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):

<u>Links to Images & Videos</u>

Digital Ads

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

Landing Page

1.
2.