

Methods/Mediums

The campaign encompassed a mix of mediums including Google search, social media channels (LinkedIn, Facebook & Instagram) and programmatic display (targeting relevant audiences and websites). The existing toolkit on the website was expanded by developing additional pieces including print ads, posters, and flyers, as well as a direct mail distribution to 2,336 businesses throughout North Dakota. NDUS sent stakeholder groups an email message ahead of each phase of the campaign outlining its goals, audiences, the direct mail, and included a link to the toolkit.


Audience #1 Business Buy-In and Contributions

Platforms: Programmatic Display & Retargeting (February 1-April 30), LinkedIn (three flights, Feb. 1-March 31, May 1-June 30, Aug.1-Sept. 30), and Google Search (Feb. 1-June 30, Aug. 1-Sept. 30)

Data Totals


- Clicks: 12,140
- Impressions: 2,000,496
- Avg. Combined Click-through Rate (CTR): 2.01%, exceeding all industry platform benchmarks

Top Performing Ads




By investing now, businesses are going to be helping the future of our young adults and state as a whole. Young adults need to be shown they can pursue careers, and financial assistance is necessary to do that.

Learn More >



Collectively, businesses and communities must work together to help align our young adults in career paths that will be successful in our local communities. The Career Builder program helps make this happen.

Learn More >



Need New Tools for Employee Recruitment? Invest in your workforce.

Learn More >

Audience #2 High school counselors and administrators, and students ages 18-24

Platforms: Instagram & Facebook (October-November) and Programmatic Display (October-November)

Data Totals

- Clicks: 5,642
- Impressions: 1,301,329
- Avg. Combined CTR: 0.44%

Top Performing Ads

Choose a High-Demand Career in ND

Low-cost training and tuition available.

Learn More >



Save up to \$17,000 on Tuition at a ND College

ND Scholarship & Loan Repayment Program

Audience #3 Post-secondary education institutions – admissions and financial aid offices

Platforms: Instagram & Facebook (May-June) and Programmatic Display (May-June)

Data Totals


- Clicks: 3,621
- Impressions: 775,701
- Avg. Combined CTR: 0.42%, exceeding all industry platform benchmarks

Top Performing Ads

Save Money on ND Tuition

Scholarships and loan repayment available for high-demand careers.

Learn More >



ND Students Can Save up to \$17,000 on Tuition

ND Scholarship & Loan Repayment Program

Website Traffic Totals

- Website landing page saw over 15,800 sessions. Nearly 91% of website sessions were from new users.
- The Career Builders landing page was the fifth most visited landing page on the NDUS website.
- Top locations: Bismarck, Fargo, and Minot, and West Fargo
- Top traffic channels: Direct (paid ads fall within this category), social, and referrals



2022 ND University System
ND Career Builders
Public Awareness Campaign Summary



Goals & Objectives

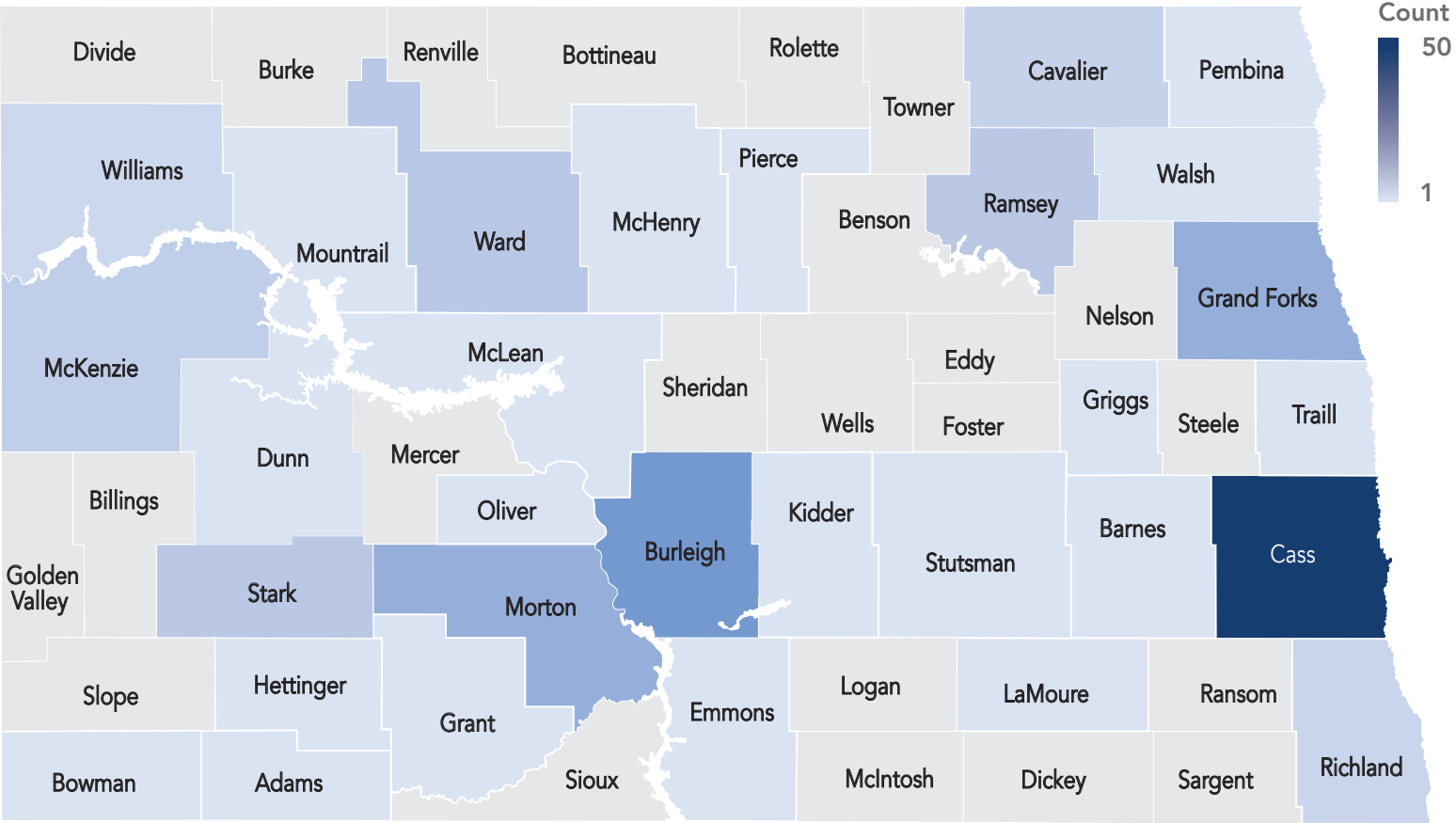
The overarching goal of the campaign was to build greater awareness of the Career Builders Scholarship & Loan Repayment Program, and increase participation among businesses and students. NDUS acquired testimonials from businesses that are participants in the program, as well as from students who were scholarship recipients, to be used in the campaign materials. The digital ad campaign was deployed on a planned and highly targeted basis. It was trackable and measurable with near real-time data. All ads and materials drove prospective traffic to the NDUS Career Builders landing page (ndus.edu/career-builders) in a cost-effective and measurable manner.

Results & Outcomes

From February 2022, when the campaign launched, through November 2022, the Career Builders Program saw a 40% increase in recipients and a 30% increase in donors. The campaign received 21,403 total clicks, served 4,077,526 impressions, reached over 1,600,000 total people, and achieved a combined average click-through rate of 0.96%. The campaign exceeded industry click-through rate benchmarks across nearly all platforms.

Recipients & Donors	February 2022	November 2022	% Change
Number of Recipients (since inception in 2019)	183	256	40%
Number of Donors (since inception in 2019)	80	104	30%

ND Career Builders Placement by Recipient Residence



Workforce Partners

There are currently 84 unique workforce partners who are donors in the scholarship program, and 23 unique workforce partners who are donors in the loan repayment program.



Target Audiences: Statewide ND

- Audience #1 (February-June, August-September): Business owners, managers, human resource professionals, and businesses employing high-need and emerging occupations.
- Audience #2 (October-November): High school counselors and administrators, and students ages 18-24.
- Audience #3 (May-June): Post-secondary education institutions – admissions and financial aid offices.

Key Industries: Healthcare, IT, Manufacturing, Welding, CDL – representing all ND counties

Audience sectors: Business owners, HR professionals in North Dakota at targeted businesses including:

GOVERNMENT – STATE, CITY, COUNTY
AUTO DEALERS
MECHANIC SHOPS
FARM EQUIPMENT DEALERS
ENERGY COMPANIES
POWER PLANTS
HVAC COMPANIES
CONSTRUCTION COMPANIES
ELECTRICIAN COMPANIES

PLUMBING COMPANIES
DENTISTS’ OFFICES
HOSPITALS
NURSING HOME
AMBULANCE SERVICES
COMPUTER COMPANIES
TECH COMPANIES
ECONOMIC DEVELOPMENT OFFICES
TRADE ASSOCIATIONS

Total Budget Expended:
\$67,500

Phase 1: \$51,500
Media Placement: \$37,500
Printing & Other Direct Costs: \$2,600
Agency Fees: \$11,400

Phase 2: \$16,000
Media Placement: \$11,500
Printing & Other Direct Costs: \$1,175
Agency Fees: \$3,325