

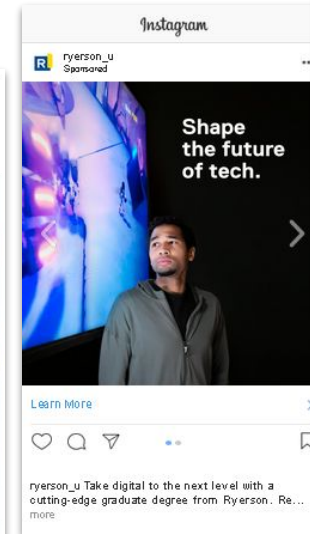
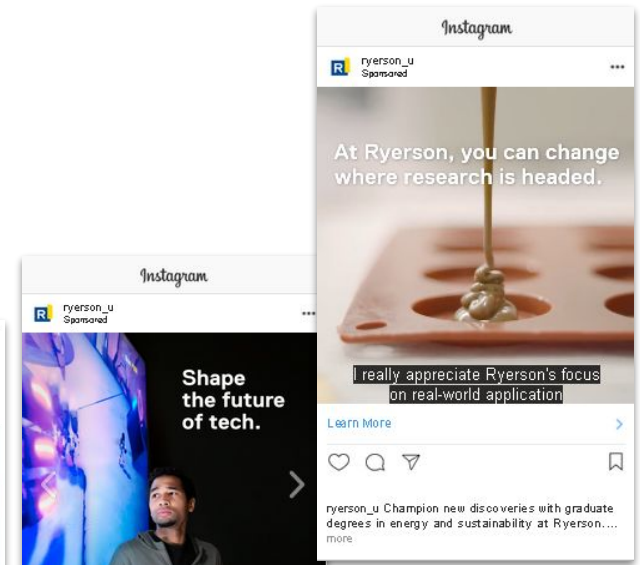
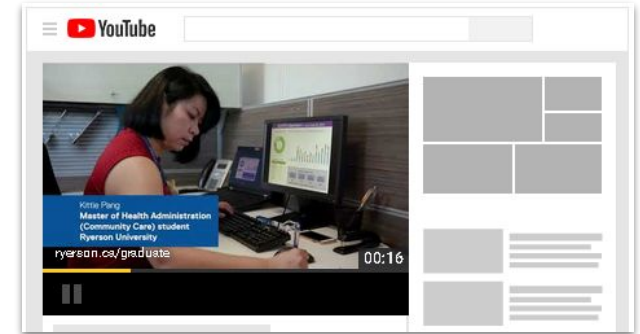
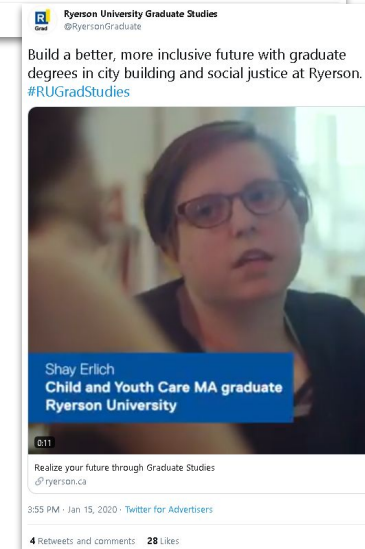
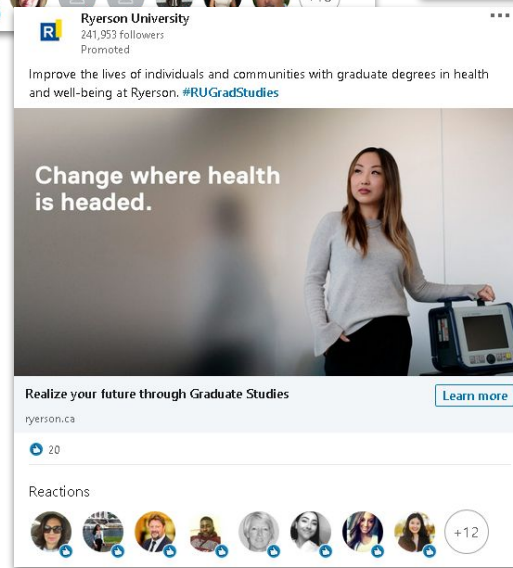
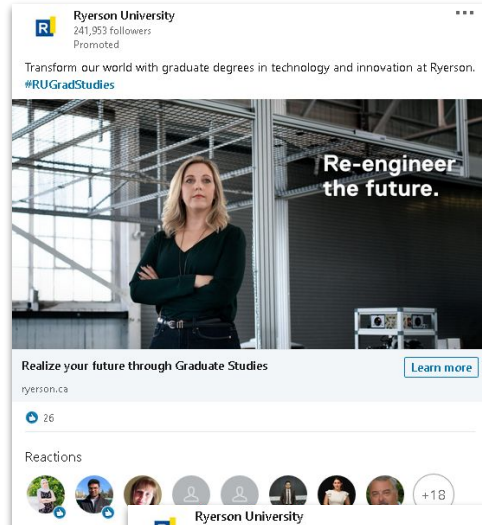
YSGS Recruitment Campaign 2019-20

Creative Approach



Creative Concept

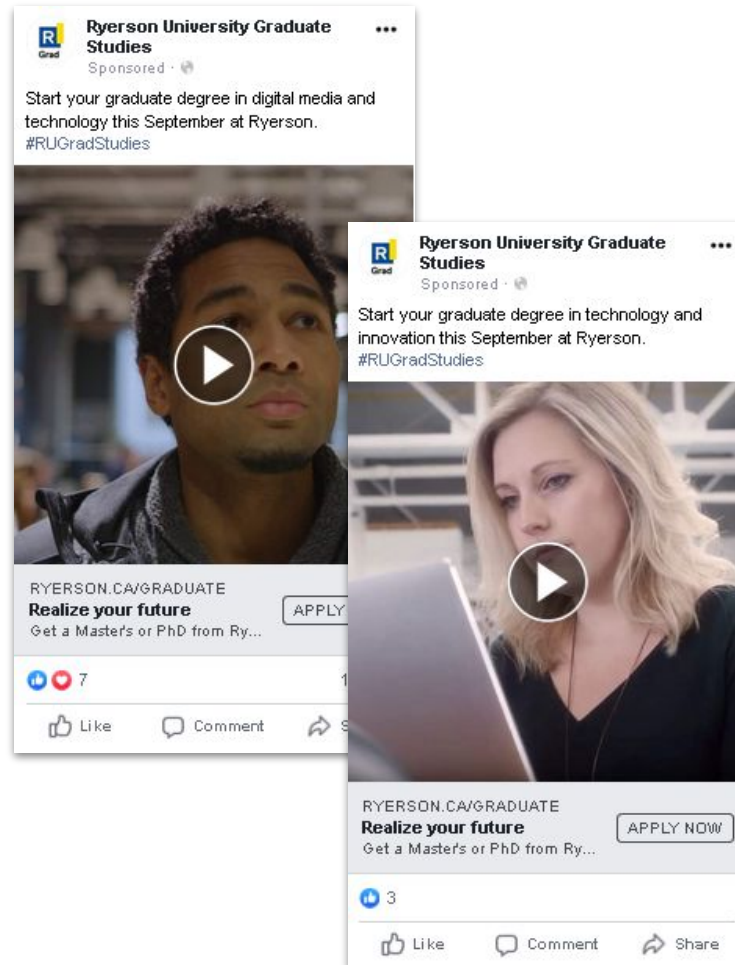
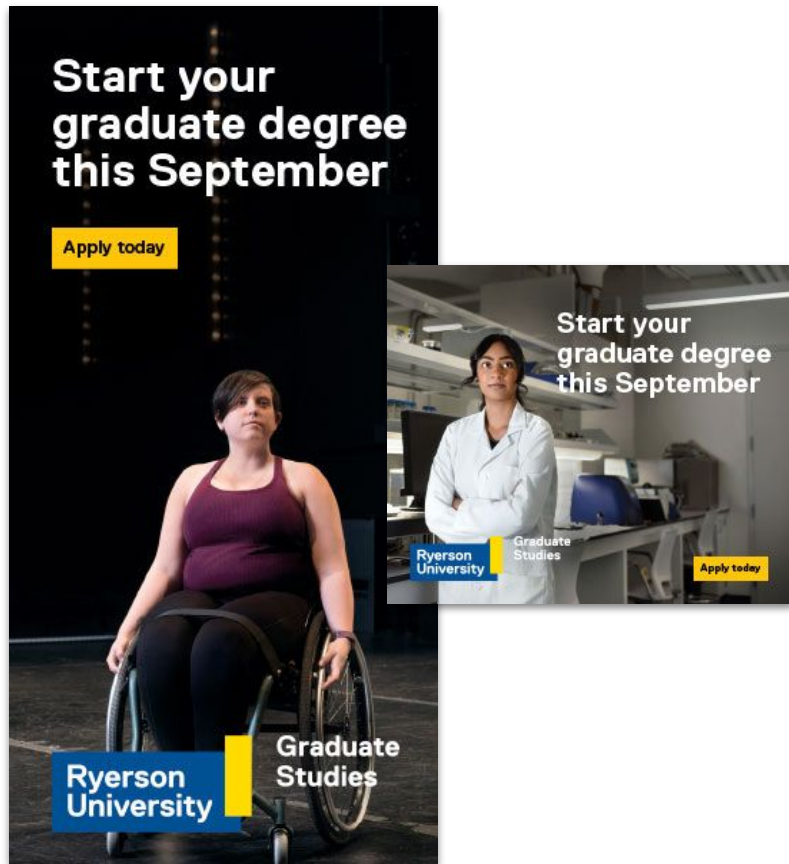
Sample Ads: Phase II - Area of Interest (animated & static display, social images & 15-second videos)



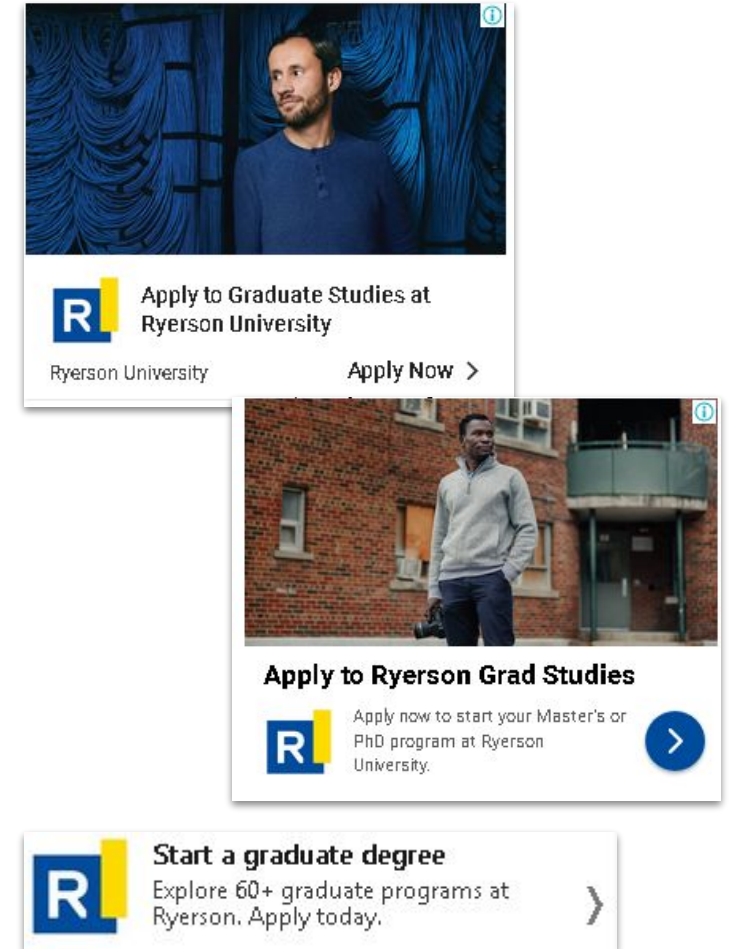
Creative Concept (continued)

Sample Ads: Phase III - Remarketing (image & 1-minute videos)

Remarketing by area of interest page visitors



Remarketing to previous YSGS site visitors



Website & Communications



New Areas of Interest Landing Pages:

ryerson.ca/graduate/future-students/areas-of-interest/

University Relations worked with YSGS to develop new landing pages focused on thematic groupings of programs to help funnel prospects through to enrolment.

Technology and Industrial Innovation

Ryerson Graduate Student: Emily Shepherdson

Watch later Share

Quick Facts

- 100+ students fully funded through fellowships (Mechanical and Industrial Engineering)
- 21 state-of-the-art research labs (Aerospace Engineering)
- \$5M in federal and provincial scholarships

“My supervisors have been extremely supportive. They let me take control of my research and apply my creativity to it.”

— Emily Shepherdson, Aerospace Engineering PhD student

At Ryerson, our graduate students gain the latest skills to drive innovation and transform the way we live and work. Our close connections to leading organizations offer students valuable experience and career opportunities, while cutting-edge labs and zones provide the resources to turn vision into reality. Our graduate programs will change you, so you can change the world.

Browse graduate degrees in a different field >

Review the admissions process >

Study technology and industrial innovation at Ryerson

- Management of Technology and Innovation (MBA-MTI, PMDip):** Find practical solutions to the complex problems created by technology and innovation through this AACSB-accredited program. Explore how these forces are transforming the way we live and work, remaking industry boundaries with new ways of delivering products and services.
- Mechanical and Industrial Engineering (MAsc, MEng, PhD):** Conduct research that shapes the future in Thermo fluids, Solid Mechanics and Manufacturing, and Industrial Engineering. Push the boundaries of these fields in this cutting-edge program.
- Aerospace Engineering (MAsc, MEng, PhD):** Explore the future of air travel. Join a state-of-the-art program, specializing in Aerodynamics and Propulsion, Aerospace Structures and Aerospace Manufacturing, or Avionics and Aerospace Systems.
- Civil Engineering (MAsc, MEng, PhD):** Combine traditional methods and the latest innovative technologies. Solve challenging problems in one of four research areas: Environmental, Geomatics, Structural or Transportation.
- Computer Science (MSc, PhD):** Be part of a program promoting high achievement in both the theoretical and practical aspects of computation. Experiment in Artificial Intelligence, Networks and Security, Robotics and more.
- Digital Media (MDM):** Forge your future in this cutting-edge program based in the DMZ, Canada's top university business incubator. Project-based experiences and entrepreneurial simulations foster 21st-century leadership through a comprehensive study of business, art, design and technology.

Audience segmentation by program interest:

City Building & Social Justice	Design, Culture & Creative Industries	Digital Media & Technology	Energy & Sustainability	Health & Wellbeing	Management, Entrepreneurship and Competitiveness	Technological & Industrial Innovation
Urban Development	Communication & Culture	Digital Media	Environmental Applied Science & Management	Child and Youth Care	Business Administration	Technology and Innovation
Criminology and Social Justice	Documentary Media	Computer Networks	Energy and Innovation	Early Childhood Studies	Science in Management	Mechanical and Industrial Engineering
Social Work	Fashion	Computer Science	Building Science	Nursing	Engineering Innovation & Entrepreneurship	Aerospace Engineering
Architecture	F+PPCM	Data Science and Analytics	Chemical Engineering	Nutrition Communication	Health Administration	Civil Engineering
Building Science	Journalism	Electrical and Computer Engineering	Molecular Science	Dietetics	Economics	Computer Science
Spatial Analysis	Literatures of Modernity	Technology and Innovation		Biomedical Engineering	Mathematics	Digital Media
Public Policy & Administration	Media Production			Biomedical Physics		
Policy Studies	Professional Communication			Molecular Science		
Immigration & Settlement Studies	Philosophy			Health Administration		
				Psychology		

Areas of Interest

Explore the following fields of study to channel your passion through 60+ graduate programs featuring expert faculty, industry partnerships and cutting-edge equipment. Discover how Ryerson Graduate Studies can help you shape our world and realize your future.

City Building and Social Justice

At Ryerson, our applied research and experiential learning opportunities support students devoted to improving our cities and communities.

Design, Culture and Creative Industries

Express yourself and realize your creative vision with guidance from industry experts.

Digital Media and Technology

Be part of the future wave as technology becomes increasingly important in modern life.

Energy and Sustainability

Protect our future by exploring sustainable solutions to pressing problems facing our planet.

Health and Well-being

Improve the quality of life for individuals and the welfare of communities and society at large.

Technology and Industrial Innovation

At Ryerson, our graduate students gain the latest skills to drive innovation and transform the way we live and work.

Management and Entrepreneurship

Become a leader in driving change with advanced management strategies and innovative experiential learning.

Organic Support: Social and Communications

University Relations leveraged Ryerson's central social channels to promote YSGS videos.

Ryerson University
Published by Egerton Ryerson · January 22 ·

Dominic Akena was a subject in a documentary when he was a child soldier. Now he's a documentary filmmaker.
Ryerson University Graduate Studies

January 23

ryerson_u
Ryerson University

Dominic Akena
Documentary Media MFA alumnus
Ryerson University

Now, he's telling his own stories

9,379 People Reached 153 Engagements

43

Liked by kristen_by_kristen and others

ryerson_u Dominic Akena was a subject in a documentary as a child soldier. Now he's a documentary filmmaker. #ryerson #RUgradstudies #filmmaker #documentary

Ryerson University
@RyersonU

Master of Digital Media grad @GavinAnimator founded his own creative consulting studio, @Full0cs, to create media with a positive message.
@RyersonGraduate #RUGradStudies

Gavin Ball
Professor, Ontario Tech University
Founder, Full Circle CS
Master of Digital Media alumnus,
Ryerson University

10:59 AM · Jan 31, 2020 · Twitter Web App

2 Retweets 8 Likes

Ryerson University
242,531 followers
5mo ·

PhD student Emily Shepherdson is researching technologies that will enable robots to operate in space without human involvement.
#Ryerson #RUGradStudies #PhD #research #space #science #aerospace #engineering

Emily Shepherdson
Aerospace Engineering PhD student
Ryerson University

absolutely fascinated with space and how small we are and how

Emily Shepherdson

97 · 2 Comments

Campaign Highlights



Awareness

Ad
Impressions

15.6M

8.1M display
650k video
82k search
6.8M social

Video Views

1.2M

651k video
549k social

New
Site Visitors

65%

Attracted a good
proportion of new
audiences

87% new visits display
96% new visits video
37% new visits search
82% new visits social

Engagement



Digital Ad
Link Clicks

33k

8.9k display
1k video
10k search
13k social

Social
Engagements

3.3k

2.9k reactions
81 comments
259 shares
21 follows

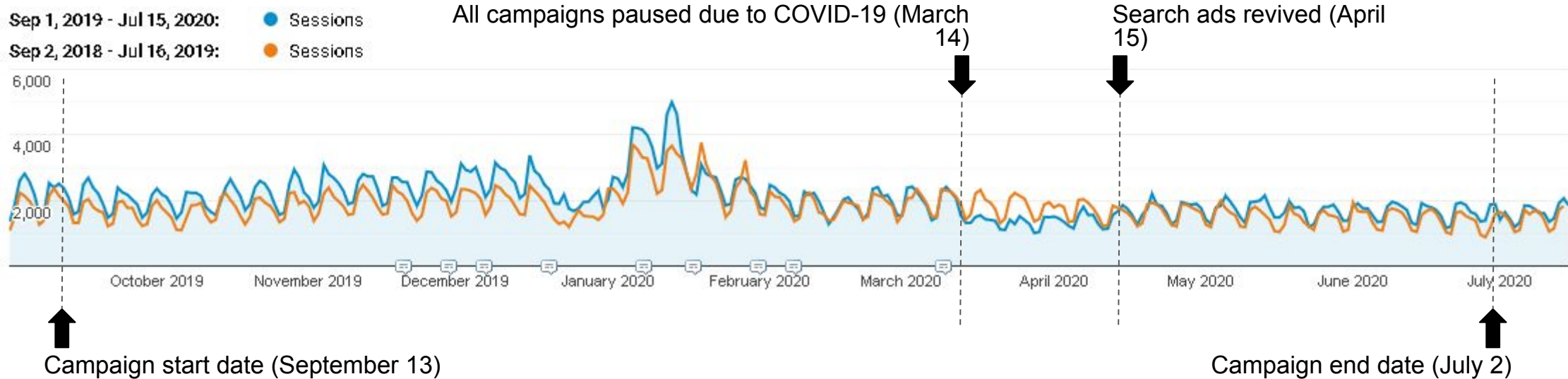
Average Time on Site
(minutes:seconds)

01:42

63% bounce rate
2.82 avg. pages
viewed per session

Year-Over-Year Web Traffic: ryerson.ca/graduate

Looking at the same time period last year, there was a significant lift in overall YSGS web traffic.



Sept. 1, 2019-March 14, 2020 vs Sept. 2, 2018-March 15, 2019 (starting on the same day of week year-over-year)

22%

more sessions

12%

more new users

20%

more sessions
from organic
search

Comparing the window prior to the COVID-19 campaign pause (March 14, 2020), year-over-year website metrics show increases in traffic and specifically in new traffic and organic search traffic, indicating a lift in awareness during the campaign.

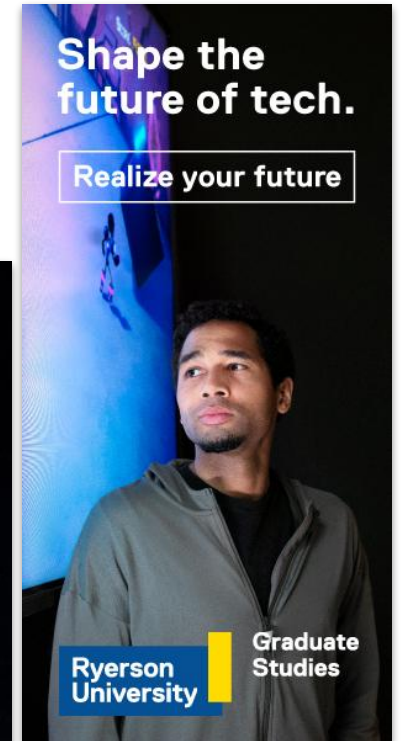
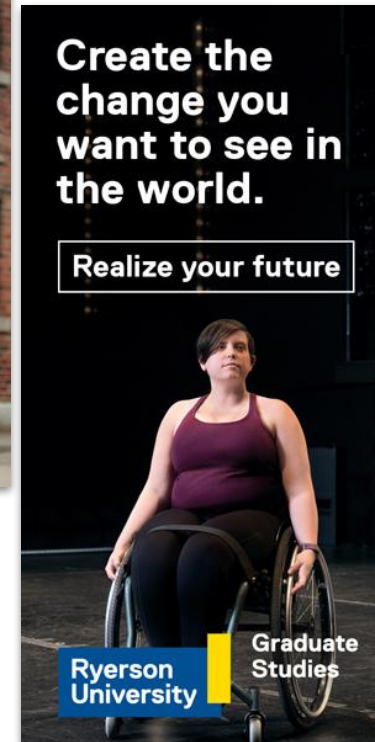
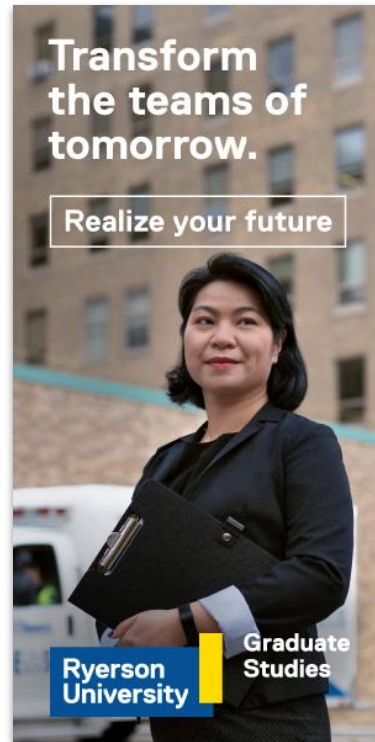
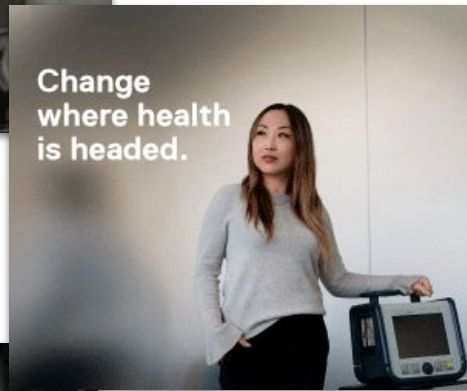
Sample Creative



Display: Prospective

Phase II - Area of Interest

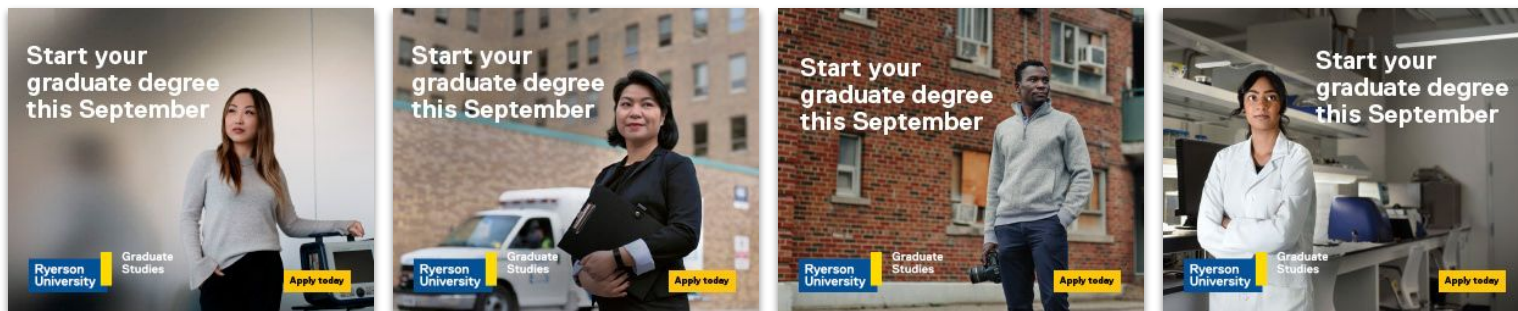
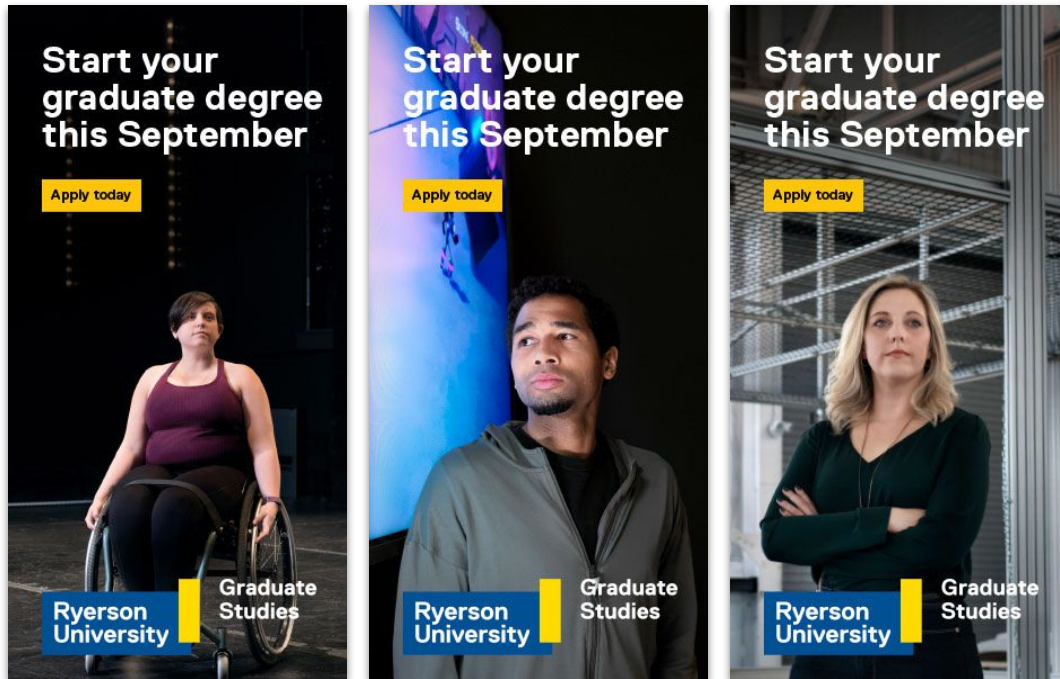
Google Marketing Platform - animated and static



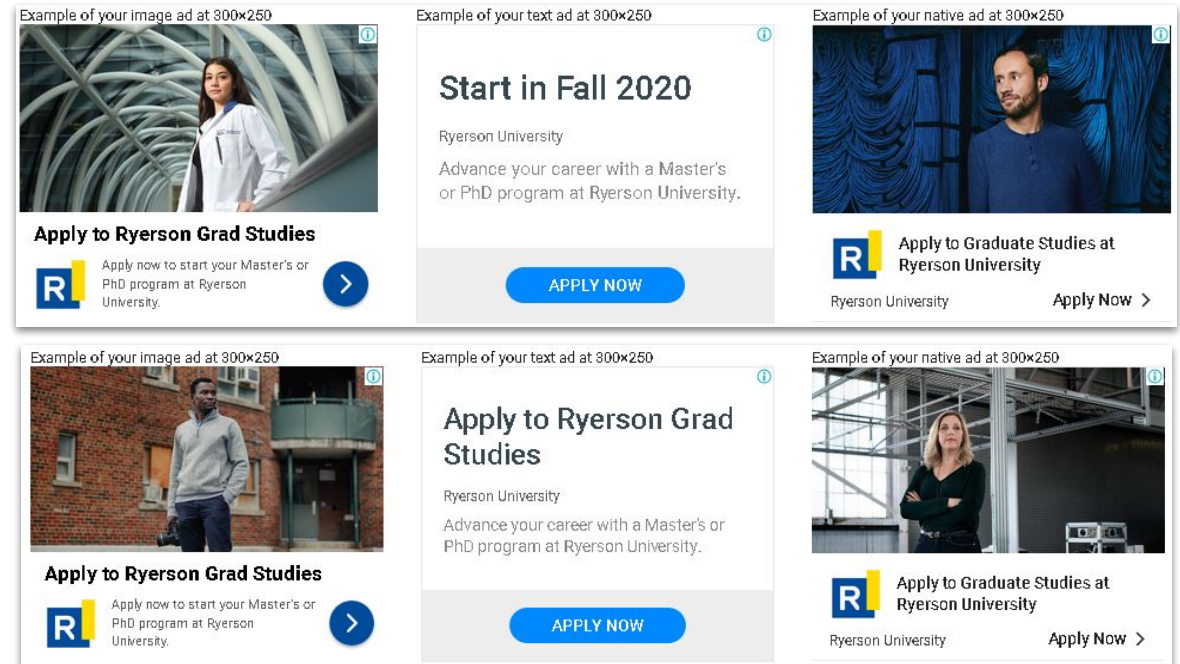
Display: Retargeting

Phase III - Conversion

Google Ads remarketing by area of interest, static



Google Ads remarketing to previous YSGS site visitors, responsive ad format



Video

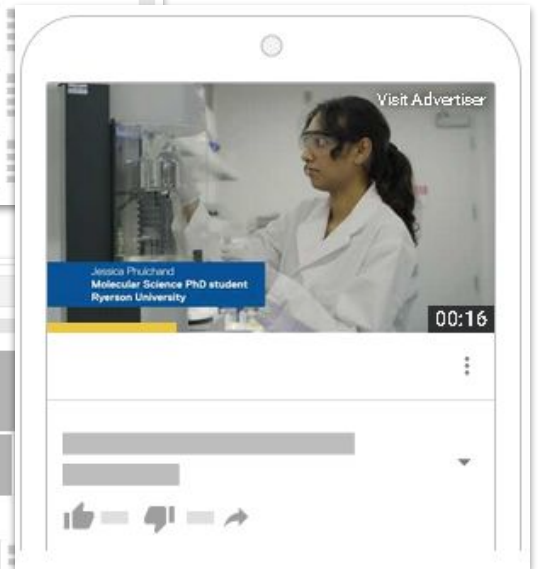
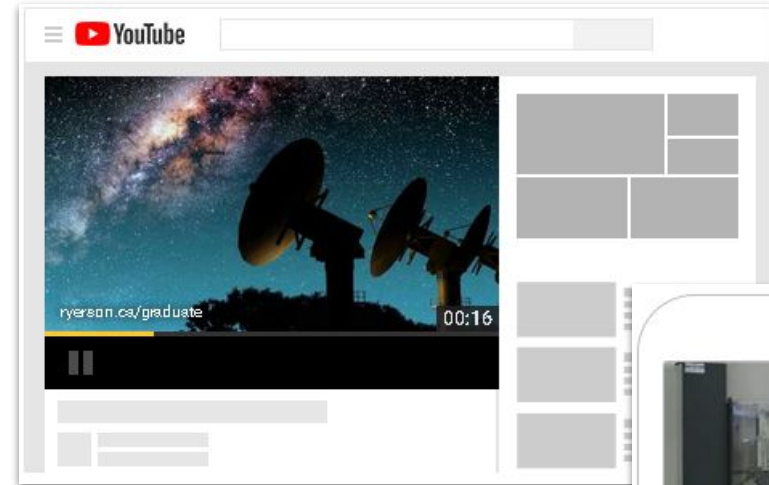
Phase II - Area of Interest

Google Marketing Platform - Pre-roll 15-second videos

Thumbnail samples:



Google Ads - Non-skippable in-stream ad



Social: Paid Facebook

Phase II - Area of Interest (images and 15-second video, right-column ads ran over holiday break)

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Build a better, more inclusive future with graduate degrees in city building and social justice at Ryerson. #RUGradStudies

Create the change you want to see in the world.



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Improve lives for people and communities with graduate degrees in health and well-being at Ryerson. #RUGradStudies


Change where health is headed.



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Tell your own story—or someone else's—with a graduate degree in the design, cultural and creative fields at Ryerson. #RUGradStudies

Change what people are talking about.



Realize Your Future
ryerson.ca/graduate
Explore Master's and PhD programs with a downtown Toronto edge at Ryerson University.

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Pursue your Master's or PhD at ...

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Pursue your Master's or PhD at ...

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Pursue your Master's or PhD at ...

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Achieve Your 2020 Goals
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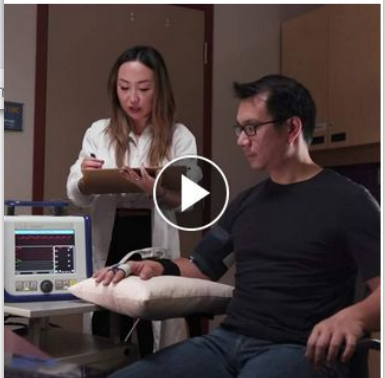


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New Year, New Goals
ryerson.ca/graduate
Explore Master's and PhD programs with a downtown Toronto edge at Ryerson University.

Social: Paid Facebook

Phase III - Conversion (1-minute video)

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Start your graduate degree in digital media and technology this September at Ryerson.
#RUGradStudies



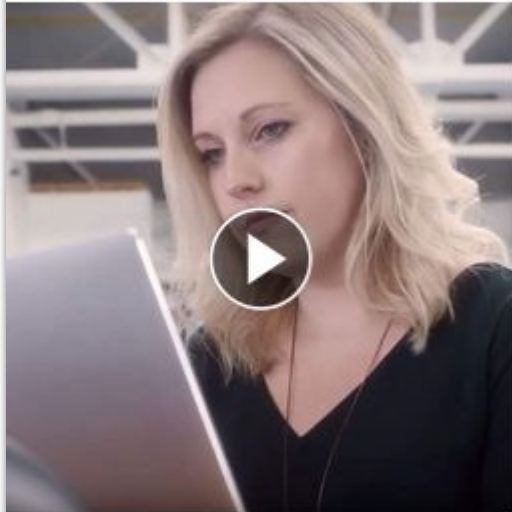
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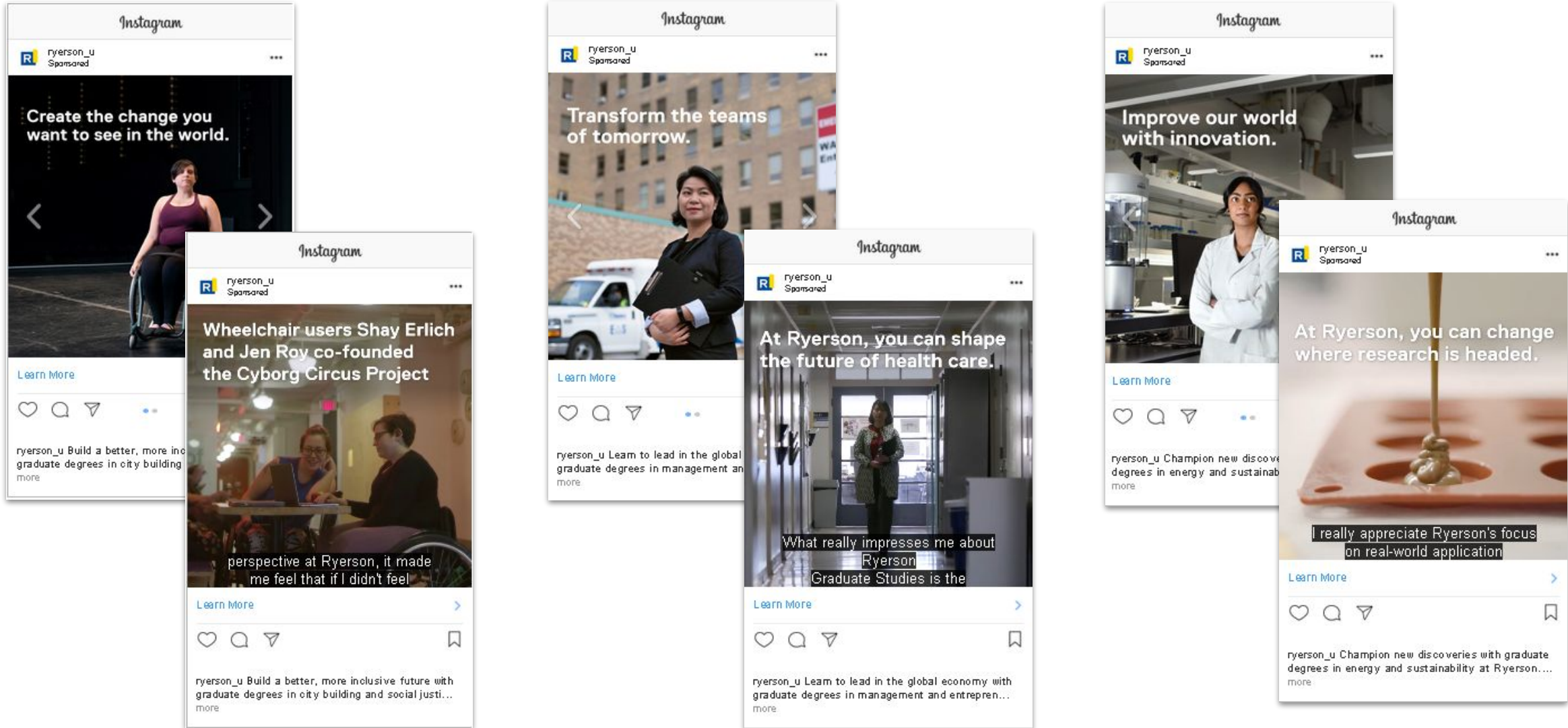
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1

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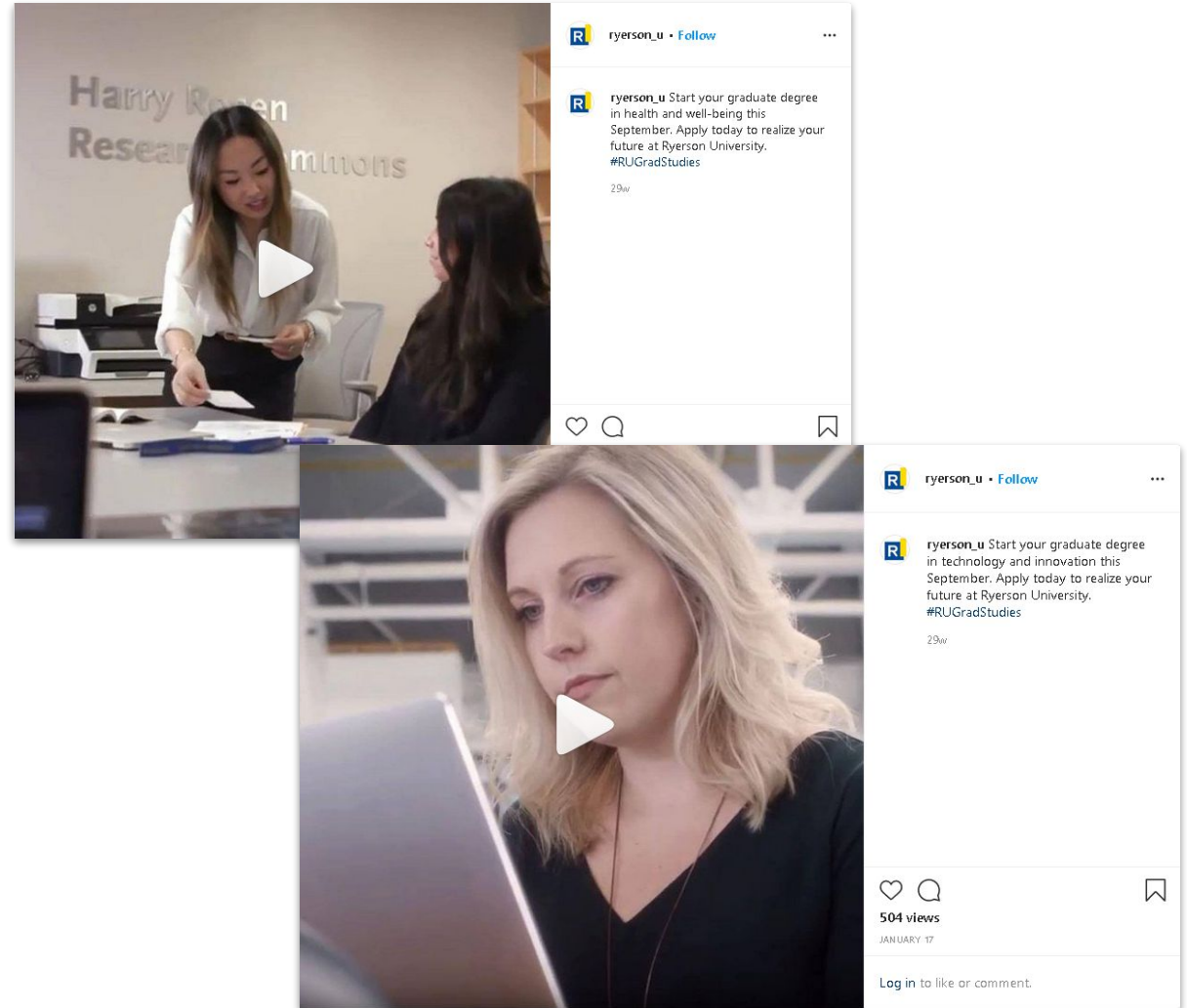
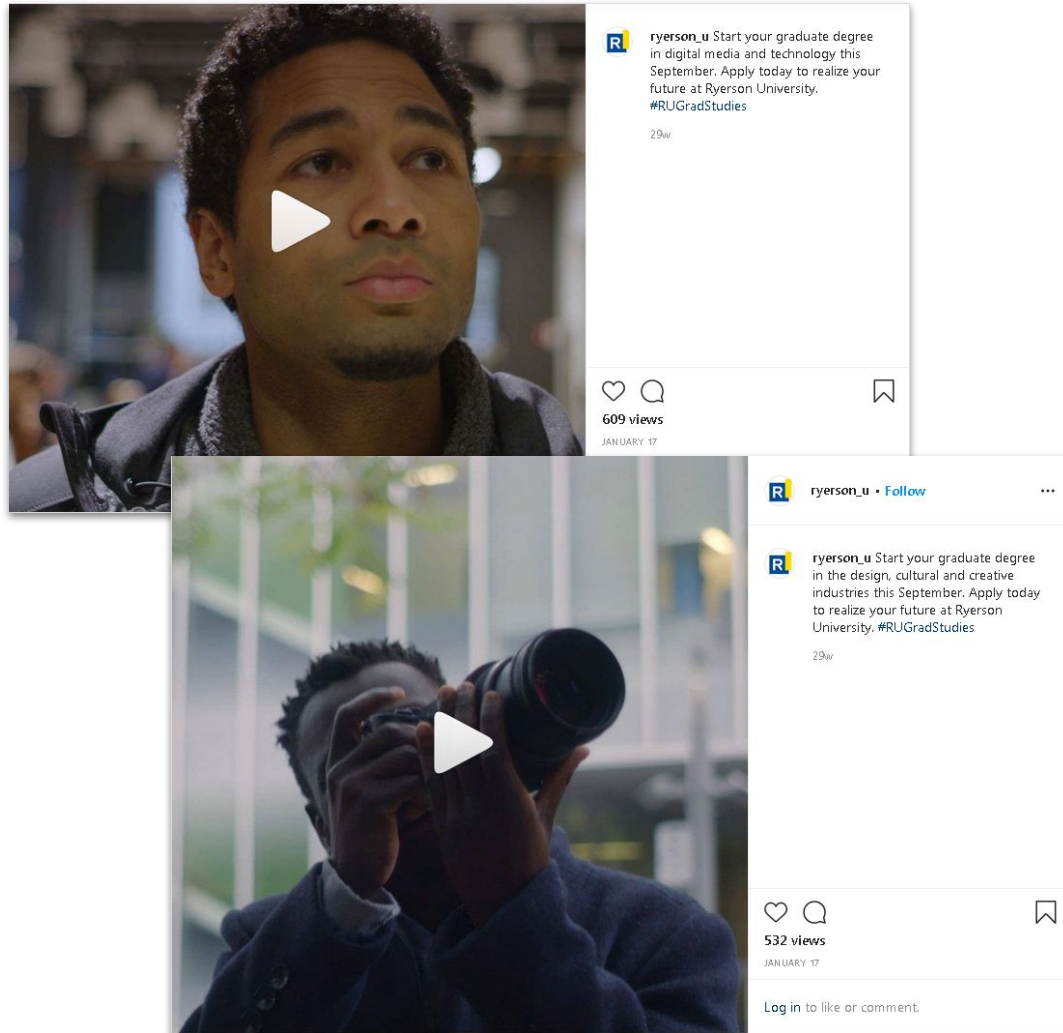
Social: Paid Instagram

Phase II - Area of Interest (carousel extended image and 15-second video)



Social: Paid Instagram

Phase III - Conversion (1-minute video)



Social: Paid LinkedIn (continued)

Phase II - Area of Interest (images)

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241,953 followers
Promoted

Build a better, more inclusive future with graduate degrees in city building and social justice at Ryerson. [#RUGradStudies](#)




Create the change you want to see in the world.

Realize your future through Graduate Studies
ryerson.ca

35 · 1 Comment

Reactions



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Promoted

Transform our world with graduate degrees in technology and innovation at Ryerson. [#RUGradStudies](#)




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Realize your future through Graduate Studies
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Reactions



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Champion new discoveries with graduate degrees in energy and sustainability at Ryerson. [#RUGradStudies](#)




Improve our world with innovation.

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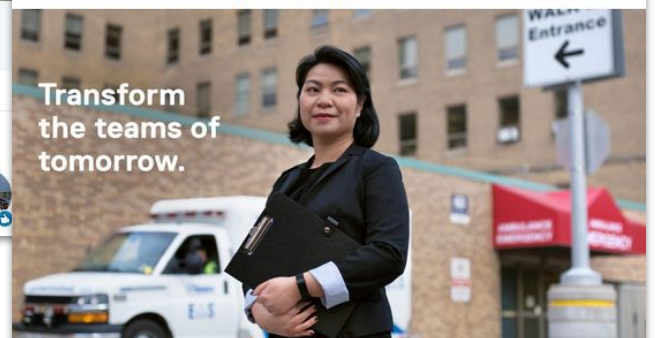
23 · 1 Comment

Reactions



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Learn to lead in the global economy with graduate degrees in management and entrepreneurship at Ryerson. [#RUGradStudies](#)




Transform the teams of tomorrow.

Realize your future through Graduate Studies
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Reactions



Social: Paid Twitter

Phase II - Area of Interest (image and 15-second videos)

Ryerson University Graduate Studies
@RyersonGraduate

Take digital to the next level with a cutting-edge graduate degree from Ryerson. #RUGradStudies



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11:52 AM · Dec 3, 2019 · Twitter for Advertisers

4 Retweets 17 Likes

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@RyersonGraduate

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Gavin Ball
Master of Digital Media alumnus
Ryerson University

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@RyersonGraduate

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11:52 AM · Dec 3, 2019 · Twitter for Advertisers

12 Likes

Ryerson University Graduate Studies
@RyersonGraduate

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Dominic Akena
Documentary Media MFA alumnus
Ryerson University

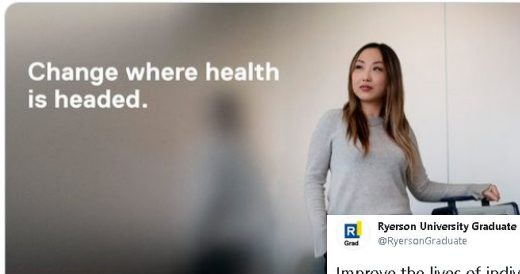
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3:57 PM · Jan 15, 2020 · Twitter for Advertisers

3 Likes

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@RyersonGraduate

Improve the lives of individuals and communities with graduate degrees in health and well-being at Ryerson. #RUGradStudies



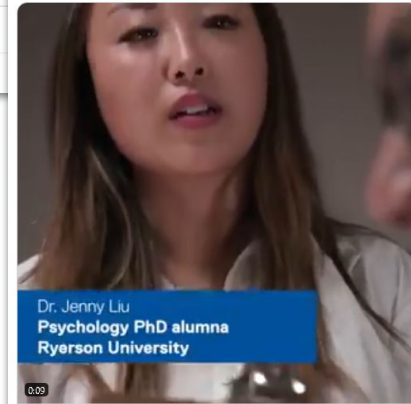
Realize your future through Graduate Studies
ryerson.ca

11:53 AM · Dec 3, 2019 · Twitter for Advertisers

3 Likes

Ryerson University Graduate Studies
@RyersonGraduate

Improve the lives of individuals and communities with graduate degrees in health and well-being at Ryerson. #RUGradStudies



Dr. Jenny Liu
Psychology PhD alumna
Ryerson University

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4:04 PM · Jan 15, 2020 · Twitter for Advertisers

6 Retweets 11 Likes