

Oregon State University Ecampus Research Unit
Online Learning Efficacy Research Database
Marketing plan

Unit: Oregon State University Ecampus Research Unit

Marketing manager: Ali Duerfeldt

Overview and strategy

Scope/summary of research: The research efficacy database allows users to explore whether the learning outcomes of online and/or hybrid education environments are equivalent to face-to-face environments.

Goals

- Provide a tool to support the understanding of effectiveness of online learning to leadership, faculty and instructors at institutions across the nation
- Position Oregon State Ecampus as leaders in the field of online education
- Boost Oregon State Ecampus' reputation as leaders in the field of online education

Audience:

- Leadership in units of online learning
- Faculty and instructors on online and/or hybrid classes
- Faculty and instructors of in-person classes
- Researchers

Strategy: Digital, print and personal outreach to key audiences

Key performance indicators:

- Website traffic/analytics, including referral sources
- Earned media
- Paid media analytics
- Social media engagement

Tactics

Web

- [Custom landing page](#)
- [FAQ page](#)
- [Database tool](#)
- Unique URL
- UTM tracking codes

Copy:

- Press release
- 3-5 talking points for OSU leadership and internal audiences to be able to talk about the research

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- OSU Today announcement

Paid digital:

- Digital marketing agency (partnership) – paid campaign to target audiences via LinkedIn

Social

- Branded digital images for Twitter and LinkedIn

Visual assets

- Curated album of visual assets that ECRU can pull from to use for social posts and other needs

Print

- Postcard asset for ECRU to take to conferences/promote
- Conference poster

Outreach

- Webinars
- Outreach to professional organization
- Organic outreach (ECRU, directors, personal LinkedIn pages)

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