

# Higher Education Institution Experiments With New Digital Advertising Channel



TikTok Emerges as  
Leading Performance  
Activity

“As a department, we are often limited with resources. It’s important to have a partner that knows what they are doing and is able to help provide a lift for us as an extension of our team. LuckyTamm helped us extend our digital marketing efforts, increase our brand awareness, and connect the dots with prospective students and our admissions process. We depend on them to help us drive our marketing initiatives forward.”

**Melissa Chavira**, Executive Director of Marketing, Web and Brand Management

## About

Since 1888, New Mexico State University (NMSU) has been the gateway to higher education for thousands of students from across the globe. At LuckyTamm Digital Marketing (LTDM), we understand the evolving needs of staying relevant in the digital space, cultivating meaningful relationships, and building an image that inspires trust, possibility, and opportunity. Given the changing landscape of the higher education marketplace, our initiative with this campaign was to provide support to the NMSU Marketing and Communications (MarComm) Department through a carefully crafted digital advertising campaign.



## Challenge

The target audience was composed of two segments:

1. **Primary:** High School Students + Parents
- 2) **Secondary:** People who are interested in finishing their degree or gain a certification that will help them advance their career.

Given the decreasing attention spans of Generation Z, getting them to engage and take action with a digital ad without interrupting their social/app sharing experience is a difficult task.



## Solution

LuckyTamm posed a multi-channel campaign leveraging Google Ads, Meta, and TikTok Advertising platforms. Given this blanket approach, LuckyTamm opted to chase performance and leverage conversion-tracking to get prospective students to engage with NMSU. The timing and channel mixture provided the perfect storm of performance metrics with TikTok emerging as the frontrunner of conversion activity.



## Results

After nine months of running the campaign, the NMSU Admissions Department was able to attribute 496 total inquiries as a direct result of the campaign.



## Stats

**TOP 25%**

Impressions of TikTok Targeted Users For At Least 15 Seconds

**2,033**

Total TikTok Conversions

**TOP 50%**

CTR (0.52%)

**TOP 75%**

\$2.38 CPA

**Are you ready to level up your digital advertising game?  
Let's jam. Contact us, today!**



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