



## CAMPAIGN OVERVIEW

### Campaign at a Glance

Campaign Name: #Lead / hatsNext

Client: NYU School of Professional Studies — Executive MS in Marketing & Strategic Communications #S(ec 3 Conce(tual / ork%

Platforms: Facebook #Primary #Instagram #Secondary%

Campaign Type: Graduate Program +recruiting

Campaign Duration: 5 / eeks #aligned 6ith a((lication c\$cle%

Campaign Goal: Drive 7qualified a((lications fro senior arketng and co munication (rofessionals

Primary Hashtag: #Lead / hatsNext

## THE OPPORTUNITY

The NYU SPS Executive Master's in Marketing and Strategic Communications is a distinctive & rigorous program built for senior professionals — directors and 9P-level leaders with 5+ years of experience — who are ready to move into C-Suite roles such as CMO or CCO. Launched with an inaugural cohort in 2024, the program is relatively new and not yet widely known among its ideal applicants.

This is the core challenge: the program's target audience — accomplished, stressed senior professionals — are unlikely to be actively searching for graduate programs. We need to be found where they already spend time, reaching them by messaging that speaks to their specific aspirations and showing that this program was built for them specifically.

Facebook and Instagram together offer direct access to this audience through professional interest targeting, lookalike audiences, and for that flexibility that supports both quick scroll-stopping content and deeper storytelling. This campaign is designed to do exactly that.

### Why This Program Deserves Maximum Attention

It is one of the only executive master's programs in the U.S. specifically designed for senior marketing and communications leaders.

It's flexible online: (plus, residency for that) built for working executives — a major differentiator vs. traditional MBA programs.

The cohort model creates a peer network of director/9P-level professionals — itself a career asset.

NYU's New York City location and industry connections provide unparalleled access to real-world practitioners and companies.

The program directly addresses the gap between marketing/communications expertise and C-Suite business fluency.

## CAMPAIGN OBJECTIVES

**Primary Objectives**

- Generate qualified applications from senior marketing and communications professionals
- Build awareness of the program among director and 9P-level audiences on LinkedIn and Instagram
- Drive traffic to the NYU SPS program landing page with a 2-DE ; C) + from social
- Create a targeted retargeting audience of engaged professionals for future applications

**Key Performance Indicators**

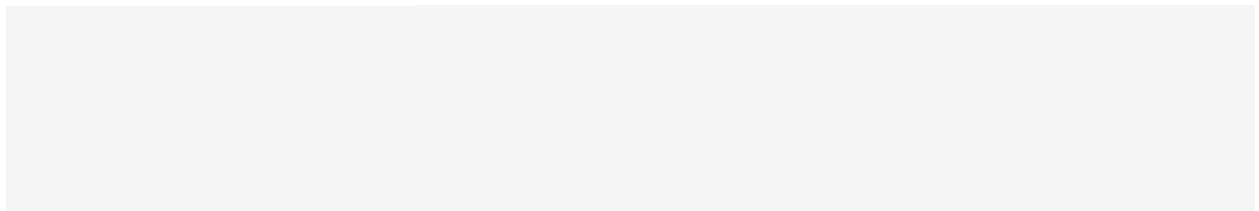
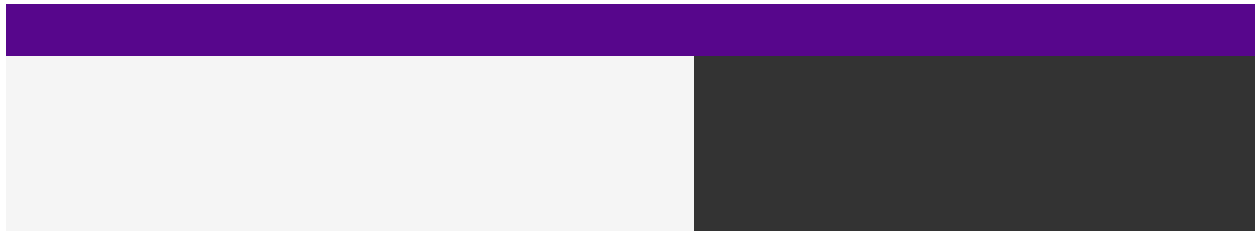
Metric	Target	Target
LinkedIn Page	2-DE C) +	2->E C) +
LinkedIn Completion	FD>; over 5 6eeks	G>; over 5 6eeks
Engagement Rate	;2>E vs= NYU SPS "aseline	;FDE vs= NYU SPS "aseline
Viewers	5>4>>>;	D>4>>>;
Retargeting Audience Size	D4>>>; 6ar leads	24D>>>; 6ar leads
LinkedIn Paid	Under HBD	Under H?D

**TARGET AUDIENCE**

Unlike most graduate program recruiting campaigns that target recent undergraduates or early-career professionals, this campaign seeks exclusively to attract established senior practitioners who are messaging just respect their experience, speak to their specific conditions, and never condescend.

<p><b>Primary Target Demographic</b></p> <p>Age: 35-50</p> <p>Title: Marketing Director, Director of Communications, Sr. Brand Manager, 9P of Marketing</p> <p>Experience: 5-15 years</p> <p>Pain Point: Feel expertise in their function but feeling overlooked for C-Suite roles due to limited business fluency or formal credentials</p> <p>Motivation: Wants the tools, credential, and network to take the leap to C-Suite</p> <p>Platform Behavior: Active on LinkedIn for professional groups and news, Instagram for inspiration and industry news</p>	<p><b>Secondary Target Segment</b></p> <p>Age: 35-50</p> <p>Title: 9P of Marketing, Head of Communications, Partner, Director</p> <p>Experience: 15-25 years in one industry vertical</p> <p>Pain Point: High specialization but wants to pivot industries or expand scope without starting over</p> <p>Motivation: Seeks a peer network and executive feedback to reposition themselves</p> <p>Platform Behavior: Heavy LinkedIn user, engaged with professional content on Instagram</p>
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Slide B — Urgenc\$:

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Slide ? — 'nfo Session C) .:

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