

University of San Francisco
Office of Marketing Communications
Digital Ads & Landing Page Content

Program Outcomes (salary range, jobs that prospects can expect to obtain, internships, etc.)

- 1.
- 2.
- 3.
- 4.

Program Distinctions in priority order (e.g, what exactly this program offers that competing programs do not or may not offer)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Program Features/Attributes

Incentives (e.g. application fee waiver)

- 1.
- 2.

Location Benefits (e.g. near BART, access to jobs/internships)

- 1.
- 2.

Timing (e.g. 23-month program, for working adults, full-time)

- 1.
- 2.

Social Proof (endorsements, rankings, testimonial quotes from students or alumni about the program)

- 1.
- 2.

Keywords:

Thank You Page Content

Do you want your **events feed featured** (Y/N—if yes, the event feed should include your information session dates):

Do you want **a link to make appointments for an adviser** (Y/N— if yes, supply link to Calendly):

Do you want to **link to your social pages** (Y/N – if yes supply URLs to active pages):

Instagram:

Facebook:

LinkedIn:

Blogs:

Do you want to **link to a page(s) on the website** (Y/N – if yes, supply URLs):

Program page:

Other web page:

Other web page:

Do you want to include additional copy about the program (Y/N – if yes, supply it below):

Links to Images & Videos

Digital Ads

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Landing Page

- 1.
- 2.