

# TXST ROUND ROCK



TEXAS STATE UNIVERSITY  
**TAKE YOUR NEXT STEP**  
Earn your master's of health information management.  
APPLY NOW

TEXAS STATE UNIVERSITY  
**TAKE YOUR NEXT STEP**  
Earn your master's in interdisciplinary studies.  
APPLY NOW



Texas State University ★ Round Rock Campus

**IN ROUND ROCK • FOR ROUND ROCK**

Preparing tomorrow's professionals  
from business leaders to healthcare specialists  
to serve our growing community.

TEXAS STATE UNIVERSITY  
ROUND ROCK CAMPUS



WATCH YOUTUBE VIDEO

[15 Second Spot](#)

Completion Rate: 38.39%

## CAMPAIGN STATS

### Total Impressions

12,859,149

### Total Engagement

38,199 clicks



### GOOGLE SEARCH

6,882 clicks  
4.73% CTR



### DOOH & YOUTUBE

Over 2.7 Million Impressions



### PRE-ROLL & DISPLAY

Impressions: 2,025,903  
Engagements: 997 (clicks)  
Completion Rate: 38.39%

### SOCIAL MEDIA



#### Total Impressions

Facebook: 452,206  
Instagram: 224,331  
Snapchat: 480,219

## DIGITAL MARKETING CAMPAIGN

**GOAL:** Support efforts to increase TXST Round Rock campus enrollment and achieve an ambitious 10,000 campus population goal by 2030.

**STRATEGY:** Create an integrated, multi-channel campaign targeting high-potential segments, including second-career adults, transfer students, international newcomers, and local decision-makers. Track campaign performance through key metrics like clicks, impressions, and website visits.

**TARGET AUDIENCE:** Focus on high-potential segments, including second-career adults, transfer students, international newcomers, and influential local decision-makers.

**RESULTS:** In just four days, our team created over 300 targeted creatives highlighting programs and offerings. The campaign drove a massive 132% increase in new website visitors over three months - from 17,164 to 39,881.

## Campaign Creatives Included:



:15s pre-roll



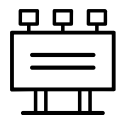
Google Search



Display & Native Ads



Social Media



Digital OOH Billboards