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
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 pots 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)