Strategy to Increase AI Student Kit Downloads

Campaign Objectives

- Increase traffic to the site that houses the student kits:

  https://software.intel.com/en-us/ai/courses

- Track where the user is within the courses

- Increase completions and decrease abandonment halfway through the course

- Nurture users to come back and finish the course if they stop engaging
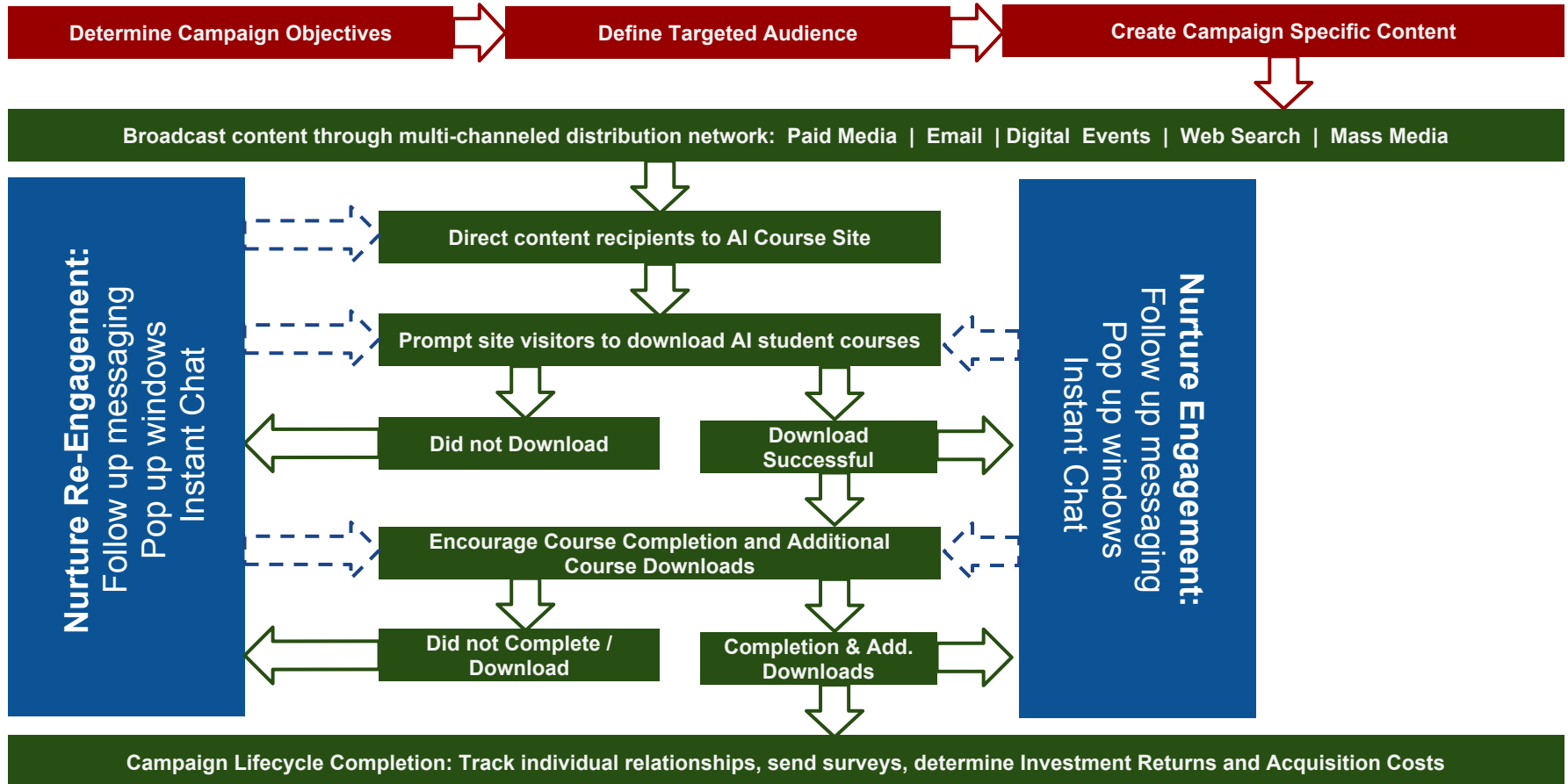
- Encourage users to move to the next kit

Artificial Intelligence → **Machine Learning** → **Deep Learning**

Strategy Overview

Determine Campaign Objectives	➡	Define Targeted Audience	➡	Create Campaign Specific Content

Broadcast content through multi-channeled distribution network: Paid Media | Email | Digital Events | Web Search | Mass Media

Nurture Re-Engagement:
Follow up messaging
Pop up windows
Instant Chat

Nurture Engagement:
Follow up messaging
Pop up windows
Instant Chat

Direct content recipients to AI Course Site

Prompt site visitors to download AI student courses

Did not Download

Download Successful

Encourage Course Completion and Additional Course Downloads

Did not Complete / Download

Completion & Add. Downloads

Campaign Lifecycle Completion: Track individual relationships, send surveys, determine Investment Returns and Acquisition Costs

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Campaign Metric Tracking:

- Lead Scoring
- User Sources
- User Site Traffic
- User Site Downloads
- User Abandonment
- User Site Time
- User Preferences
- User Engagement
- Content Optimization
- Content Evaluation

Case Study: Target Audience for Youtube Advertisement

Target individuals who are most likely to engage with Intel's brand and AI Student Course curriculum, and have previous engagement with similar content

Preferences	Demographic	Location	Age Range
- AI Videos - Technology News - Technology Student Courses - Key word searches	- University Students - Technology Professionals - Software Developers - Data Scientists	- Global locations - Regional locations - Specific locations - Company by name - University by name	- Large range 18-55 - Medium range 18-35 - Specific range 18-25 26-35 36-55

Case Study: Create and Distribute Campaign Specific Content

Design visually appealing video content that strives for emotional connection

New Video Content

Length: <30 seconds

Theme: Students or Tech Professionals downloading courses and learning new skills from Intel AI Student Courses

Direction: Send viewers to course website via unique, trackable click through link

Distribute through Youtube Ads to defined target audience, funneling to AI Student Course site

Recycled Video Content

Sample:

Case Study: Measuring AI Course Site Traffic from Youtube Ad

Track Unique Links Specific to Campaign Content

- Each piece of content designed specific to this campaign should have a unique, trackable URL

- This link provides a direct insight to the effectiveness of the campaign content

- In this case study, we are measuring the effectiveness of the video ad content

Prompt Link Visitors to Login and Enable Site Cookies

- Create a pop-up form that requires new users to login before downloading AI student course content

- Ask site visitors to enable cookies

- The login information will be key to tracking individual downloads and nurturing users through the courses

Nurture Users through AI Course Curriculum

- Use cookies to measure the time users spend on the site

- Create triggers that send reminder emails, prompting individuals to complete and/or download additional courses

- Create triggers to thank users and prompt them to engage further by link sharing

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Case Study: Additional Video Ad Campaign Metrics

Lead Scoring	Automate lead scores based on predetermined stages in the individual's campaign journey
Sources	Track the video ad source that directed individuals to the AI course site
Site Traffic	Measure the amount of increased site traffic during the campaign
User Downloads	Track users sourced from the video ad who go on to download courses
Abandonment	Nurture users who abandon courses or do not download additional courses
Site Time	Track the site time of users sourced from the video ad
User Preferences	Determine which courses are the most popular to these sourced users
User Engagement	Encourage and track sourced user engagement: sharing, chatting, etc.
Content Optimization	Optimize content specific to the defined campaign target audience
Content Evaluation	Evaluate the effectiveness of the video ad content with the target audience

Case Study: Video Ad Campaign Lifecycle Completion

- Compare final metrics to campaign objectives

- Calculate the Customer Acquisition Cost relative to the video ad campaign

- Calculate the Return on Investment Costs relative to the video ad campaign

- Send user surveys and encourage future engagement with Intel's brand

- Determine whether video ads are the most effective content choice for future AI Student Course campaigns

Even though this sample campaign is complete, the individual relationship requires continued nurturing until their preferences change