



# Strategic Priority Funding Application Form 2007-2008

# 14

Project Name Google Ad Words - Marketing

Applicant's Name Pat Lipetzky Mailing Address AF 116

Applicant Signature [Signature]

Email Address pat.lipetzky@mnsu.edu Phone Number 1094

Dept. Chair Signature \_\_\_\_\_ Date \_\_\_\_\_

Dean Signature \_\_\_\_\_ Date \_\_\_\_\_

Vice President Signature [Signature] Date 11-28-06

Date Submitted to Office of Institutional Planning: November 27, 2006  
(Deadline is November 30, 2006)

Priority Number

\_\_\_\_\_

# Minnesota State University, Mankato FY08 Strategic Priority Funding Request

1. **Which Strategic Priority and Objective does this funding request support? See link for Strategic Priority definitions. <http://www.mnsu.edu/president/priorities/definitions/>**

Strategic Priority: Distance Learning/Enrollment Management

Innovative Idea: Internet Marketing

Strategic Priority: Objective Increase enrollment in online and off campus courses and programs.

2. **Provide a brief description of your project. Please attach a one page project narrative:**

Google AdWords

This request is for \$3200 for a trial period of six months for Google AdWords. Google AdWords is a cost per click method of advertising on the web. This process ensures high placement in the internet search process with the intended result of increasing enrollment. Part of this process involves ensuring that the Extended Learning web site provides an appropriate interface for inquiries. (See attached.)

3. **How will the funding request support the Strategic Priority?**

- a. Provide a new avenue for marketing and advertising not tried before \_\_\_\_\_
- b. Increase MSU's presence on the web \_\_\_\_\_
- c. The major goal is to increase enrollment in online and off campus programs and courses and there is potential to increase over all enrollment
- d. \_\_\_\_\_

4. **Describe the measurable outcomes:**

- a. The number of ad clicks \_\_\_\_\_
- b. The number of web site visits \_\_\_\_\_
- c. The number of new inquires and conversion to enrollment \_\_\_\_\_

5. **Assessment Measures – Define what methods will be used in assessing the effectiveness of the project.**

- a. Google AdWords contains a counting system used to judge the number of times an ad is viewed
- b. Our web site identifies the number of views and where the views are coming from \_\_\_\_\_
- c. Inquires will be tracked \_\_\_\_\_
- d. Enrollments will be monitored \_\_\_\_\_

- Reports Due:**
6. **Mid Year Report due** January 31, 2008
7. **Summary Report due** June 30, 2008

8. **Budget Request:** From Strategic Initiative Funding

	<u>Request</u>	<u>Match</u>
Salary	_____	_____
Fringe	_____	_____
Grad Assistant	\$2000	\$2000
Grad Assistant Stipend	_____	_____
Non Salary (Specify)		
<u>Google fee per click</u>	\$1200	
_____	_____	_____
_____	_____	_____
Equipment	_____	_____
Total Budget Requested *	\$3200	\$2000

9. **Special consideration (e.g. room, building, office or any impact on other divisions):**  
 This project will require support and assistance from Information and Technology Services. The ½ time grad assistant is for IT support.

\* Pending funding.



## What is Google AdWords?

Google AdWords is a quick and simple way to purchase highly targeted cost-per-click (CPC) or cost-per-impression (CPM) advertising, regardless of your budget. AdWords ads are displayed along with search results on Google, as well as on search and content sites in the growing Google Network, including AOL, EarthLink, HowStuffWorks, & Blogger. With searches on Google and page views on the Google Network each day, your Google AdWords ads reach a vast audience.

When you create an AdWords keyword-targeted ad, you choose keywords for which your ad will appear and specify the maximum amount you're willing to pay for each click. You only pay when someone clicks on your ad. To save you even more money, our AdWords Discounter automatically reduces the actual CPC you pay to the lowest cost needed to maintain your ad's position on the results page.

When you create an AdWords site-targeted ad, you choose the exact Google Network content sites where your ad will run and specify the maximum amount you're willing to pay for each thousand page views on that site. You pay whenever someone views your ad, whether the viewer clicks or not. As with keyword-targeted ads, the AdWords Discounter automatically reduces the actual CPM you pay to the lowest cost needed for your ad to win the placement on that page.

There's no minimum monthly charge with AdWords -- just a nominal activation fee. Your ads start running within minutes after you submit your billing information. You can easily keep track of your ad performance using the reports in your online account Control Center.

To find out more about Google AdWords or to begin creating your ads, visit the [AdWords home page](#).

### Was this information helpful?

Yes  No

### You may also be interested in...

[Where will my ads appear?](#)

[How are ads ranked?](#)

[How is an AdWords account structured?](#)

Don't see the answer to your question? Try one of these resources:

### Search AdWords Help Center

examples: *reporting* or *broad matching*

### Look Up Terminology

[Glossary](#)

### Learn from other AdWords users

Ask questions, share answers, and post your favorite AdWords tips and tricks on the [AdWords Help Discussion Group](#).

Posts are not moderated by Google