

Bigmouthmedia Norway, Case Study: Online Media Planning

Sonans

www.sonans.no



Utviklet av

bigmouthmedia 

The Bigmouthmedia logo consists of a red, stylized mouth shape with white teeth, positioned to the right of the text "bigmouthmedia".

The Brief

About Sonans

Sonans (www.sonans.no) is one of Norway's largest private school chains with schools in eight Norwegian cities. They offer general education for high school students and IT related education at university level. They are organized in five different faculties. They also offer online courses.



Sonans and Display Advertising

Bigmouthmedia started to work with Sonans' display advertising in October 2007. Sonans was doing all online media booking themselves before that. They did not have any routines for analyzing the performance of their online campaigns and they did not use any tracking tools.

Bigmouthmedia started looking at available data from the reports that Sonans had received from different websites where they had been advertising lately. We calculated the click-through-rates and the cost per click at the different sites to find out which of the sites performed best. From this we could exclude the most expensive sites and move on with the ones with low CPCs.

The focus of Sonans display advertising is branding. The target group is young people aged 15-26 years. The first thing we did was to implement Google Analytics on the site so we could get detailed information about the traffic.

- Identifying strategic campaign periods (before enrollment of new students) there are two peaks during the year.



- Identifying which channels to use and how the budget should be split between portal sites, advertising networks, social media and niche sites.
- Part of the budget was allocated to InGame advertising. It was not possible to track these results, but we considered this channel to be important for reaching out to males in the target group.
- Segmenting on age where possible

The strategies were outlined in a document and sent to Sonans' board of directors for approval.



The Campaign

- The campaign was split in 5 different sub campaigns, one for each of the faculties.
- Time period: October 2007 – October 2008. Placement of the total online media budget for Sonans during the year.
- Increased campaign advertising in the high season (Nov-Jan and June-Sept)
- Campaign booking: Bigmouthmedia have close connections with different online advertising networks and websites and negotiate on the behalf of the client to get the prices as low as possible.
- A variety of different display ads were placed on relevant websites to target the right group of people.
- InGame Advertising Campaign around Christmas.
- Each banner was tracked via the analytics system, clicks and conversions.
- Analysis of the data and continuously making adjustments to improve campaign performance. Excluding bad performing banners and websites.

Example of banners placed for Sonans on the website www.webby.no:

The screenshot shows the Webby website interface. At the top, there is a banner for Sonans with the text "Spennende skoleturer Bedre oppfølging av eleven Dyktige og engasjerte lærere" and an image of two young girls. Below the banner is the Webby logo and a search bar. The main content area features a "NORGES STØRSTE KJENDIS-POLL" section with a "GI DIN STEMME HER!" button. A sidebar on the right lists various celebrities under the heading "AMSTERDAM", including Surtepps, Ledige stillinger Praha, Akon, and others. At the bottom right, there is another Sonans banner with the text "Vilbyr: Forbedring av vitnemål A-linjen og obligatorisk studiekompetanse" and an image of a young girl.



Example of expanding banner segmented for the age group 18-24 years old on WL Messenger.

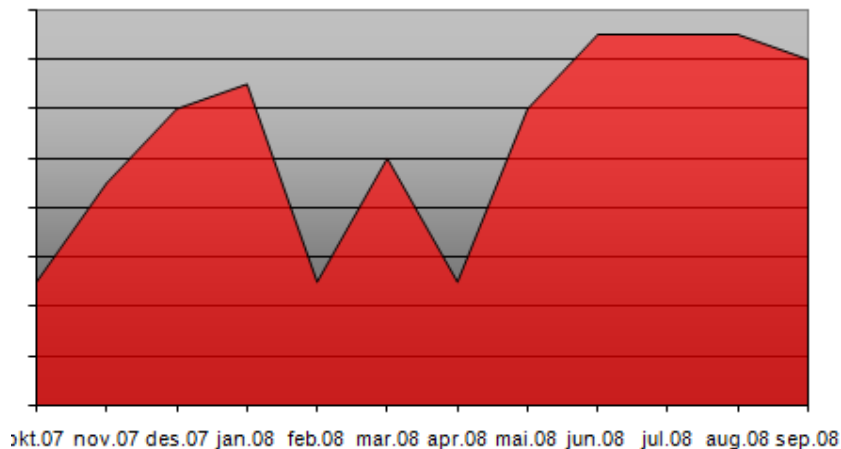


Screenshots from the InGame advertising campaign:



The Results

The budget was divided throughout the year and had 2 main periods with increased budget spend according to the enrollment periods.

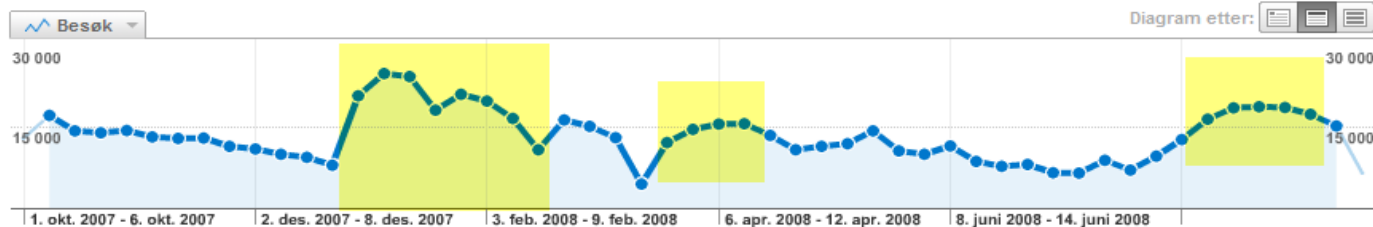


We can clearly see the results from Google Analytics that the traffic has increased during the planned periods:

Oversikt »

Kampanjer

1. okt. 2007 - 1. okt. 2008



Kampanjetrafikk sendte 709 178 besøk via 31 kampanjer

A year of measuring the traffic has been very valuable for Sonans.

- Bigmouthmedia have identified several websites which Sonans regularly used for advertising that turned out to give unreasonable high CPCs up to **kr 197,-**. From the tracking data from the summer 2008 (after half a year of optimization) the CPCs were in the cost range of: **kr 6,- to kr 67,-**
- Many websites that Sonans never advertised at before were recommended by bigmouthmedia. Many of them like the social



network www.nettby.no and the MSN advertising network has led to a dramatic increase in traffic.

- ☞ The focus has been on branding; however the campaigns have also lead directly to several conversions/ new applicants to the schools.
- ☞ The InGame advertising is not possible to track in Google Analytics but Sonans have received a lot of positive feedback on this from students, colleagues, and partners.
- ☞ The display advertising also has a positive effect on the PPC campaign that bigmouthmedia runs. When display advertising is increased there is also an increase in the traffic to www.sonans.no from Google and Yahoo.



The Client



Robert Drazkowski
Marketing Director
Sonans Utdanning

"Bigmouthmedia is our most important partner and influencer for our online media strategy. They have an extensive knowledge about the web, where we can reach out to potential students and how this group of people behave online. Bigmouthmedia has showed us how we can spend our online media budget in the most efficient way, and how we can trace the results and allocate the budget to where it gives us best ROI."

