Establishing a solid brand identity for Midwestern State University
The MSU Texas Brand

- Established with the introduction of the MSU Texas Boundless Opportunities Campaign.
- Implemented through the Flower Mound target market.
- Developed branding for athletic programs.
MSU Texas Recruitment, Advertising

Complete Your Degree @ MSU TEXAS FLOWER MOUND

Convenient, Affordable. FINISH STRONG.

Proud partner with North Central Texas College

LIVE LEAD LEARN

MSU TEXAS MIDWESTERN STATE UNIVERSITY

ONLINE SPRING CLASSES

Leading the way in Nursing, Respiratory Care, and Radiologic Sciences

APPLY NOW
Digital Marketing Campaign

**Short-term Spring 2020 enrollment campaign**
Geofencing of select community colleges to promote online completion degrees

**Long-term integrated digital campaign** (September 2019-August 2020)
The following strategies will be implemented throughout the year targeting traditional and nontraditional students:

- YouTube/True View
- Over the Top TV/Connected TV
- Branded Content
- Pay Per Click/Search Engine Marketing
- Social Optimization
- Retargeting
- High impact online display ads
Digital Marketing Campaign Early Results

SEM results from October 7 through November 6
19,652 impressions
2,070 clicks
85 leads
Click through rate (CTR) is 10.53%
The national CTR is 3.78%

Spring 2020 Geofencing results October 18 through November 6
140,563 impressions
216 clicks and views
MSU Texas Athletics
MSU Texas Website, Email, Stationery

Changing the URL was a necessary step to ensure that branding remained consistent and lessen the confusion of MSU vs. MWSU.
• Addition of Public Relations Specialist
• Increased storytelling
• Updated news site on homepage
• Better coordination of events
Licensing Program

- Full implementation of MSU Texas brand
- Increased visibility for the University
- Consistency of the MSU Texas brand
- Additional revenue stream
Educational value

- MSU Texas ranked #46 in the category of Social Mobility for Regional Universities in the West in U.S. News & World Report’s 2020 “Best Colleges” rankings.
- The University also recognized in U.S. News’ Campus Ethnic Diversity category.
- MSU Texas is consistently ranked nationally as one of the best Return on Investments, which means our graduates earn more on average than graduates from other universities.