

Digital Marketing Strategy for Hofstra Capital Campaign

Together We Walk

“We walk for the same *purpose*”



Team Structure

Dr. Li Huang
Faculty advisor

Brittany Bustos
Team captain

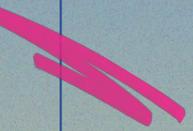
Brenden Yerkes
Web Design

Kristine Dziedziula
Vice Captain

Emma Bernstein
SEM Strategist

Jordan Jenkins
Google Analyst

Elizabeth Chester
Marketing specialist

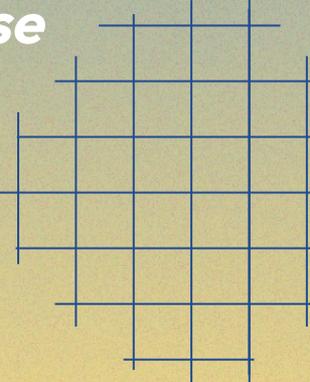


Campaign Name

Together we walk

- Creates a sense of unity amongst participants
- Uses positive and reinforcing language to encourage participation

We walk for the same *purpose*

- Tagline is concise and impactful
 - Embellishes the purpose of the campaign
 - Signifies the collective purpose of all students to thrive in their education
- 



Target Objectives

Our Goals

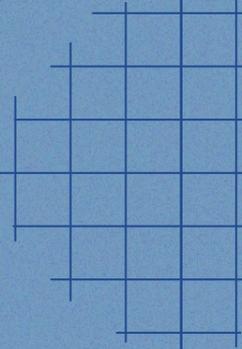
- Increase campaign Awareness by 20% in 6 months
- Increase conversions by 5% in the form of donations

Target Audience

- Prospective students
- Current students
- Alumni

Online Presence

- Well developed website
- Multiple active social media pages





Website Evaluation



User Interface (UI) & User Experience (UX)

User Interface (UI)

Colors: The signature Hofstra blue and gold are featured prominently on their website.

Layout: The site is broken up into sections through the use of images and solid colored backgrounds.

Typography: Hofstra utilizes the Poster Gothic Condensed font in their logos and the Avenir font across other materials and their website to increase readability and accessibility.

User Experience (UX)

At the first look at the site, users are provided with links to different areas of the site that may fit their needs, including information, visits, and more. User experience could be improved by expanding upon these options.

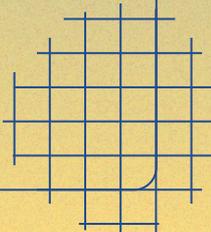


Hofstra at a Glance

13:1
Student-Faculty
Ratio

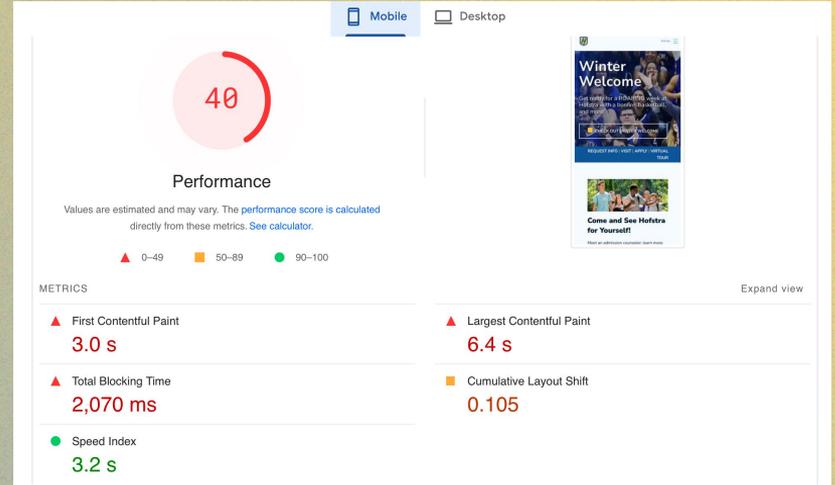
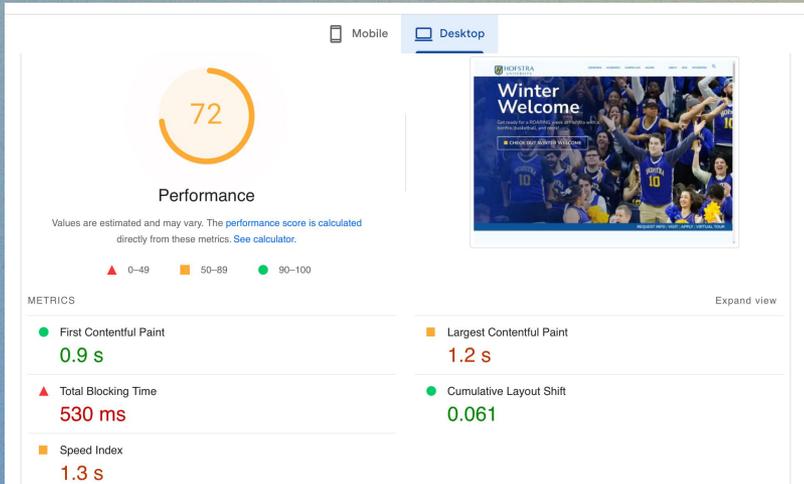


95%
of full-time,
first-year
students
awarded



Mobile Friendliness

Some areas of the Hofstra website are not optimized for mobile viewing, making it difficult for users to explore the site from tablets and phones.



Page Loading Speed

The website's speed index is poor on the desktop site at 1.3 seconds, and acceptable on the mobile site at 3.2 seconds.

Content Quality

Hofstra's site has a good balance of highlighting important information without overwhelming visitors.

News section of the site keeps alumni connected to the current state of the campus.



Come and See Hofstra for Yourself!

Meet an admission counselor, learn more about the admission process at Hofstra, and take a guided walking tour of campus led by one of our Hofstra Pride Guides.

SCHEDULE YOUR VISIT



Your Goals. Your Programs.

With more than 160 undergraduate programs and more than 200 graduate programs, all taught in small classes, Hofstra has the areas of study you're looking for, the resources and experiences you need, and the faculty that brings it all together for you.

UNDERGRADUATE

GRADUATE

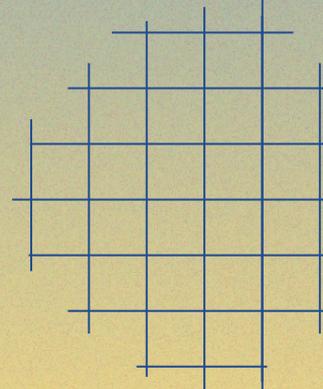


Overall Design

The website's visuals are cohesive, utilizing matching fonts and colors across its pages.

The site layout breaks up information into easily readable pieces of information.

SEO AUDIT





Organic Search Traffic

Desktop Version (SEMrush)

Keywords

8.5K -0.82%



Traffic

241.4K -0.51%



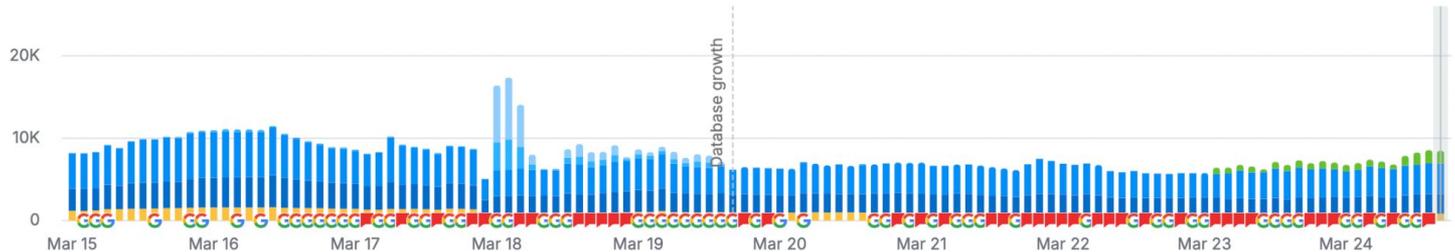
Traffic Cost

\$279.5K 0.97%

Organic Keywords Trend

Top 3 4-10 11-20 21-50 51-100 SERP Features Notes

1M 6M 1Y 2Y All time





Keyword Research

SEMrush Keyword Analysis:

Bulk Keyword Analysis 11		+ Add to keyword list		Update metrics	
<input type="checkbox"/> Keyword	Intent	Volume	Trend	KD %	
<input type="checkbox"/> + educational opportunities	N	1,300		59	●
<input type="checkbox"/> + Walk a thon	I	880		34	●
<input type="checkbox"/> + Charity walk	N	320		30	●
<input type="checkbox"/> + Hofstra financial aid	N	210		20	●
<input type="checkbox"/> + charity walks	I	210		25	●
<input type="checkbox"/> + achieve their dreams	I	50		17	●
<input type="checkbox"/> + Walk for education	n/a	20		n/a	●

KD (Keyword Difficulty)

Shows how difficult each keyword would rank organically in **Google Top 10** for these keywords

The **higher** the **percentage** The harder it would be to achieve **Google Top 10**



Bounce Rate

SEMrush Backlink Rate Research:

Hofstadter's Law: **51.91%**
July 4.1M
Aug 3.6M
Sept. 2.8M
October 2.4M
(mean a larger percentage of visitors leave a website after viewing only one

page, and the time they removed the backlink, Broken page, bot additional pages.)
blocked, page redirect

Pages / Visit

2.93 ↓4.77%

Avg. Visit Duration

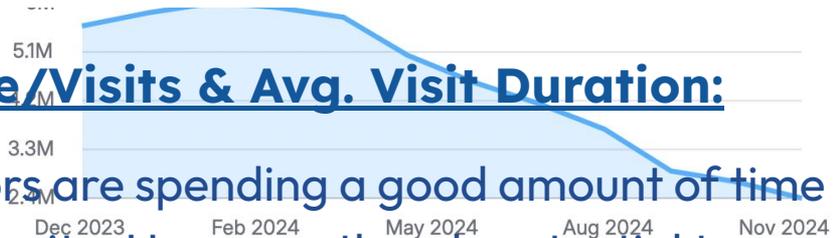
06:47 ↑16.62%

Bounce Rate

51.91% ↑0.8%

Page/Visits & Avg. Visit Duration:

Visitors are spending a good amount of time on the site. However, there's potential to deepen engagement by offering more compelling content



SEO Audit Recommendations

Keyword Optimization

- Adding **relevant keywords** to target their website traffic and increase the number of visitors.
- Consider **search intent** (informational, navigational, transactional, or commercial) to ensure you're targeting keywords that match what users are looking for.

Improve Backlinks

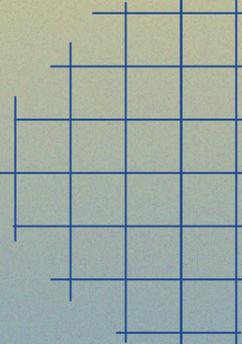
- **Internal Linking:** Link to additional campaign-related pages (e.g., registration, Anchor text, etc).
website's ability to get backlinks recognized or indexed by search engines.

Improve Bounce Rate

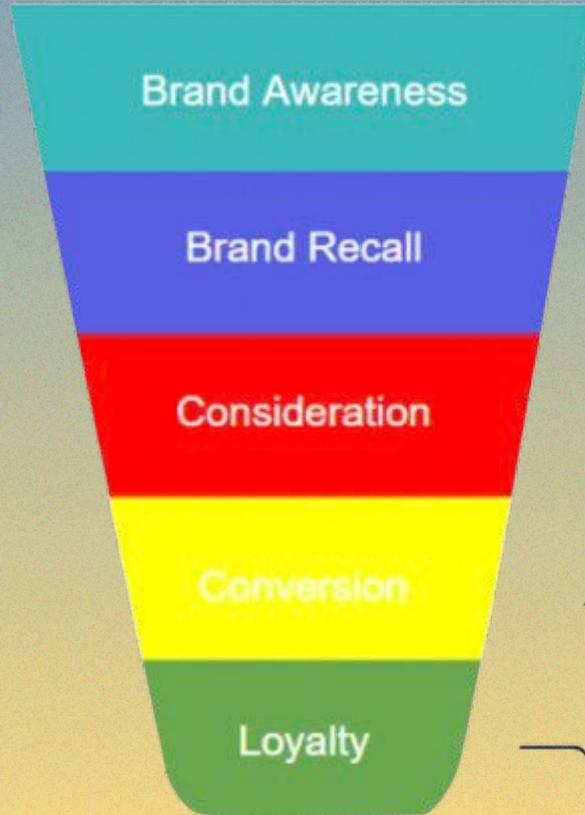
- Offer **more engaging content** specific to the campaign (e.g., videos, success stories, updates).
- Add **clear calls to action** to guide visitors through the campaign process.

Mobile Optimization

- **Mobile-Friendly Content:** Make sure text is readable without zooming, images are optimized, and forms are easy to fill out on small screens.



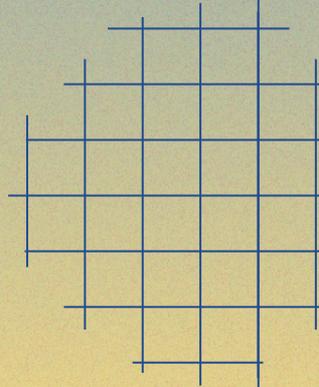
Consumer Decision Making Funnel



Display ads

Search ads

Display ads



AD FORMATS

Text Ads

- Perfect for search results, focusing on direct calls-to-action.
- Including the keywords such as **“charity walk” “educational opportunities”**

Google

Walk for Education at Hofstra

<https://news.hofstra.edu/> ▼

Participate in our charity walk to aid international and local students. Your steps can change lives.

Google

Support Education with Every Step

<https://news.hofstra.edu/> ▼

Join alumni, students, and faculty in our charity walk. Help fund scholarships and educational opportunities.

Display Ads

- Use visuals of past events or student success stories to engage a broader audience.

Facebook



METATAGS.IO

Walk for Education at Hofstra

Participate in our charity walk to aid international and local students. Your...

Mobile Marketing Strategies

SMS allows businesses to send messages to customers via **text messages**

Why SMS?

- Texts are quick and easy to read
- High engagement (Open rate of 98% according to TextDrip)
- Cost effective
- Build personal connections with potential donors
- Increase reach to a broader audience



Email Marketing

Utilizing email to **connect** and **communicate** with potential and existing audience

HOFSTRA NEWSLETTER

HOFSTRA.EDU



Spring 2025



Join Hofstra's Walk-A-Thon to Support the Next Generation of Students!

Dear ____,

At Hofstra, we believe that **every** student deserves the opportunity to achieve their dreams. Please join us for our **Walk-A-Thon**, which raises money for student services and educational opportunities.

Alumni, families, parents, and friends are all welcome to attend this important event. Financial aid plays a pivotal role in many students academic careers, so your support in this charity walk will have a lasting impact.

Why Walk?

Not only is the Walk-A-Thon going to be great fun, it is supporting a great cause!

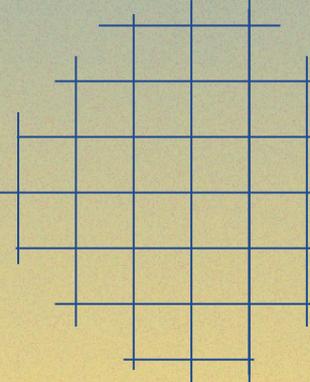
- Make a real difference
- Strengthen and Connect with the Hofstra Community
- Contribute to scholarships and student programs
- Get active and have fun

Can't Join Us?

Even if you aren't able to attend, you can still show your support! By donating, you contribute directly to enhancing student experiences!

<https://hofstrafinancialservices.wishpondpages.com/annual-walk-a-thon/>





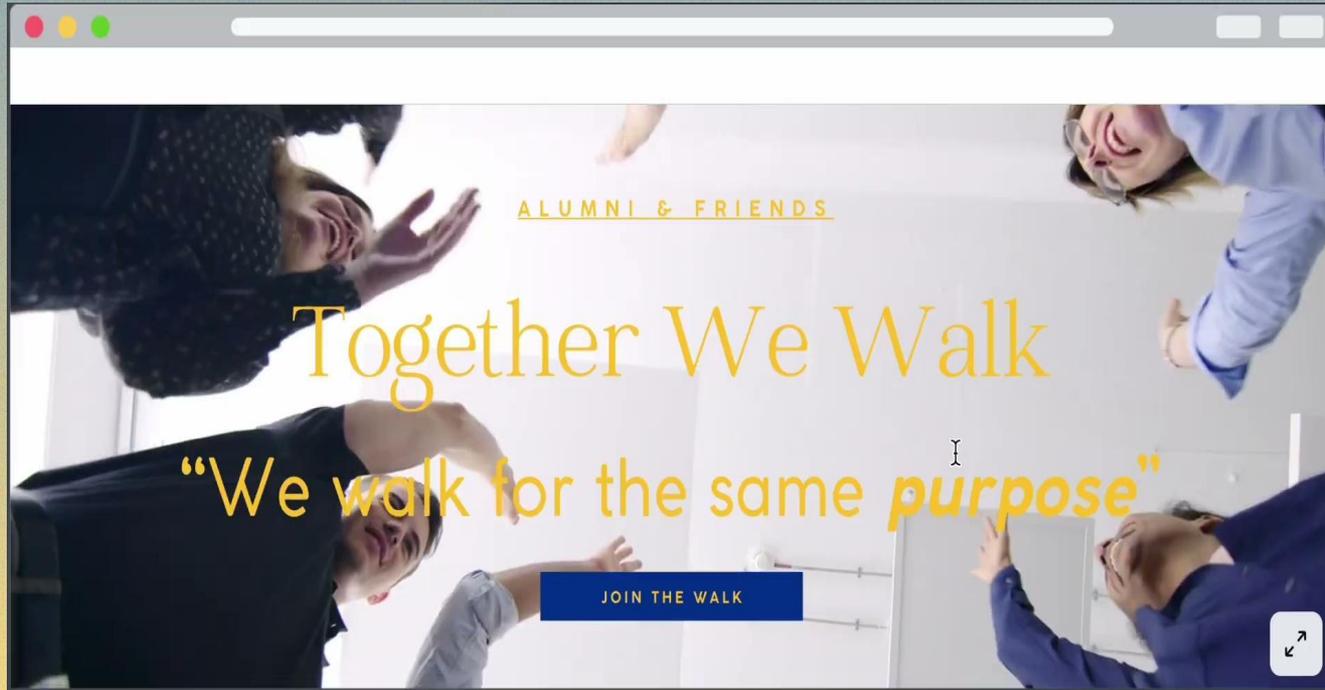
Campaign Landing Page



Landing Page: Desktop Version



<https://www.Hofstra.com/Togetherwewalk>



Mobile Version



CAMPAIGN TIMELINE

2024 - 2025



JANUARY-MARCH

Brand recall:
This stage will consist heavily of display ads and google ads features to keep our campaign relevant and remembered



JUNE-OCTOBER

Conversion:
This stage is where actual donations and conversions take place. Text ads and landing pages will be used for delivery and google ads for monitoring



NOVEMBER-DECEMBER

Brand awareness:
This stage will consist of digital marketing techniques such as email marketing and display ads to build awareness about our campaign



APRIL-MAY

Consideration:
This stage will use more text ads and calls to action, as well as further information regarding our vision to persuade conversions



NOVEMBER

Brand Loyalty:
This is the time of the actual walk-a-thon where supporters can come and see their impact on the university, thus creating brand loyalty to Hofstra. Video and text ads will be used for success stories





Thank you!
Questions?