

A modern office interior with a curved wooden table in the foreground, orange sofas on the left, and a large window in the background. A dark grey rounded rectangle is overlaid in the center, containing the text "March Paid Media Report" in green.

March Paid Media Report

Executive Summary

Strategy

Generate leads and increase website traffic for various GIBS programmes by utilising the strengths of Facebook, LinkedIn Ads and Google Ads. Use LinkedIn for professional targeting and leverage Facebook and Instagram to tap into a larger audience base, and use Google search intent targeting to access people search for what GIBS has to offer.

Our Impact

- In the period of January to March, ByDesign Digital allocated a total budget of R286 517,40 on paid media campaigns. This month's budget was dedicated to social media platforms and Google ads:
- Campaign Visibility: The **48 paid campaigns** implemented across various GIBS programmes were **seen over 8,8 million times**, ensuring high visibility and engagement with a targeted audience.
- Audience reach: These campaigns successfully **reached over 2,4 million social media profiles**, showcasing the campaigns ability to connect with a wide and diverse audience.
- Results and Conversions: The campaigns generated **52 176 website visits** and **2 025 new leads**, demonstrating the effectiveness of reaching key audiences relevant to programmes.

Paid Media Snapshot Closed Campaigns: January – March

Objective: To generate website traffic and leads

19 Lead Gen Campaign

29 Web Traffic Campaigns

25 LinkedIn
Campaigns

22 Meta
Campaigns

1 Google
Campaign

2 025 Leads &
52 176 Website views

8,8 Million Ad
views

2 Million Social
Media Accounts
reached

14 Campaigns for
Academic
Programmes

15 Campaigns for
Executive
Programmes

19 Campaigns for
Events, Tenders
& Other

Insights

- From the campaigns that ran from January to March, GIBS ad were seen over 8,8 million times and reached over 2,4 million social media profiles, generating 56 176 paid website visits and 2 025 leads.
- The top-performing campaign in terms of **impressions** was the Meta Advanced Diploma info session, contributing 15,32% of total impressions due to targeting professionals from around the entire country and the SADC regions.
- The top-performing campaign in terms of most **individuals reached** was the Meta Postgraduate Diploma Business Administration FT, contributing 16,72% of the total people reached.
- The top-performing programme of **most leads** generated was the GIBS Finance for Non-Financial Manager Online campaigns, contributing 13,64% of the leads generated due to a broad audience being targeted.
- The top-performing programme in terms of **most website visits** generated was the GIBS Postgraduate Diploma Business Administration FT campaigns, contributing 16,33% of the total paid website visits generated.

Overall Results

All Campaigns	Impressions	Reach	Website Visits	Leads	Conversion Rates (%)	Budget Allocated
Total	8 825 369	2 411 743	56 176	2 025	0,71% for web visits 0,22% for leads	R286 517,40

The conversion rate is calculated based on each campaign's objective: link clicks over impressions for traffic campaigns and leads over impressions for lead generation campaigns.

Academic Programmes



Closed Campaigns– Academic Programmes

Advanced Diploma								
Campaign Iterations	Objective	Run Dates	Platform	Impressions	Reach	Leads	Conversion Rate	Budget Allocated
Phase 1	Lead Generation	22 Jan - 25 Feb	LinkedIn	20 722	13 001	33	0,16%	R 4 200,00
			Meta	58 601	31 114	285	0,49%	R 800,00
			Total	79 323	44 115	318	0,40%	R 5 000,00
Phase 2	Objective	Run Dates	Platform	Impressions	Reach	Website Visits	Conversion Rate	Budget Allocated
	Website Traffic	12 Feb - 26 Feb	LinkedIn	203 598	22 643	1 243	0,61%	R 6 500,00
			Meta	43 047	24 331	917	2,13%	R 500,00
			Total	246 645	46 974	2 160	0,88%	R 7 000,00
Programme for Management Development								
Campaign Iterations	Objective	Run Dates	Platform	Impressions	Reach	Website Visits	Conversion Rate	Budget Allocated
Phase 1	Website Traffic	22 Jan - 26 Mar	LinkedIn	332 133	50 362	1 841	0,55%	R 10 000,00
			Meta	31 036	24 060	531	1,71%	R 1 000,00
			Google	37 687		3 050	8,09%	R 3 000,00
			Total	363 169	74 422	5 422	0,65%	R 13 500,00
Phase 2	Objective	Run Dates	Platform	Impressions	Reach	Leads	Conversion Rate	Budget Allocated
	Lead Generation	12 Feb - 24 Mar	LinkedIn	48 179	36 936	157	0,33%	R 7 600,00
			Meta	65 417	31 603	206	0,31%	R 1 200,00
			Total	113 596	68 539	363	0,32%	R 8 800,00
Postgraduate Diploma Business Administration - Full Time								
Campaign Iterations	Objective	Run Dates	Platform	Impressions	Reach	Website Visits	Conversion Rate	Budget Allocated
Phase 3	Website Traffic	20 Jan - 6 Feb	LinkedIn	260 071	42 279	1 558	0,60%	R 15 000,00
			Meta	1 062 298	403 342	7 620	0,72%	R 5 000,00
			Total	1 322 369	445 621	9 178	0,69%	R 20 000,00
Phase 4	Objective	Run Dates	Platform	Impressions	Reach	Website Visits	Conversion Rate	Budget Allocated
	Website Traffic	22 Jan - 27 Jan	LinkedIn	106 801	31 517	875	0,82%	R 15 000,00
			Meta	229 611	129 210	1 975	0,86%	R 2 000,00
			Total	336 412	160 727	2 850	0,85%	R 17 000,00
Phase 5	Objective	Run Dates	Platform	Impressions	Reach	Website Visits	Conversion Rate	Budget Allocated
	Website Traffic	3 Feb - 7 Feb	LinkedIn	107 940	27 719	968	0,90%	R 12 000,00
			Total	107 940	27 719	968	0,90%	R 12 000,00

Note: PMD Phase 1 was paused from 7 Feb to 13 Mar, due to issues with the landing page.

Closed Campaigns– Academic Programmes

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New manager, New skills... Last chance to apply for the GIBS PMD. Bursaries are available.

Wanted: Experienced managers who need to take their skills to the next level.

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Megan took her MSc in Clinical Psychology and found her dream team during her internship. The GIBS PDBA gave her the tools – where will it take you? Applications for 2025 are open at gibs.co.za. Let's go!

Internship Insights

MEGAN
- GIBS PDBA ALUMNI

"This internship helped me understand local jobs better and the type of work environment I thrive in. It was a great leap for my career path."

Shape Your Future

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GIBS Full-Time PDBA

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Wanted: Experienced managers who need to take their skills to the next level.

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Is your son or daughter graduating soon? Equip them for the world of work with a GIBS Full-Time PDBA. An honours qualification including an internship. Bursaries are available for a limited time.

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Eve's PDBA journey turned her BSc in Microbiology into a boardroom career. Rewrite your story – apply now for the GIBS Full-Time PDBA 2025 at GIBS.

Internship Insights

EVE
- GIBS PDBA ALUMNI

"As someone who studied Microbiology, the internship introduced me to the structural possibilities in business. It completely changed how I see my career path."

Shape Your Future

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GIBS Full-Time PDBA

Open Campaigns– Academic Programmes

Campaign name	MPhil	Objective	Website Visits
Corporate Strategy		Website	8
MPhil	Change	Traffic	171
Leadership		Website	6

Doctoral Programme

Traffic

Website

Traffic

972

5

881



Insights Closed Academic Campaigns

681
Leads

- Meta consistently delivered strong conversion rates across campaigns, even with deliberately lower budget allocations. This reflects our strategic use of the platform's lower cost-per-click and its proven ability to drive cost-effective lead generation and website traffic. The data shows that Meta audiences are highly responsive and take the desired actions.
- LinkedIn, while significantly more expensive in terms of cost-per-lead and click, delivered valuable top-of-funnel performance, driving broad reach, high engagement, and reinforcing institutional credibility. As a premium platform, it continues to be an effective channel for engaging senior professionals and decision-makers, particularly for academic programmes where reputation and trust play a critical role in the consideration phase. A measured increase in LinkedIn budget could help expand reach among high-intent professional audiences, complementing Meta's efficiency with greater brand positioning and visibility.
- Google also performed strongly in Phase 1 of the Management Development campaign, achieving an impressive 8.09% conversion rate, highlighting the value of intent-driven channels for mid-to-bottom funnel actions.

20 578
Web Visits

Executive Programmes



Closed Campaigns - Executive Programme


Programme	Run Dates	Platform	Impressions	Reach	Leads	Conversion Rate	Budget Allocated
Finance for Non Financial Managers Online	21 Jan - 6 Feb	LinkedIn	91 003	59 730	167	0,18%	R 7 000,00
		Meta	71 985	34 326	201	0,28%	R 1 500,00
		Total	162 988	94 056	368	0,23%	R 8 500,00
Strategic Resilience (Online)	22 Jan - 13 Feb	LinkedIn	78 501	60 768	52	0,07%	R 7 000,00
		Meta	23 454	12 450	80	0,34%	R 1 500,00
		Total	101 955	73 218	132	0,13%	R 8 500,00
Managing for Results	3 Feb - 24 Feb	LinkedIn	17 942	12 017	10	0,06%	R 6 500,00
		Meta	29 079	12 879	58	0,20%	R 2 000,00
		Total	47 021	24 896	68	0,14%	R 8 500,00
Nexus Leadership Programme	3 Feb - 27 Feb	LinkedIn	139 971	91 568	172	0,12%	R 17 000,00
		Meta	66 842	25 923	191	0,29%	R 4 300,00
		Total	206 813	117 491	363	0,18%	R 21 300,00
The Next Manager	3 Feb - 20 Feb	LinkedIn	18 656	7 039	26	0,14%	R 6 500,00
		Meta	78 743	36 118	170	0,22%	R 2 000,00
		Total	97 399	43 157	196	0,20%	R 8 500,00
Employee Share Ownership Plans (ESOP) Playbook	11 Feb - 25 Mar	LinkedIn	28 500	18 092	22	0,08%	R 12 000,00
		Meta	34 365	12 341	69	0,20%	R 2 000,00
		Total	62 865	30 433	91	0,14%	R 14 000,00
EDA Measuring Impact	20 Feb - 8 Mar	LinkedIn	31 766	18 270	37	0,12%	R 8 200,00
		Total	31 766	18 270	37	0	R 8 200,00
Strategy, Innovation & Design Thinking	13 Mar - 27 Mar	LinkedIn	17 466	9 487	30	0,17%	R 6 400,00
		Meta	16 123	8 325	59	0,37%	R 1 000,00
		Total	33 589	17 812	89	0,26%	R 7 400,00

Note: The objective for all these campaigns was lead generation

Closed Campaigns - Executive Programme

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Employee ownership provides a strong opportunity to align shareholder and employee goals, and enhance business performance. Applications now open for this new offering at GIBS.



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Employee Share Ownership Plans (ESOPs) are driving strategic inclusivity and can be designed to retain areas of growth in economically dormant markets.

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A 'nexus' is a point of connection. This programme explores the important intersection between self-awareness, social awareness, and a learning mindset – and how we can use that nexus to effect positive change and is designed to transform your way of being a leader and a learner.



Nexus Leadership Programme: Leaders as Learners
Empowering Leaders at the Intersection of Change

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Build a future-ready organisation with our Organisational Strategic Resilience Programme—equipping leaders to navigate challenges, seize opportunities, and thrive in an ever-changing world



Online Course:
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Struggling to secure funding for your social impact initiatives?
Investors & funders demand measurable proof of success. Do you know how to provide it?

Join us on 9-10 April 2025 at GIBS, Sandton to master impact measurement, reporting and fundraising for fundraising success.

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Why Impact Measurement Matters
It's a common mistake to see ESG (Environmental, Social, Governance) as a checklist to tick off. Funders want to see measurable impact that drives your business forward. This course covers:

- Data-driven storytelling, evaluation, and learning
- Building a culture of impact
- Developing a reporting strategy that resonates and inspires

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GIBS Online Course: Strategic Resilience

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Open Campaigns - Executive Programme

Campaign name	Objective	Results
Leader as Coach	Leads	6 leads
Finance for Non Financial Managers	Website visits	674 website visits
Managing managers for results	Leads	23 leads
Finance for Non Financial Managers Online	Website visits	982 website visits
Lead for Creative Thinking	Leads	7 leads

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The World Economic Forum has now put creativity on the top of the list of skills growing in importance over the next five years. This new GIBS programme highlights the practical strategies to cultivate a culture of innovative thinking and drive output-focused creativity across your organisation. Programme start: 13 May.



Online Course: Lead for Creative Thinking
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GIBS Lead for Creative Thinking

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A coaching leadership style empowers leaders to elevate team performance by nurturing individual growth and highlighting each member's crucial role within the group. Programme start: 6 May. Limited seats available.



Leader as Coach
Lead with purpose and impact: a course designed to integrate coaching into everyday leadership.

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Every decision impacts the bottom line. Gain the financial fluency to manage costs, improve profitability, and lead with confidence. Apply now and take your leadership further. Programme start: 12 May.



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Achieve excellence in leadership with our Managing Managers for Results Programme—designed to equip experienced managers with the skills to lead high-performance teams, navigate complexity, and execute strategy with impact. Programme dates: 27-30 May



Managing Managers for Results
Unleashing managerial excellence, driving results

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Insights Closed Executive Campaigns

1,344
Leads

- Across executive campaigns, Meta continued to outperform on lead generation efficiency, consistently achieving higher conversion rates at a fraction of the cost of LinkedIn. Its ability to nurture bottom-funnel conversions with lower budgets contributed to 59% of total leads across all executive programmes, reaffirming its role as a high-performing, cost-effective channel.
- While LinkedIn remained the more expensive channel by comparison, it delivered broader reach and helped sustain visibility among senior professionals, a key audience segment for executive education. Its strength lies in brand positioning and credibility-building, especially when engaging decision-makers in more niche or high-value programmes. Strategic investment in LinkedIn can help expand exposure in targeted professional circles, complementing Meta's lead efficiency with trusted, high-quality brand interactions.

Events, Conferences, Other



Events, Conferences and Other Campaigns

35,598
Web visits

Info Sessions								
Programme	Objective	Run Dates	Platform	Impressions	Reach	Website Visits	Conversion Rate	Budget Allocated
Advanced Diploma Online Info Session	Website Traffic	14 Jan - 22 Jan	LinkedIn	213 591	56 434	1229	0,58%	R 10 000,00
			Meta	1352 184	306 848	493	0,04%	R 4 260,87
			Total	1565 775	363 282	1722	0,11%	R 14 260,87
PMD Online Info Session	Website Traffic	16 Jan - 29 Jan	LinkedIn	474 531	70 610	2 710	0,57%	R 15 000,00
			Meta	413 824	126 765	6 892	1,67%	R 2 826,09
			Total	888 355	197 375	9 602	1,08%	R 17 826,09
Doctoral Info Session	Website Traffic	31 Jan - 11 Feb	LinkedIn	482 622	29 265	2 743	0,57%	R 15 000,00
			Meta	289 565	71 013	1 761	0,61%	R 2 000,00
			Total	772 187	100 278	4 504	0,58%	R 17 000,00
Mphil Online Info Sesion	Website Traffic	6 Feb - 19 Feb	LinkedIn	274 657	16 019	1 790	0,65%	R 15 000,00
			Meta	189 055	43 510	1 154	0,61%	R 2 000,00
			Total	463 712	59 529	2 944	0,63%	R 17 000,00
Doctoral Info Session (5 Mar)	Website Traffic	19 Feb - 4 Mar	LinkedIn	439 550	42 301	2 969	0,68%	R 15 000,00
			Meta	264 796	65 684	1 905	0,72%	R 2 000,00
			Total	704 346	107 985	4 874	0,69%	R 17 000,00
Conferences								
Programme	Objective	Run Dates	Platform	Impressions	Reach	Website Visits	Conversion Rate	Budget Allocated
Economic Outlook Conference	Website Traffic	6 Mar - 21 Mar	LinkedIn	398 166	43 992	2 427	0,61%	R 11 500,00
			Meta	48 721	30 368	2 280	4,68%	R 2 500,00
			Total	446 887	74 360	4 707	1,05%	R 14 000,00
Other								
Programme	Objective	Run Dates	Platform	Impressions	Reach	Website Visits	Conversion Rate	Budget Allocated
New Year Admissions	Website Traffic	7 Jan - 28 Jan	LinkedIn	156 611	21 548	927	0,59%	R 5 600,00
			Meta	210 326	110 280	1 934	0,92%	R 1 530,44
			Total	366 937	131 828	2 861	0,78%	R 7 130,44
The AI Advantage	Website Traffic	4 Feb - 27 Feb	LinkedIn	95 781	12 980	522	0,54%	R 3 000,00
			Meta	52 321	27 393	1 472	2,81%	R 500,00
			Total	148 102	40 373	1 994	1,35%	R 3 500,00
Big Trends Breakfast	Website Traffic	6 Feb - 25 Feb	LinkedIn	51 791	15 573	301	0,58%	R 3 000,00
			Meta	38 018	28 265	1 926	5,07%	R 500,00
			Total	89 809	43 838	2 227	2,48%	R 3 500,00
HerAI Path	Website Traffic	10 Mar - 15 Mar	LinkedIn	27 722	5 445	163	0,59%	R 2 100,00
			Total	27 722	5 445	163	0,59%	R 2 100,00

Events, Tenders and Other Campaigns

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Join us for an information session to find out more about the Doctoral journey, hosted by our lead faculty, Prof Helena Barnard.

GIBS Doctoral Qualifications

Join us for an information session to learn more about our DBA and PhD

12 February | Online | 18:00

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GIBS Online Doctoral Programme Information Session- 12 February 2025

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MPhil Information Session

Corporate Strategy & Change Leadership

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On Campus:

The Big Trends Breakfast

Dates: 26 February 2025

Time: 08:30am - 10:30am

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GIBS The Big Trends Breakfast 2025

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GIBS Doctoral Qualifications

Join us for an information session to learn more about our DBA and PhD

5 March | Online | 18:00

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GIBS Doctoral Online Info Session

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On Campus:

The Big Trends Breakfast

26 February 2025

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The Big Trends Breakfast 2025

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The AI Advantage: Gain the skills to lead in an AI-driven world.

The AI Advantage

Gain the skills to lead in an AI-driven world.

Date: 18 - 19 March 2025

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- ✓ Office: 18 - 20 January 2025
- ✓ Where: 36 Meville Road, Embsay
- ✓ Office Hours: 08:00 - 16:00
- ✓ Time Slot: Full (08:00 - 16:00)

Walk in, Dream big, Leave inspired.

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Outlook

Recommendations

- Overall Performance Insights
 - Meta emerged as a high-performing platform across the board. It delivered superior conversion rates at a notably lower cost, reinforcing its value for performance marketing.
 - LinkedIn continued to strengthen brand presence and awareness through its expansive reach, making it an effective channel for visibility and engagement.
Campaigns that strategically integrated both platforms achieved the strongest results, striking a powerful balance between scale and precision to maximise awareness, engagement, and conversion outcomes.
- Retargeting Meta Audiences on LinkedIn
 - Custom Audiences & Lookalike Audiences: Use Meta's Custom Audience capabilities to retarget those who clicked on specific ads or visited certain pages, then build Lookalike Audiences on LinkedIn to ensure the right professionals see your content.
 - Tailored Messaging: When retargeting on LinkedIn, tailor the messaging to reflect the more premium, trust-driven tone of the platform. Highlight credibility, reputation, and institutional leadership, which resonate strongly with LinkedIn users.
- Incorporating Video and Rich Media
 - Showcase Alumni Success Stories: Highlight real-life examples of how your academic or executive programmes have led to career advancement or business transformation.
- Increased Budget Allocation for LinkedIn specifically.