

BARTON
Cougars

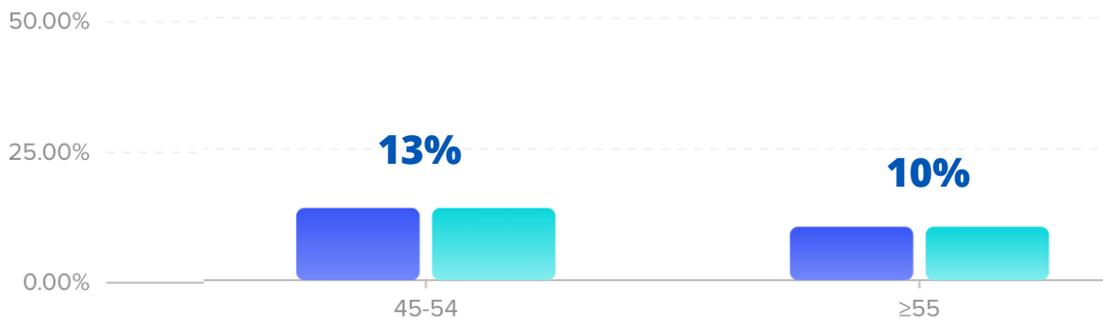
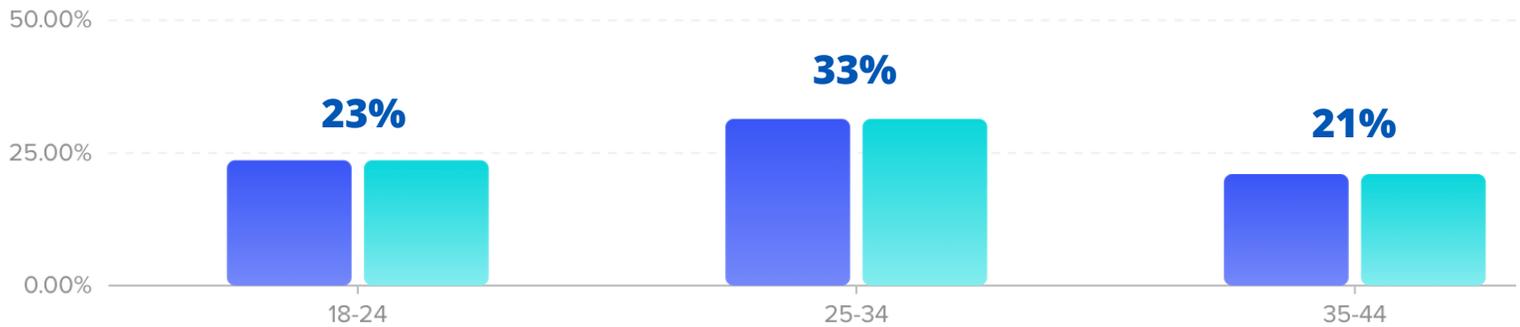


TIKTOK

BOARD

RECOMMENDATION

BARTON TIKTOK AUDIENCE



Gender

All



● Male

44.10%

● Female

55.90%

DEMOGRAPHIC TARGETING

TIKTOK

- **Allows demographic targeting including gender, age, interests, and geographic locations.**
- **Target demographics by age are available for age ranges of 13-17, 18-24, 25-34, 35-44, 45-54, and 55+.**
- **This allows us to pinpoint the specific type and age of the audience we want to reach and ensures our dollars are being spent responsibly and effectively.**

FACEBOOK/INSTAGRAM

- **Targeting by demographics like age and gender is restricted based on 'special categories'.**
- **Most of our campaigns qualify as a special category which restricts our ability to advertise by age.**
- **Overall age targeting covers 17-65+**
- **Most of our campaigns are limited to geographic location-only targeting. Age targeting is not available.**

SNAPCHAT

- **Allows demographic targeting including gender, age, and geographic locations.**
- **Target demographics by age are available for custom age ranges between 18-65+.**

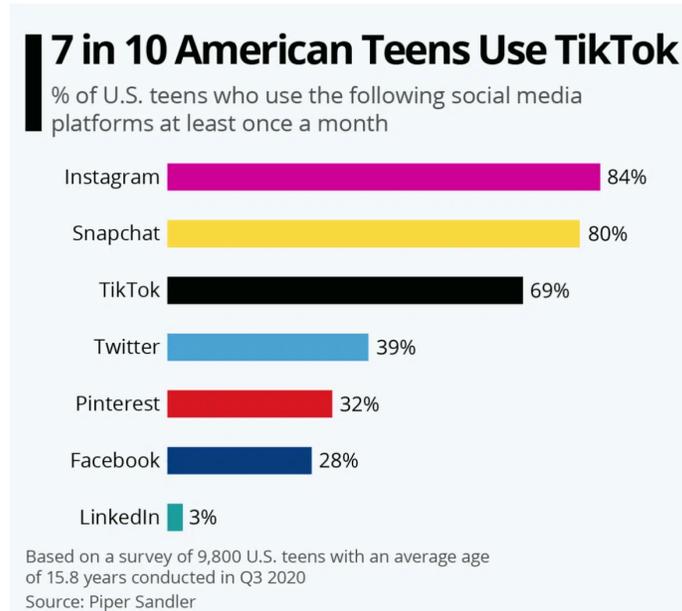
SPOTIFY

- **Allows demographic targeting, including gender, age, interests, listening genres, and geographic locations.**
- **Target demographics by age are available for custom age ranges between 13-65.**
- **Real-time context targeting available - i.e. study/focus playlist**

SOCIAL MEDIA TRENDS

TIKTOK

- **In one online minute 167 million TikToks are watched**



FACEBOOK

- **41% of users are 45 or older**
- **31% of users are 25 to 34**

INSTAGRAM

- **More than 50% of users are under 35**

SNAPCHAT

- **48% of users are 15-25**
- **30% of users are 26-35**

SPOTIFY

- **50% of users are under 34**

***THE FOLLOWING FACEBOOK AND INSTAGRAM ANALYTICS ARE COMBINED SINCE THEY ARE BOTH OWNED BY META**

ENROLLMENT DAYS

TIKTOK

Impressions ↕	Clicks ↕
127,868	927

FACEBOOK/INSTAGRAM

 Results ▾	Reach ▾	Impressions ▾
574 Link clicks	10,520	32,442

SNAPCHAT

Impressions	Reach	Clicks
112,562	29,113	137

SPOTIFY

IMPRESSIONS	REACH	CLICKS
280,687	48,427	200

The target audience for this campaign was high school seniors and their guardians/decision-makers. Spotify had the highest impressions, while TikTok exceeded the field with two to four times the clicks as the competitors.

- IMPRESSION - THE NUMBER OF TIMES AN AD IS VIEWED
- REACH - THE NUMBER OF UNIQUE USERS THAT VIEW AN AD
- CLICK - THE NUMBER OF TIMES AN AD IS CLICKED

SENIOR DAY

TIKTOK

Impressions	Clicks
191,992	1,286

FACEBOOK/INSTAGRAM

Results	Reach	Impressions
95 Link clicks	9,521	17,447

SNAPCHAT

Impressions	Reach	Clicks
86,345	4,231	97

SPOTIFY

IMPRESSIONS	REACH	CLICKS
122,591	29,031	116

The target audience for this campaign was high school seniors and their guardians/decision-makers. TikTok gained the highest number of impressions as well as topped the competitors with clicks.

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SUMMER 23

BARTON ONLINE

TIKTOK - PHASE 1

Impressions	Clicks
141,044	901

TIKTOK - PHASE 2

Impressions	Clicks
33,755	276

FACEBOOK/INSTAGRAM

Results	Reach	Impressions
PHASE 2 349 Link clicks	5,304	10,894
PHASE 1 1,483 Link clicks	24,816	60,194
1,832 Link clicks	28,976 Accounts Center accou...	71,088 Total

SNAPCHAT

	Impressions	Reach	Clicks
PHASE 1	106,253	12,631	124
PHASE 2	26,561	1,862	42

SPOTIFY

IMPRESSIONS	REACH	CLICKS
58,989	36,756	60

The target audience for this campaign was students aged 18-26, specifically current Barton students and transient students enrolled at another Kansas college/university interested in supplementing current coursework with online options. Transient university 'hot spots' were also included, such as the University of Oklahoma, University of Alabama, Miami University, and Utah State University. TikTok gained the highest number of impressions, while Facebook/Instagram topped the charts in clicks.

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KS HS - \$75 BARTON ONLINE

TIKTOK

Impressions	Clicks
164,984	1,327

FACEBOOK/INSTAGRAM

Results	Reach	Impressions
1,317 Link clicks	59,314	102,466

SNAPCHAT

Impressions	Reach	Clicks
126,845	48,321	256

SPOTIFY

IMPRESSIONS	REACH	CLICKS
572,734	71,738	461

The target audience for this campaign was Kansas high school sophomores through seniors and their guardians/decision-makers. Spotify had the highest impressions, while TikTok claimed the most clicks, with Facebook/Instagram being a close second.

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- CLICK - THE NUMBER OF TIMES AN AD IS CLICKED

MEDICAL ASSISTANT BARTON ONLINE

TIKTOK

Impressions ↕	Clicks ↕
322,954	2,655

FACEBOOK/INSTAGRAM

Results ▼	Reach ▼	Impressions ▼
1,990 Link clicks	165,345	290,248

SNAPCHAT

Impressions	Reach	Clicks
292,745	112,231	314

SPOTIFY

IMPRESSIONS	REACH	CLICKS
612,826	215,979	397

The target audience for this campaign was a national audience ages 17-50 interested in getting started in a career in healthcare. Spotify had the highest impressions, while TikTok claimed the top number of clicks ahead of the rest of the field.

- IMPRESSION - THE NUMBER OF TIMES AN AD IS VIEWED
- REACH - THE NUMBER OF UNIQUE USERS THAT VIEW AN AD
- CLICK - THE NUMBER OF TIMES AN AD IS CLICKED

TIKTOK IN COMPARISON

BARTON

FOLLOWERS: 3,788

LIKES: 323,200

KU

FOLLOWERS: 25,800

LIKES: 396,800

KSU

FOLLOWERS: 4,595

LIKES: 27,800

WSU

FOLLOWERS: 8,099

LIKES: 13,300

FHSU

FOLLOWERS: 590

LIKES: 1647

BUTLER CC

FOLLOWERS: 315

LIKES: 697

GARDEN CITY CC

FOLLOWERS: 307

LIKES: 1136

FY23

TIKTOK AD SPEND TO DATE: \$25,644

- **4.3% SHARE OF MARKETING BUDGET**

FACEBOOK AD SPEND TO DATE: \$50,054

- **8.3% SHARE OF MARKETING BUDGET**

SNAPCHAT AD SPEND TO DATE: \$24,693

- **4.1% SHARE OF MARKETING BUDGET**

SPOTIFY AD SPEND TO DATE: \$16,695

- **2.8% SHARE OF MARKETING BUDGET**

RECOMMENDATION:

WITH BENEFIT AND CONTRIBUTION THE MARKETING ADVISORY COMMITTEE RECOMMENDS TO RETAIN PAID ADVERTISING ON TIKTOK, WHICH PERFORMS AT A GREATER RATE THAN COMPARABLE VIDEO PLATFORMS AT A LESSER COST PER CONVERSION, WHICH ENSURES KEY TARGET AUDIENCES ARE NOT EXCLUDED IN ADVERTISING AND RECRUITMENT EFFORTS.