

Campaign	Location	Phase	Platform	Campaign objective	Audience and Targeting	Platform Features and Ad Types	March 2018		April 2018			May 2018			June 2018			July 2018			Budget distribution	Testing	*Primary KPI
							9th	12th	15th	26th	2nd	9th	16th	23rd	30th	7th	14th	21st	28th	5th			
Inquiry Generation	India	Awareness & Direct Response	Facebook	Raise awareness of Barton Community College in India. Drive traffic through to an Akero landing page for inquiry data capture.	Age: 17-25 Gender: Both Degree level: Associate's Degree	Ad type: Carousel or Newfeed Link Content Facebook Page look-a-like audience and remarketing (data depending)	12 Weeks Facebook Inquiry Generation Passive Audience												Evenly across 12 weeks	Testing: Messaging, Images and Targeting Methods.	Akero Form Completion		
			Google Search	Encourage prospects in India to inquire with Barton Community College. Drive traffic through to an Akero landing page for inquiry data capture.	Email data: None	Sitelinks Extension Callout Extension Call Extension	12 Weeks Google Search Inquiry Generation Active Audience												Evenly across 12 weeks	Akero Page Split Testing	Akero Form Completion		
Data Capture			Akero	Capture data from traffic directed from the Facebook and Google Search campaigns.	N/A		Access to Akero												-	A/B Test Page Content	Akero Form Completion		

*Primary KPI is the metric's we will optimize towards, depending on the outcome of the campaign. This indicates we may not hit all of the estimated outcome targets, as we will be optimizing towards the key metric.