



# Galveston College RFP Social

January 31, 2025

# OVERVIEW

## 65 ZIP CODES

### GEOGRAPHIC MAKEUP

#### POPULATION

1,945,652

#### AVG. INCOME

\$86,223

#### MEDIAN AGE

37

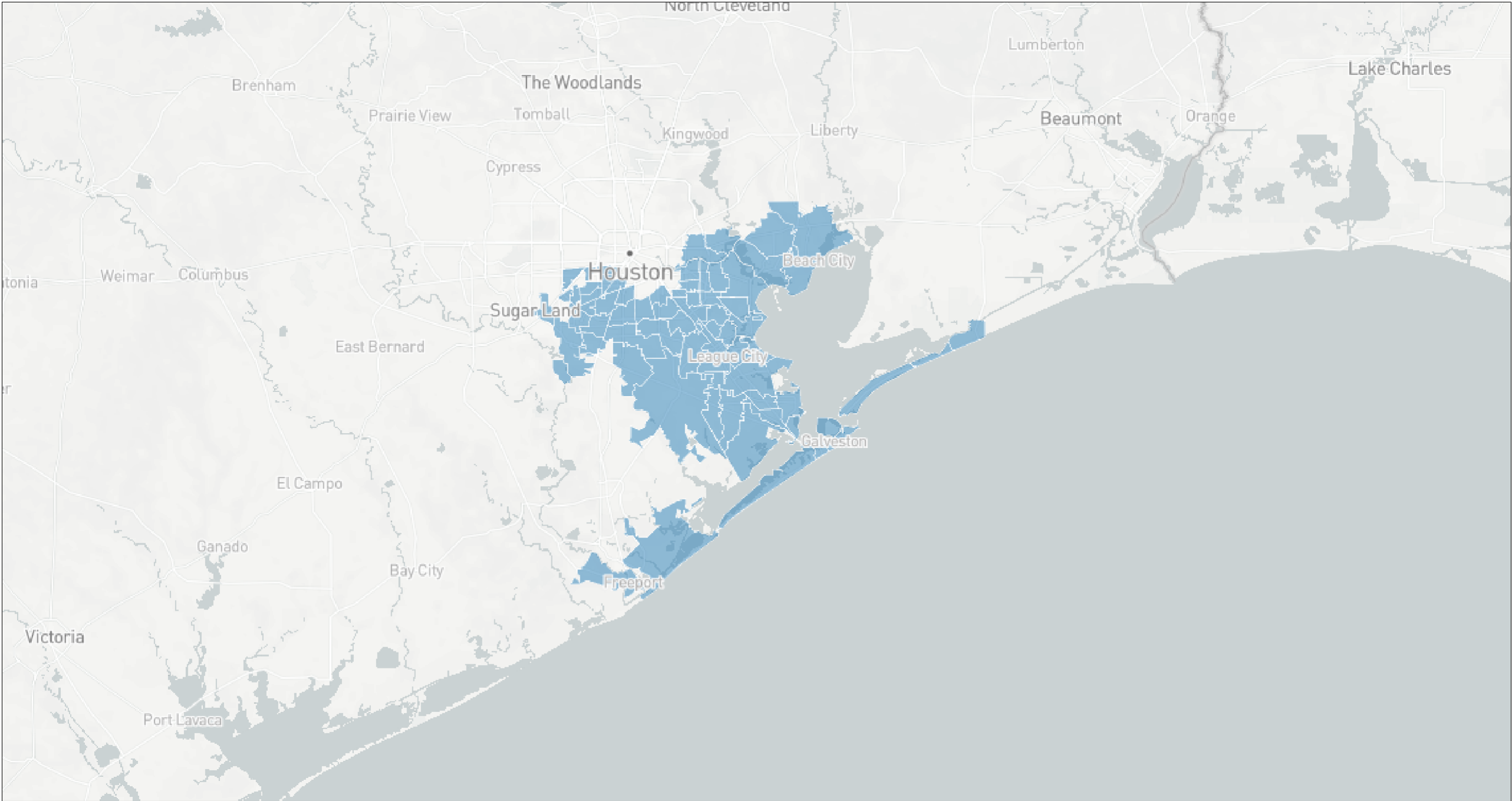
#### PEOPLE/HOUSEHOLD

2.8

#### NUMBER OF BUSINESSES

31,470

Source: US Census



## IMPRESSION AVAILABILITY BY DEVICE



45.5% | Desktop



49.5% | Mobile



4.9% | Tablet

Source: Google RTB Forecast Data

# Young Achievers (Y2)



## Online Attitudes

- Frequents the App store to see what's new and wants to impress others with his electronics.
- Likes to follow influencers on social media. Is more likely to purchase products advertised on social media, and uses social media to meet new friends get into VIP or Members Only events.
- Finds online ads amusing, celebrity endorsement may Influence purchases, and will change products based on novelty or variety.

## DEMOGRAPHICS

Age: 18-49

Median Income: \$47k

Family: Single, Widowed or Divorced with and without children

Education: High School Graduate or Less, and Some College

**50% Spend 1 -4 hours a day on social media**

**62% Spend 10+ hours on the internet a week**

## MEDIA ENGAGEMENT

Media Type (Y2)	Target %	Index
Browse the Internet	93.4%	101
Targeted Display	92.7%	100
Mobile/Email	89.2%	104
Online News	87.0%	99
Search	86.3%	101
Facebook	73.4%	102
Stream TV	69.7%	105
YouTube TrueView	62.6%	117
Stream Audio	62.2%	106
Online Reviews	54.9%	97
Instagram	51.2%	118
Radio	39.5%	99
Newspaper Print	37.0%	92
Pinterest	26.6%	107
Twitter	28.8%	112
Podcast	29.6%	111
Snapchat	22.9%	130
TikTok	31.1%	122
LinkedIn	20.7%	91
Direct Mail	21.3%	88
Cable TV	13.3%	67
Out of Home (OOH)	15.1%	103
Broadcast TV	12.0%	73



# Mid/Low Income (Y2+Y3)



## DEMOGRAPHICS

Age: 21-54

Median Income: \$39k

Family: Not married with or without children in the home

Education: High school graduate or less, or some college

### Online Attitudes

- Mobile internet relaxes them, and puts them in a good mood. They find it entertaining, and the mobile internet keeps them up-to-date with the latest styles and trends.
- They enjoy following influencers on social media, They enjoy connecting and supporting their favorite brands/companies, uses social to meet new friends. They are also more likely to purchase a product from social media.
- Finds internet ads amusing and it's a good escape, although they feel as though internet ads are all alike.

**48% Spend 1 -4 hours a day on social media**

**45% Spend 10+ hours on the internet a week**

### MEDIA ENGAGEMENT

Media Type (Y2 &Y3)	Target %	Index
Browse the Internet	90.3%	97
Targeted Display	89.3%	97
Mobile/Email	84.8%	99
Online News	83.5%	95
Search	82.4%	97
<b>Facebook</b>	<b>71.8%</b>	<b>100</b>
Stream TV	63.2%	95
<b>YouTube TrueView</b>	<b>58.1%</b>	<b>108</b>
Streaming Audio	56.7%	96
Online Reviews	49.6%	87
<b>Instagram</b>	<b>47.1%</b>	<b>108</b>
Radio	39.1%	97
Newspaper Print	38.1%	95
TikTok	29.1%	114
Twitter	26.5%	103
Podcast	24.9%	93
Direct Mail	24.6%	101
Pinterest	24.5%	99
<b>Snapchat</b>	<b>21.2%</b>	<b>120</b>
LinkedIn	17.4%	77
Cable TV	15.9%	80
Out of Home (OOH)	14.8%	98
Broadcast TV	13.6%	83

# Striving Singles (Y3)



## Online Attitudes

- Always checks the App store to see what's new, and they want others to be wowed by their electronics.
- Likes to connect on social media to meet new friends, and finds that social media improves their lives.
- Celebrity endorsements may influence their purchases, and they use social media to gain access to VIP or Members Only events.
- Feels ads on mobile phones are amusing and they like to change brands often for novelty or variety.

## DEMOGRAPHICS

Age: 21-54

Median Income: \$36k

Family: Not married and mostly with children in the home.

Education: High School graduate or less.

**47% Spend 1 -4 hours a day on social media**

**40% Spend 10+ hours on the internet a week**

## MEDIA ENGAGEMENT

Media Type (Y3)	Target %	Index
Browse the Internet	88.4%	95
Targeted Display	87.3%	95
Mobile/Email	82.2%	96
Online News	81.5%	93
Search	80.0%	94
Facebook	70.9%	99
Stream TV	59.4%	90
<b>YouTube TrueView</b>	<b>55.4%</b>	<b>103</b>
Streaming Audio	53.5%	91
Online Reviews	46.5%	82
<b>Instagram</b>	<b>44.7%</b>	<b>103</b>
Newspaper Print	38.8%	97
Radio	38.8%	97
TikTok	27.9%	110
Direct Mail	26.5%	109
Twitter	25.2%	97
Pinterest	23.3%	94
Podcast	22.0%	83
Snapchat	20.2%	115
Cable TV	17.4%	87
LinkedIn	15.4%	68
Broadcast TV	14.6%	88
Out of Home (OOH)	14.4%	95



## WHY?

Make a big impact on your target audience with commercials displayed on their connected TV, desktop, mobile, and tablet devices.

## HOW?

Over The Top Advertising allows you to expand the reach of your traditional TV commercial by running it as a digital video across internet-enabled devices. The videos play while users watch their desired content, giving viewers an experience that's similar to watching a traditional TV commercial.

## DID YOU KNOW?

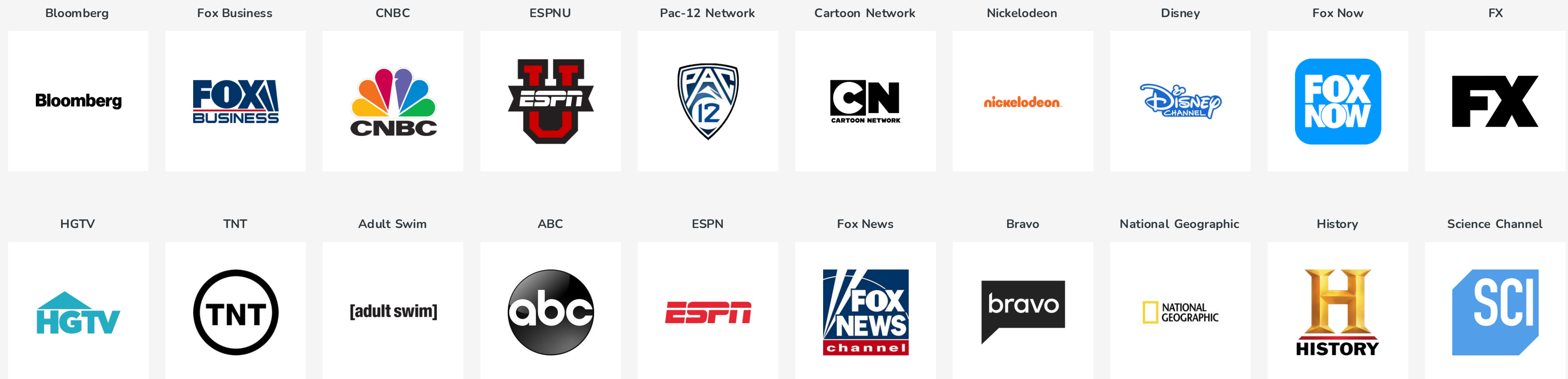
The average OTT user streams **more than two hours** of content every day





# CTV/OTT NETWORKS

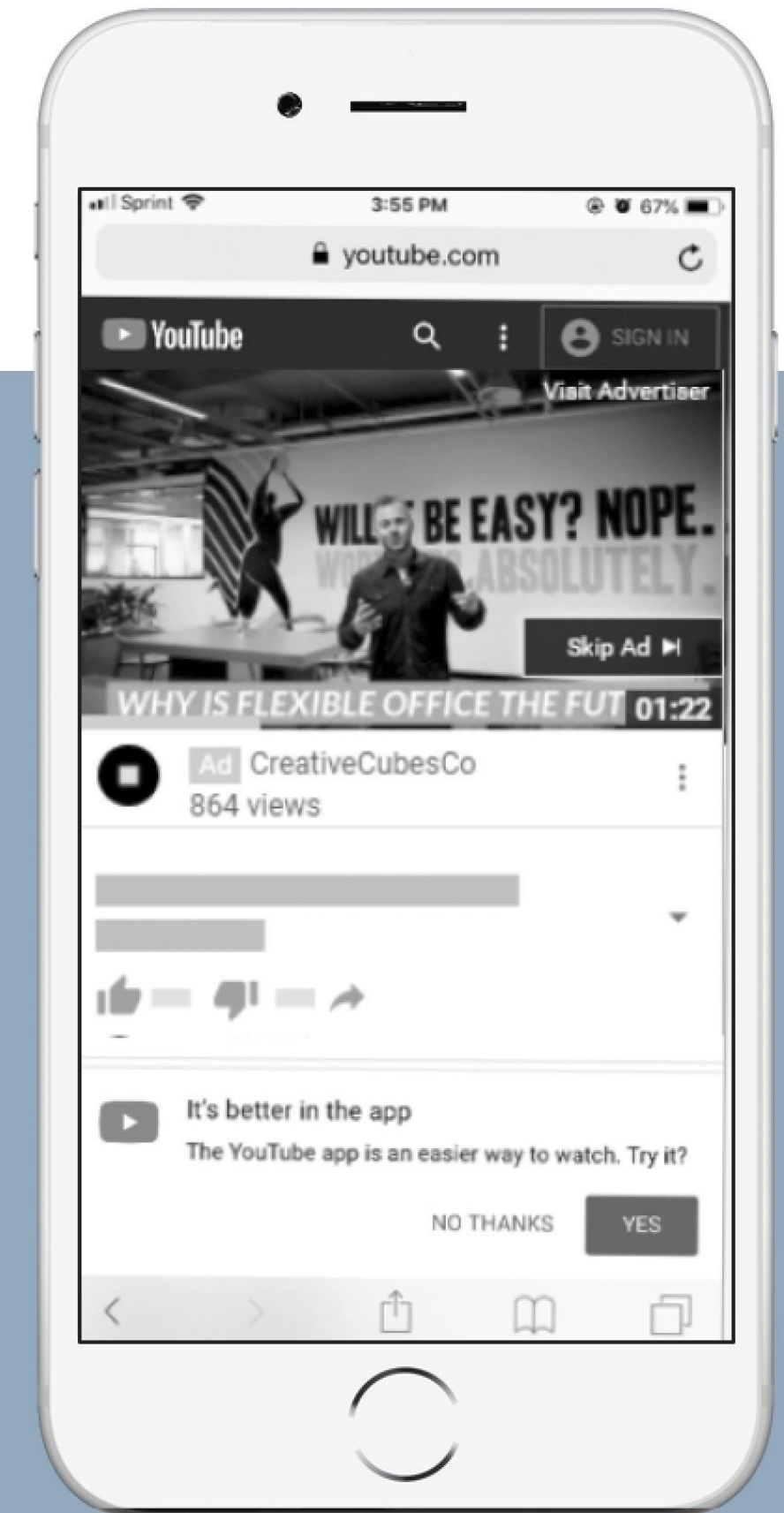
Deliver your ads to the right users by serving on the networks that match the target audience based on your interest and demographic selections.



# YOUTUBE TRUEVIEW

TrueView ads differ from traditional pre-roll video ads because they allow viewers to skip ads after 5 seconds, which means that it only counts as a view when it's watched to completion or for 30 seconds, whichever comes first, or if the video is clicked on.

- YouTube TrueView video ads run as In-stream ads that play before or during another video from a YouTube partner.
- Viewers see five seconds of the video, and then have the choice to keep watching or skip it.
- Views only count towards the advertising budget when the video is watched through to completion.
- Viewers see videos that interest them, and can be targeted by geography, demographics, topics, and user interests.
- Videos can be 15 – 60 seconds (or longer).





## WHAT IS SOCIAL?



### TARGETING

Target users based on their location, demographic, and interests.

Retarget website visitors and Facebook page visitors.

### GOOD

61% OF OPPORTUNITY 684 - 2,240 CLICKS PER MONTH

### BETTER

61% OF OPPORTUNITY 684 - 2,240 CLICKS PER MONTH

## TARGET INTERESTS

Business & Industrial

Computers & Electronics

Education

Finance

Reference

## 7 MONTHS

SOCIAL ADS

684 - 2240 Clicks per Month

\$2,000/month

YOUTUBE

9,091 YouTube Views Per Month

\$2,000/month

OTT

17,241 Impressions Per Month

\$1,000/month

RECURRING TOTAL

\$5,000/month

Advertiser: Galveston College

Provider: Michelle Robinson

Terms: This is a binding agreement between advertiser and provider that automatically renews monthly unless a specific end-date is specified above. This agreement can be modified or canceled by either party with thirty-day written notice.

ADVERTISER SIGNATURE

DATE



## WHY?

Build your brand's appearance online and entice your target audience to seek-out information through/with Facebook Audience Targeting.

## HOW?

Audience targeting on Facebook, Instagram, and Messenger allows you to reach your ideal customer, utilizing data segments such as demographic information, lifestyle interests, and shopping behaviors; and then serve your ads to them when they access Facebook, Instagram, or Messenger across all their devices.

