Making the Web Work For You

Bram Bout, Education Sales Director, Google

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The Web has changed everything.
Everyone and everything is online.
Consumers are hyper-informed.

78% of US Internet users go online to search for products & services.
Any screen will do.

Choice and sharing accelerating.
Extraordinary is the new ordinary.
The Google Story.
Education is at the core of our mission

Provide Technology & Access

Inspire Learning

Empower EDU Communities

Create Marketing Solutions

Google Apps for Education

Google Science Fair 2012

KHAN Academy

YouTube
Make the web work for you.

Make better decisions
by understanding your audience through unique data-driven insights.

Win moments that matter

Go bigger, faster
The web is critical to education marketing

1 in 4 education researchers use online sources exclusively.

Source: Compete, Inc U.S. Custom Education Study, Q3 2011
But we’re letting demand slip through the cracks

80% of Education search query paths end without a conversion.

Source: Compete, Inc U.S. Custom Education Study, Q3 2011
Understanding the Education Journey
Education seekers embark early on

Distribution of First Visits to School Websites
120 Days from Conversion

72% first arrive at least 2 weeks prior to conversion.

Source: Compete, Inc U.S. Custom Education Study, Q3 2011
Early research phases are highly exploratory

Source: Compete, Inc U.S. Custom Education Study, Q3 2011
They use many devices to conduct research

**Devices Used to Conduct Higher Education Research**

97%  32%  21%

Q: Which of the following (mobile / tablet, computer, other) did you use to conduct your online research on higher educational institutions?
Base: Those who applied to a school.

Source: Compete, Inc U.S. Custom Education Study, Q3 2011
Devices are no longer location-specific

2 in 3 mobile researchers use mobile devices at home when researching education.

Q: From which of the following locations did you use your mobile device to research higher educational institutions?
Base: Mobile users

Source: Compete, Inc U.S. Custom Education Study, Q3 2011
Regardless of device, Search drives education research

78% of converters on education websites are influenced by Search.

Source: Compete, Inc U.S. Custom Education Study, Q3 2011
They return to search again and again

Stage of Education Research When Search was Utilized

Q: When did you use [Search] to research higher educational institutions?

Source: Compete, Inc U.S. Custom Education Study, Q3 2011
1 in 6 education searches will be mobile this year

Mobile vs. Desktop Distance Education Search Queries
2009 - 2012

1 in 6 queries will be mobile in 2012...

1 in 83 queries were mobile in 2009…
But beyond Search, many sources have influence

Q: Which of the following resources did you use to look for information on higher educational institutions?

Source: Compete, Inc U.S. Custom Education Study, Q3 2011
Social media provides trusted opinions, experiences
1 in 4 consult their social networks to make an education decision

Q1: Which of the following sources did you use to look for information on higher educational institutions?

Q2: How useful were each of the following sources while you researched higher education institutions (Scale of 1 to 5)

Base: Those who applied

Source: Compete, Inc U.S. Custom Education Study, Q3 2011
Video helps them get to know a school

Reasons for Using Video in Higher Education Research

- Understand specific features of a school… 67%
- Learn about a school’s culture & environment… 54%
- Watch student testimonials… 47%
- Watch sample lectures… 46%
- Learn about a school’s degree & program offerings… 46%
- Decide which school to attend… 35%

Q: Why did you use videos as a source of information while researching higher educational institutions?
Base: Video site users

Source: Compete, Inc U.S. Custom Education Study, Q3 2011
...and shape perceptions about schools

Lift in Perceptions About School After Video Ad Exposure
% Change Exposed vs. Control

<table>
<thead>
<tr>
<th>Measure</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affinity</td>
<td>+100%</td>
</tr>
<tr>
<td>Consideration</td>
<td>+83%</td>
</tr>
<tr>
<td>Awareness</td>
<td>+92%</td>
</tr>
<tr>
<td>Provides a valuable degree</td>
<td>+98%</td>
</tr>
<tr>
<td>Is a school employers respect</td>
<td>+102%</td>
</tr>
<tr>
<td>Has a reputable accreditation</td>
<td>+129%</td>
</tr>
</tbody>
</table>

Source: Brand Perceptions in Higher Education, ipsos OTX, commissioned by Google, Fall 2011 (US)
Higher-funnel connections today do result in action later

2/3 of school website conversions result from lagged referrals

Immediate Versus Lagged Conversion by Referral Source

School Website Converters

Source: Compete Education Dashboards, Q3 2011
By time of decision, researchers are highly informed

Journeys that end in conversion most commonly have:

- Page Views: 16+
- Conversions: 4
- Search Queries: 10+
Make better, data-driven decisions

What is my audience looking for?
What’s my optimal media mix?
How do my site visitors behave?

...
Making the web work for you.

Make better decisions

Win moments that matter
by reaching the right people at the right time with the right message.

Go bigger, faster
Win every opportunity that knocks
Create new demand for your programs

MBA Programs

ForumWatch: MBAs for Older Students

Posted by: Perspectiva Di Meglio on: Jul 23, 2012

MBA Programs

Mary aspiring MBAs wonder whether they are too young or too old for business school. After all, full-time MBA programs tend to favor people who have a certain amount of work experience but are still in their mid- to late 20s or
Do more showing than telling
Making the web work for you.

Make better decisions

Win moments that matter

Go bigger, faster

by tapping into new technologies to grow scale, efficiency, and impact
Scale Course Delivery & Adaptive Learning

The Khan Academy

Quiz

What type of files can be found on the web?

- Plain text
- HTML
- Images
- Videos
- Music
On-Demand Classrooms
Global Acquisition of Students

Law School Goes Online with LL.M. in U.S. Law

@WashULaw is the first and only top-tier online degree of its kind

Washington University School of Law announced it will begin offering its Master of Laws in U.S. Law for Foreign Lawyers (LL.M.) in a new and innovative online format. Called @WashULaw, the program is the first and only top-tier online LL.M. in U.S. law. The online LL.M. builds on the law school’s internationally recognized postgraduate law degree program, which is designed for foreign attorneys interested in increasing their knowledge of U.S. law to more effectively practice in today’s global legal environment.

- Article in New York Times [view]
- Article in Inside Higher Ed [view]

@WashULaw will allow foreign lawyers to complete an LL.M. degree in U.S. law without leaving their law practices or relocating to the United States. Students will receive an excellent grounding in U.S. Law, with a focus on business issues, without dramatic disruption to their professional and personal lives or the relocation costs associated with a prolonged stay overseas. @WashULaw provides foreign lawyers with a flexible option to earn their degree from a world leader in legal education and research.

“We aim to produce extraordinary graduates who benefit from the highest caliber online education available – and to ensure that the quality equals or exceeds the quality of the best LL.M. programs in the world,” says Kent Syverud, dean of the Law School and Ethan A.H. Shepley Distinguished University Professor.
It’s easier to make progress on mega-ambitious goals than on less risky projects. The 1-sentence summary of how to change the world: work on something that is uncomfortably exciting.

Larry Page
Google CEO
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