



# Kroc

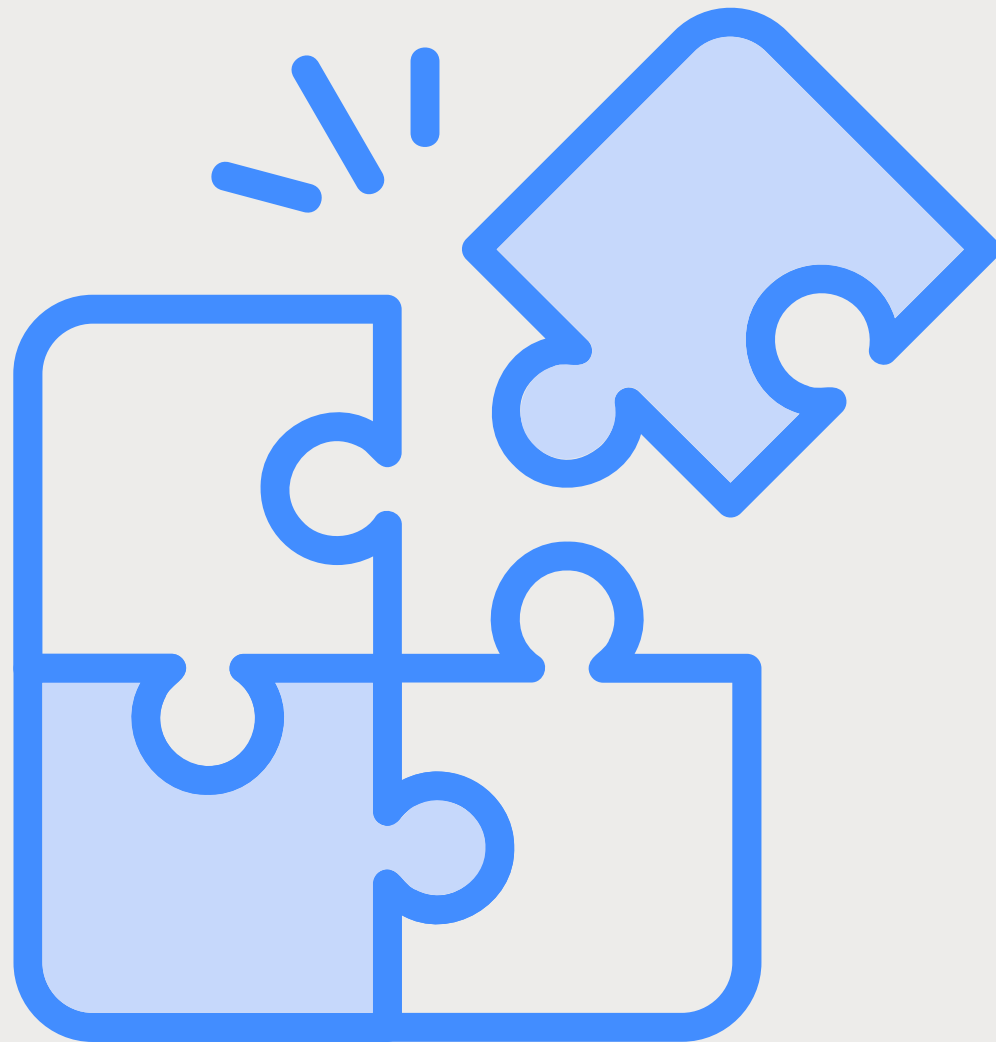
## SCHOOL OF PEACE STUDIES

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University *of* San Diego®

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SOPHIA DA CRUZ

# Overview



1

**Objective:** Increase awareness, engagement, and inquiries on graduate programs

2

**Client request:** A strategy that prioritizes inquiry driven programs: MOSI, Master of Peace and Justice, Master of Restorative Justice and certificate pathways

3

**Goal of campaign:** Emphasizing all graduate and masters programs, SEO to maximize engagement

4

**Strategic Plan:** SEO optimization to find the most searched for keywords and ad optimization

5

**Theme for Ad Campaign:** Highlighting master's programs in Peace and Justice through a focus on hands on, experiential learning opportunities

# Round Evaluation

Round 1	Round 2	Round 3
Impressions: 3,000	Impressions: 4,025	Impressions: 4,237
Clicks: 259	Clicks: 491	Clicks: 454
CTR: 8.63%	CTR: 12.20%	CTR: 10.72%
Average CPC: \$1.162	Average CPC: \$0.83	Average CPC: \$0.67

# Top Keywords

- 1 MASTER DEGREE PROGRAMS
- 2 UNIVERSITY OF SAN DIEGO
- 3 MASTERS DEGREE SAN DIEGO
- 4 GRADUATE PROGRAMS SAN DIEGO

**82% WERE BROAD MATCH KEYWORDS**  
**18% WERE PHRASE MATCH**

# Top Descriptions

1

**DISCOVER COURSES AND  
CAREER PATHS IN PEACE  
AND JUSTICE STUDIES**

3

**STUDY PEACE AND JUSTICE IN  
SAN DIEGO AT THE  
UNIVERSITY OF SAN DIEGO**

2

**EARN YOUR MASTERS  
DEGREE AT USD IN  
PEACE, JUSTICE AND  
CONFLICT RESOLUTION**

4

**GRADUATE PROGRAMS SAN  
DIEGO**

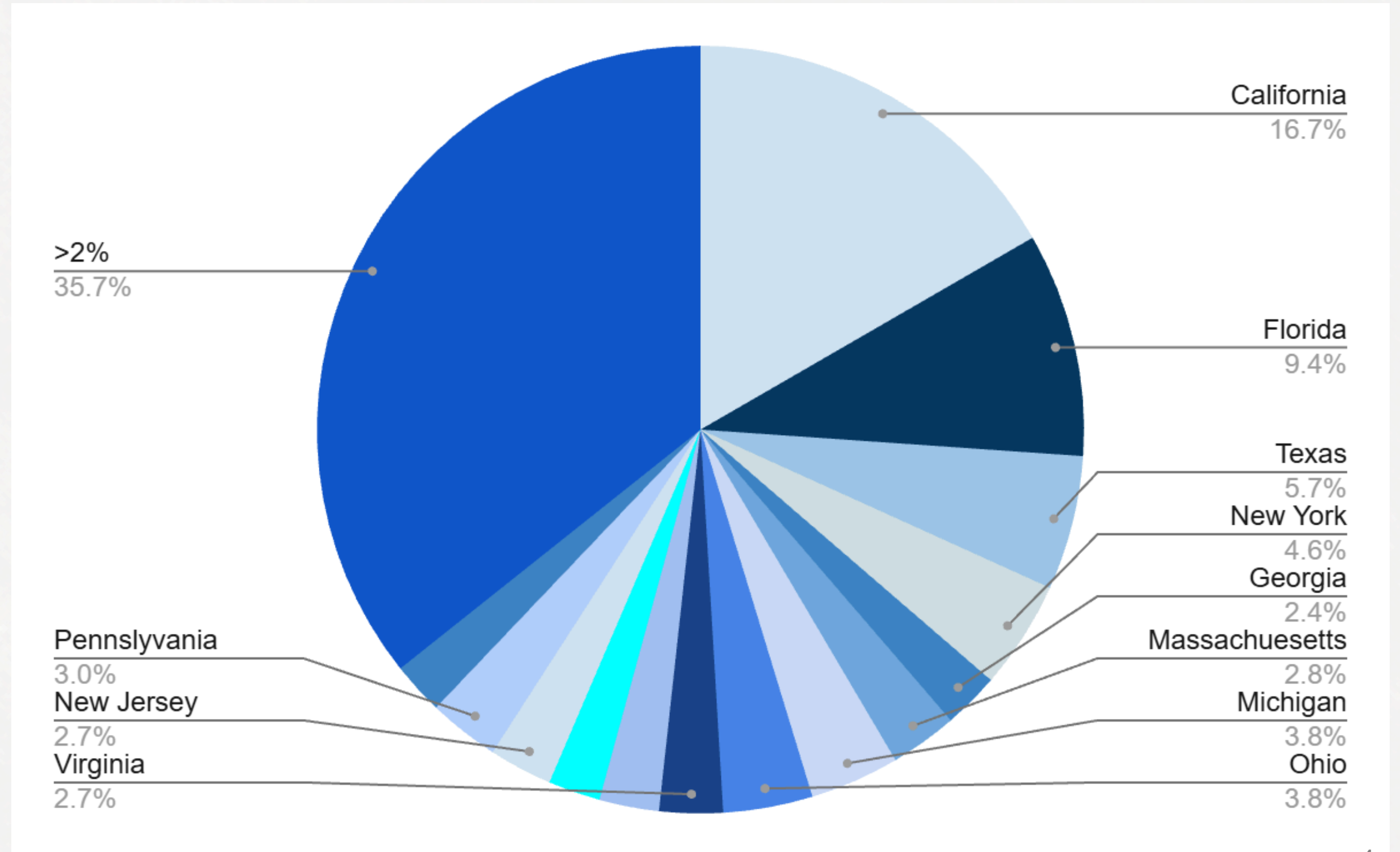
# Reach

**CA 16.7%**

**FL 9.4%**

**TX 5.7%**

**NY 4.6%**



# Key KPIs

**11,261**

**Impressions**

**1,200**

**Clicks**

**10.72%**

**CTR**

**\$0.84**

**Avg CPC**

**\$ 1,005.47**

**Total Cost**

# Illustrations of Our Work

## Top Performing Ad

Sponsored



Google Ads

www.example.com/ppc-services :

### University of San Diego | Graduate Program in Justice

Prepare for careers in global peacebuilding and social impact. Discover courses and career paths in peace and justice studies.

Majors And Minors

Graduate Programs

Peace & Justice Programs

Masters of Humanities

## More Examples

Sponsored



Google Ads

www.example.com/ppc-services :

### Masters Degree Programs | University of San Diego

Discover courses and career paths in peace and justice studies. Study peace and justice in San Diego at the University of San Diego.

Majors And Minors

Graduate Programs

Explore Degree Programs

USD Masters Programs

# Recommendations

**Continue Prioritizing & Scaling Keywords:** Master Degree Programs, University of San Diego, Graduate Programs San Diego

**Increase Investment in High-Performing States:**  
California and Florida

**Refine Messaging to Emphasize:** Career outcomes, Peace and justice impact, Graduate program uniqueness at USD Kroc

**Test Variations of:**

Headlines (career-focused vs mission-focused)

Imagery (students, campus, real world impact)

CTAs (Learn More vs Apply Today)

**Improve Clarity and Flow:** Reducing clutter and making program options easier to navigate on mobile



The logo for the Kroc Institute for Peace and Justice is set against a dark blue background. It features a faint, light blue watermark of a classical building with a central dome and a cross on top. The word "Kroc" is written in a large, white, serif font. Below it, the words "INSTITUTE FOR PEACE AND JUSTICE" are written in a smaller, light blue, sans-serif font, arranged in two lines.

**Kroc**

INSTITUTE FOR  
PEACE AND JUSTICE

**Thank You!**

DIGITAL MARKETING 305