ability to integrate a campaign across different channels, both online and offline, is a key component of many successful brands' youth marketing strategies.

Offline channels include events, campus newspapers, out-of-home displays (such as buses, kiosks, and billboards), and direct mail. Digital offerings include email and contextual and location-based targeted display ads (both desktop and mobile). OnCampus Advertising also offers Brand Ambassadors and Street Teams for distributing product samples, flyers, and promotional materials. Brand Ambassadors represent a brand's voice on campus, enabling students to connect one-to-one with the brand.

Today's college students are savvy media consumers, and are inundated with multiple messages on a daily basis. OnCampus Advertising differentiates through its ability to "surround" students with a brand's messaging via multiple channels, and marshal these resources to in order to "cut through the noise", delivering the brand's message into the mind of the consumer, through multiple media.

## Challenge

Although OnCampus Advertising has a strong digital offering for its own customers, a very strong company culture of always putting the company's clients first resulted in the classic "cobbler's stepchildren going shoeless" syndrome. Lead generation efforts, although effective, were hard to justify with important client work always at the fore. Surprisingly, their situation is a common one for high-performing ad agencies to find themselves in – they have far more than adequate skills to help themselves, if they wanted to – but limited time, and more pressing client work, are facts of life they must contend with. OnCampus Advertising engaged Ted to take their own lead generation efforts to the next level.

## Solution

Ted analyzed OnCampus Advertising's existing AdWords and Bing Ads efforts, then augmented the campaigns using keyword research and a build-out of numerous new ad groups. The company's blog was running on a CMS that had some issues, so Ted recommended they migrate the website and blog to Wordpress. OnCampus Advertising selected Lucem Solutions (at Ted's recommendation) to create a new mobile-responsive website and transition the blog over from the old CMS as well. Great care was taken during the transition to prioritize content that was already attracting organic traffic by putting redirects in place – resulting in a stable website transition. Since then, remarketing efforts, and ongoing campaign build-outs and optimizations have continued to result in additional gains.

"Ted has allowed us to offload our lead generation efforts so we can focus on providing customer service that delights our clients. We've been able to rest easy knowing our Google AdWords and Bing Ads accounts are being well managed, and we appreciate the solid advice he's been able to offer us from an SEO standpoint as well, particularly during our website transition, which was fairly complex."

- Will Dunning, President, OnCampus Advertising

## Results

Site traffic, and leads, increased substantially at an acceptable cost per lead. OnCampus Advertising's management team was freed up from having to focus on lead generation efforts, focusing its attention instead on growing their team, and providing excellent levels of customer service to its demanding client base.

