

Medication Therapy Management Marketing Plan

Recap and Recommendations | Fiscal Year 2021

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Summary

This marketing plan is intended to provide an overview of recommended tactics as well as their estimated costs and expected performance. Tactics are organized in tiers of recommendations. Tier one tactics reflect the minimum effort required to achieve the outlined enrollment goals, from lead generation and tracking to enrollment retainment. Tactics categorized in tier two are highly recommended to increase the program's growth potential with targeted lead generation and involve a greater investment.

Foundational to any marketing plan is the execution of a comprehensive digital strategy. The Google Ads suite provides opportunities to deploy and track paid search and display.

Paid social and conference tactics allow us to expand our reach to build awareness and generate leads. We recommend LinkedIn as the key social media platform for career building. The email campaign is the main driver of lead nurturing and can be further developed with the addition of Journey Builder and list purchases.

Goals

The success of the marketing plan will be assessed by the number of credit hours generated and students enrolled each semester in the MTM program. There are currently an average of 50-65 enrollments per semester (including newly-admitted students), down from a high of 150.

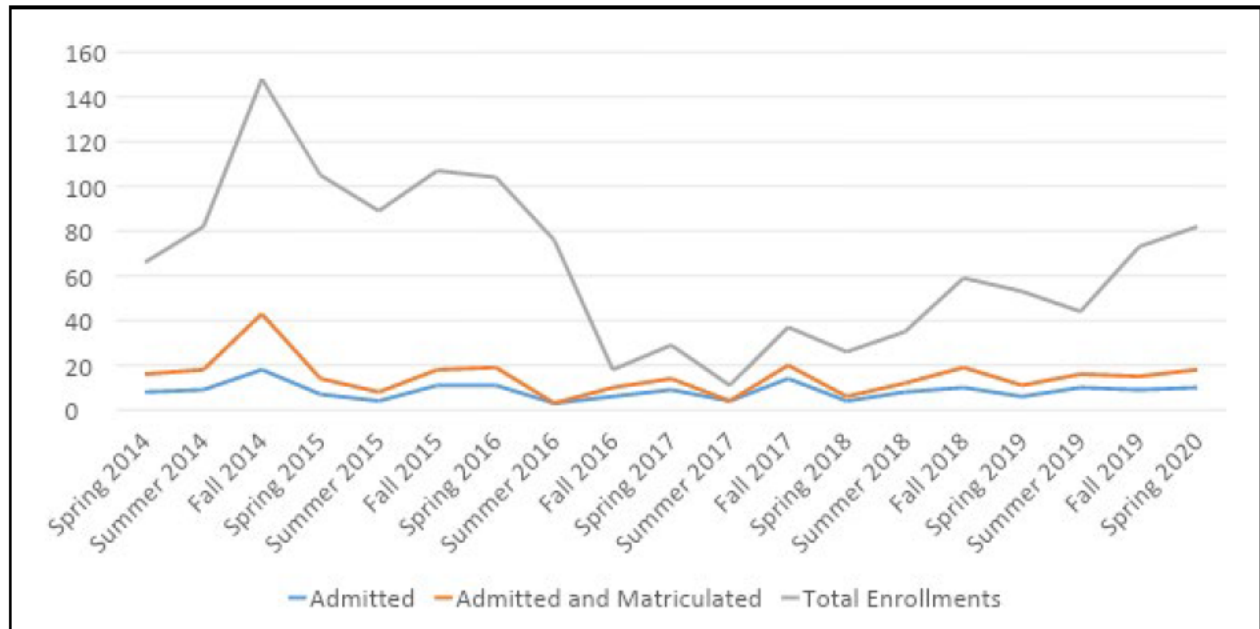
For the academic year 2021, projections show enrollments around 50 credit hours per semester.

Enrollment Trends:

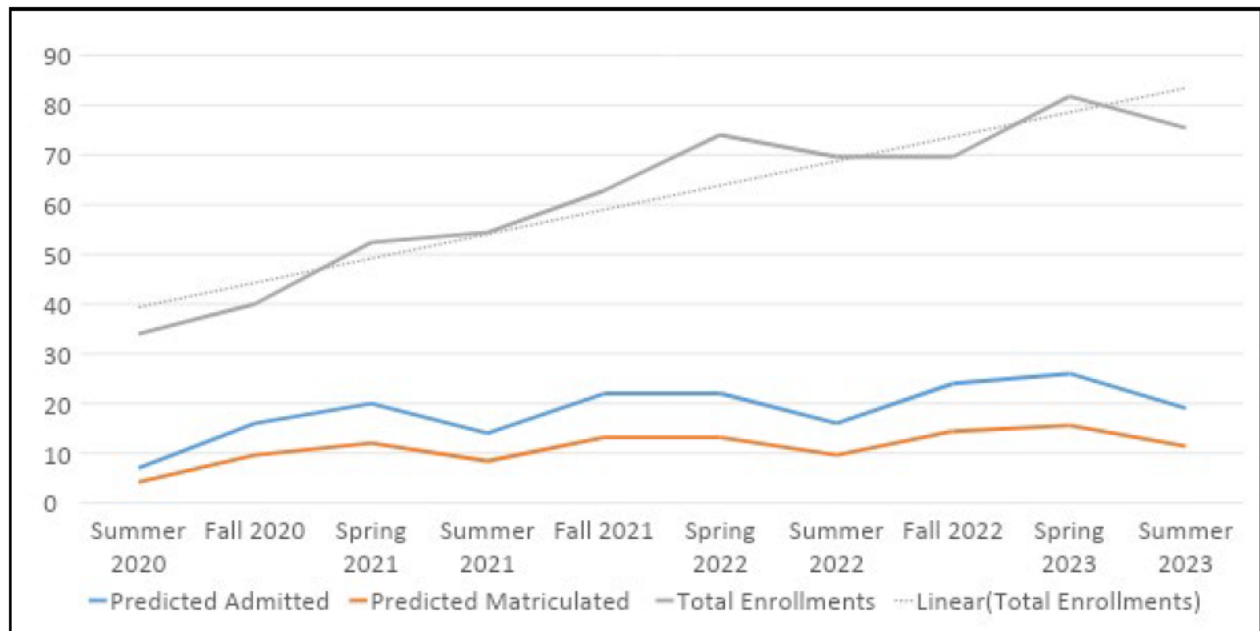
Semester & Program	Total Admitted	Total Matriculated
Spring 2019 MS	3	3
Spring 2019 GC	3	2
Summer 2019 MS	3	3
Summer 2019 GC	7	3
Fall 2019 MS	2	1
Fall 2019 GC	7	5



Spring 2020 MS	4	4
Spring 2020 GC	6	4



Enrollment Predictions:



Target Audience

The audience that would see the most benefit from completing the program includes health care professionals who want to transition into careers in hospitals, managed care, MTM vendors or community pharmacy settings. Over half of current enrollees are between the ages of 35 and 55.

Another target audience includes current Pharm.D. students and residents as the professional and business-oriented skills offered by the MTM program can competitively position these pharmacists early in their careers.

Tactics

Awareness & Lead Generation

Tier 1: Web Presence

A strong web presence is integral to attracting and engaging prospective students. The program's website is the foundational marketing and lead generation tool.

Website Content

Currently, our team does not control website content or have access to data within Google Analytics. We have done some market research to get around this and figure out as much general information about content and users (keywords, locations, and competitors) as possible. Content will need to be migrated to a UF-controlled website (with the same URL), and migration will include a full content and SEO audit to clear out any ROT (redundant, outdated, or trivial). This time will also be used for the MTM team to be able to refine their messaging. We will re-vamp the site to utilize the new mobile-first and user friendly layout.

Once we migrate the site over we will set up a Google Analytics account we can access; within 24 hours the account will start reporting, and within a few months we will be able to pull and compare reports and measure performance accurately.

Web Maintenance

The web team will conduct general website maintenance in FY21 and ensure the site is performing optimally. This will include any requested changes, content updates, homepage and major landing page refreshes and checking regularly for SEO and website issues (such as permanence, broken links, updates, etc.).

In addition to the current enrollment-oriented information, new content will be added to the site that bolsters the program's reputation and provides a way for prospective students to get to know the world-class faculty. New additions, in both video and text format, will be "short, sweet, and shareable." They will focus on the value the program can add to a student's career prospects and knowledge base and keep current students engaged and motivated to continue toward matriculation.



Video	Text
<ul style="list-style-type: none"> • Inspirational overview • Research highlights • Faculty spotlights • Testimonials • Webinars 	<ul style="list-style-type: none"> • Faculty interviews • Publication briefs • Program news • Current events in MTM • Testimonials
Content Audit	
<ul style="list-style-type: none"> • SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) • Remove ROT (Redundant, Outdated, Trivial) content • Ongoing maintenance (broken links, page load speeds, etc.) 	

Search Engine Optimization

Our SEO tactics will include on-page optimization, off-page optimization to help build the site's reputation, and technical SEO to ensure that the site is accessible, loading quickly and on search engine radars.

Analytics	Keywords
<ul style="list-style-type: none"> • Identify key metrics and establish baselines • Set measurable goals and timelines • Review monthly 	<ul style="list-style-type: none"> • Cross-reference keywords from search campaign • Check page titles, headers, URLs, and body copy for optimal keyword placement

Tier 1: Webinars

Webinars have been one of the most efficient lead-generation tactics for UF online programs and typically bring in 75-110 registrants, the majority of which are new leads to the program. The goal is to provide admissions information and demonstrate thought leadership to those that are deciding and/or preparing to apply.

ROI: Webinars

Our goal with each webinar is to gain 100 registrants / leads with an attendance rate of 40-50%. This is tracked via Salesforce campaigns.

Proposed Dates	Proposed Topics
<p>Two months prior to application deadlines:</p> <ul style="list-style-type: none"> • September 2020 • February 2021 • May 2021 <p><i>Consider format: pre-recorded, other presenters</i></p>	<ul style="list-style-type: none"> • Alumni panel • Career opportunities in MTM • Mini lectures
Action Items	



- Verify webinar topics and content
- Update website and confirm registration form and Salesforce campaign
- Confirm paid media placement, if applicable. Update landing page for tracking and creative assets.
- Update PowerPoint deck to include topic information along with the latest program-specific information

Tier 1: Search Engine Marketing – Google Ads

Paid search and display campaigns are critical components in enrollment marketing to build awareness and generate leads. The FY21 campaign will run throughout the entire year, with the exception of mid-November through December. Content will be reviewed monthly for performance and updated each semester to reflect the following application deadline and/or upcoming webinar(s).

Search

We plan to run search campaigns that highlight the key selling points of the program and enlist an ad placement specialist. This is based on what we've spent on other College of Pharmacy online programs. We'll monitor the auction insights data to assess if this monthly spend is adequate to maintain a top-of-page rate of at least 65% compared with other keyword/phrases bids. We also target a click-through rate of at least 4% as in line with industry average.

Education industry click-through rate averages 3.78% for search based on [2019 WordStream data](#).

ROI: Search

Maintain top-of-page rate of 65% and average at least 4% click-through rate.

Remarketing

Remarketing is a way to connect with people who previously interacted with your website. It allows us to strategically position your ads in front of these audiences as they browse Google or its partner websites, thus helping you increase your brand awareness or remind those audiences to take action.

Tracking

Underpinning all of the SEM tactics will be extensive tracking of analytics. We will work with UF Health Web Services to place tracking pixels on key pages of the website to identify conversions for search and display campaigns. We also have access to real-time metrics within Google Ads.

Tier 2: Paid Social Media

Paid social media allows us to be part of real-time conversations in influential spaces. In particular, LinkedIn provides the ideal platform to highlight program faculty and effectively target prospective students with messages regarding MTM opportunities and career growth.

LinkedIn

LinkedIn allows very specific targeting based on work experience, industries, education level, job title/function, age, location and other demographics. This is a good space for us as LinkedIn's audience is receptive to educational and job opportunities, more so than other social media platforms.

We recommend testing video ads for 30 days for \$[REDACTED] each. We will track and evaluate to either continue the campaign two more times throughout the year.

ROI: LinkedIn

We anticipate this to build both awareness and leads to the program, but cannot yet quantify expectations as it is a new tactic and will require more data to establish reasonable goals.

Video Ad Cost	Estimated Metrics
<ul style="list-style-type: none"> • \$[REDACTED] for 30 days • \$[REDACTED] - \$[REDACTED] per three-second view 	<ul style="list-style-type: none"> • 47,000 impressions • 510 clicks • .58% - .87% click-through rate

Notes

The only videos allowed on LinkedIn are sponsored content, so users won't be off-put by seeing ads. Videos always play muted by default, so text-heavy animation or eye-catching subtitles will be utilized.

Tier 2: Conferences

Conferences provide an excellent opportunity to connect with prospective students and companies that are interested in advancing employees and/or providing educational opportunities. AMCP, ASHP, HIMMS and PQA offer a variety of exhibiting options for program staff and faculty to recruit students to the program.

We will support conference exhibiting by researching the best options to participate, develop a lead generation strategy and create appropriate marketing materials.

ROI: Conferences

We'll need to establish benchmarks here in terms of the amount of leads specific to each conference based on historical data.

Lead Nurturing and Conversion

Tier 1: Email Campaigns

Email is the most personal, direct means of communication we have with prospective students, and the majority of our marketing efforts revolve around creating new leads in the form of names and email addresses. Leads can be sorted by demographic information, program format, semester of interest and source, to name a few categories.

Once a prospective student fills out a request-for-information (RFI) form on the program website, signs up for a webinar or is entered manually into Salesforce, communication is triggered to provide more information about the program, ultimately encouraging application. These campaigns are reviewed and updated every semester to keep them relevant and accurate.

ROI: Email Campaigns

Lead nurturing emails for other UF COP online programs average a 25% open rate and a 2% click-through rate. We aim to meet those metrics as we build out the content for MTM.

New Leads

All new leads will receive an email with program highlights within the first 24 hours of inquiry; we will create a 3-5 email campaign that addresses different aspects of the program (i.e. career opportunities, alumni testimonials, faculty).

Application Deadlines

Create a four-week campaign for all leads in Salesforce leading up to a deadline.

Webinar Notices

Create a four-week campaign for all leads in Salesforce to register for the semester-based webinars.

Admits to Matriculants

A recently-developed email campaign for both newly-admitted and current students as a reminder to enroll for courses 6-8 weeks prior to the start of the semester. This is done in partnership with DESS.

Text & Phone Outreach

We recommend adding a more personalized approach for high-value leads and newly-admitted students that incorporates text messages and/or phone calls from staff or faculty members to increase engagement and establish relationships. The College of Pharmacy currently uses Mongoose conversational marketing software, so a cost-sharing arrangement should be explored.

Budget Estimate FY21

MTM Marketing Budget

Tactic	Rate	Frequency	Total
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Web Presence			\$█
Migration (one-time cost)	\$█/hour	16 hours	\$█
Maintenance	\$█/hour	80 hours/year	\$█
Google Ads			\$█
Paid Search / Retargeting	\$█/mo.	9 months	\$█
WordStream Call Tracking	\$█/mo.	9 months	\$█
Digital Strategist	\$█/mo.	9 months	\$█
Email Campaigns			\$█
New content development		1x/semester	
Effort - Marketing Specialist	█/hr.	8 hours/semester	\$█
Email automation development, updating and reporting		1x/semester	
Effort - Marketing Specialist	\$█/hr.	12 hours/semester	\$█
Content and formatting updates		1x/semester	
Effort - Production Specialist	\$█/hr.	16 hours/semester	\$█
Paid Social: LinkedIn			\$█
Video		3 months	\$█
Effort - Marketing Specialist	\$█/hr.	8 hours/month	\$█
Conferences			\$█
Exhibiting		4 conferences	\$█
Materials & promo		4 conferences	\$█
Effort - Marketing Manager	\$█/hr.	4 hours/conference	\$█
FY 21 TOTAL			\$█

Monthly Tactical Timeline | FY21

Month	Tactics
Sept.	<ul style="list-style-type: none"> Research - focus groups/surveys Message development - web and emails



	<ul style="list-style-type: none">• Website build• SEO and SEM work• Salesforce integration
Oct.	<ul style="list-style-type: none">• MTM webinar• Google Ads – paid search, display• Email campaign: webinar
Nov.	<ul style="list-style-type: none">• Spring application deadline: Nov. 16• <i>Through mid-month:</i> Google Ads – paid search, display• Email campaign: application deadline• Email campaign: enrollment reminders (admitted & current)
Dec.	<ul style="list-style-type: none">• Email campaign: enrollment reminders (admitted & current)
Jan.	<ul style="list-style-type: none">• Google Ads – paid search, display
Feb.	<ul style="list-style-type: none">• MTM webinar• Google Ads – paid search, display• Email campaign: webinar• LinkedIn video campaign test
March	<ul style="list-style-type: none">• Google Ads – paid search, display• Email campaign: application deadline• Email campaign: enrollment reminders (admitted & current)
April	<ul style="list-style-type: none">• Summer application deadline: April 5• Google Ads – paid search, display• Email campaign: enrollment reminders (admitted & current)
May	<ul style="list-style-type: none">• MTM webinar• Google Ads – paid search, display• LinkedIn video campaign 2
June	<ul style="list-style-type: none">• Google Ads – paid search, display• LinkedIn video campaign 3

Approval

Thank you for allowing us to serve as your enrollment marketing services provider. We are very excited to get started, and we are confident you will be extremely pleased with our work and results.

These project terms are accepted and agreed to, and the start date will be the date on which both parties sign this letter.

Thank you.

_____	_____
UF Lifelong Learning	Date

_____	_____
Client	Date