

A photograph of a group of people sitting on a brick wall. The image is cropped to show their legs and lower bodies. They are wearing various casual clothing like jeans, t-shirts, and sneakers. One person in the center is holding a white smartphone. A large black rectangular box is superimposed over the middle of the image, containing the title text in a green, sans-serif font.

January Paid Media Report

Executive Summary

Strategy

Generate leads and increase website traffic for various GIBS programmes by utilising the strengths of Facebook, and LinkedIn Ads. Use LinkedIn for professional targeting and leverage Facebook and Instagram to tap into a larger audience base.

Our Impact

- In January, ByDesign Digital spent a total amount of R94 408,40 on paid media campaigns, this month's budget was dedicated to social media platforms.
- Campaign Visibility: The **29 paid campaigns** implemented across various GIBS programmes were **seen over 6 million times**, ensuring high visibility and engagement with a targeted audience.
- Audience reach: These campaigns successfully **reached over 1,8 million social media profiles**, showcasing GIBS's ability to connect with a wide and diverse audience.
- Results and Conversions: The campaigns generated **36 951 ad clicks** and **318 new leads**, demonstrating the effectiveness of reaching key audiences relevant to programmes.

Paid Media Snapshot Summary

Objective: To generate website traffic and leads

4 Lead Gen Campaign

25 Web Traffic Campaigns

14 LinkedIn Campaigns

15 Meta Campaigns

318 Leads & 35 697
Website views

6 Million Ad views

1,8 Million Social
Media Accounts
reached

17 Campaigns for
Academic
Programmes

4 Campaigns for
Executive
Programmes

8 Campaigns for
Events, Tenders
& Other

Insights

- In January, GIBS ad campaigns were seen over 6 million times and reached over 1,8 million social media profiles, generating 36 951 paid clicks and 318 leads.
- The top-performing campaign in terms of **impressions** was the Meta campaign for GIBS AdvDip Online Info Session, contributing 22,37% of total impressions.
- The top-performing campaign in terms of most **individuals reached** was the Meta campaign for GIBS FT PDBA Phase 3, contributing 21,97% of total people reached.
- The top-performing campaign of **most leads** generated was the GIBS FNFM Online Meta campaign, contributing 63,21% of the leads generated.
- The top-performing campaign in terms of **most website visits** generated was the GIBS FT PDBA Phase 3 Meta campaign, contributing 21,35% of the total paid website visits generated.

Overall Results

All Campaigns	Impressions	Reach	Clicks	Leads	Website Visits	CTR (%)	Spend
Total	6 045 025	1 836 036	36 951	318	35 697	0,61%	R94 408,40

Paid Media – Academic Programme Campaigns

Academic Programmes - Website Traffic Campaigns						
Campaign Name	Platform	Impressions	Reach	Clicks	CTR (%)	Website visits
GIBS Adv Diploma - Traffic - Jan-Feb2025 - BDC	LinkedIn	118 102	17 365	782	0,66%	782
	Meta	41 047	24 331	917	2,23%	917
GIBS Doctoral Programme Phase 2 - Traffic - Jan-Apr2025 - BDC	LinkedIn	60 297	9 106	380	0,63%	380
	Meta	51 498	20 949	366	0,71%	366
GIBS FT PDBA Phase 3 - Traffic - Jan-Feb2025 - BDC	LinkedIn	145 273	29 891	980	0,67%	980
	Meta	1 062 298	403 342	7 620	0,72%	7 620
GIBS Full Time PDBA Phase 4 - Traffic - Jan2025 - BDC	LinkedIn	106 801	31 517	875	0,82%	875
	Meta	229 611	129 210	1 975	0,86%	1 975
GIBS MBA Manufacturing - Traffic - Jan2025 - BDC	LinkedIn	147 033	14 873	1 003	0,68%	1 003
	Meta	467 926	94 830	207	0,04%	207
GIBS MBA Retargeting - Traffic - Jan2025 - BDD	LinkedIn	44 980	10 806	486	1,08%	486
GIBS MPhil Change Leadership - Traffic - Jan-Mar2025 - BDC	LinkedIn	73 742	13 766	508	0,69%	508
	Meta	53 416	36 241	484	0,91%	484
GIBS MPhil Corporate Strategy Phase 2 - Traffic - Jan-Mar2025 - BDC	LinkedIn	61 976	19 164	389	0,63%	389
	Meta	37 959	28 068	452	1,19%	452
GIBS PMD - Traffic - Jan-Feb2025 - BDC	LinkedIn	148 642	23 494	790	0,53%	790
	Meta	31 036	24 060	531	1,71%	531
Total		2 881 637	931 013	18 745	0,65%	18 745

Paid Media – Executive Programme Campaigns

Executive Programmes - Leads Campaigns						
Campaign Name	Platform	Impressions	Reach	Clicks	CTR (%)	Leads
GIBS FNFM Online - Leads - Jan-Feb2025 - BDC	LinkedIn	33 577	25 516	368	1,10%	61
	Meta	71 985	34 326	603	0,84%	201
GIBS Online Strategic Resilience - Leads - Jan-Feb2025 - BDC	LinkedIn	24 513	20 464	182	0,74%	18
	Meta	8 396	4 315	98	1,17%	38
Total		138 471	84 621	1 251	0,90%	318

Paid Media – Events, Tenders and Other Campaigns

Events, Tenders & Other - Website Traffic Campaigns						
Campaign Name	Platform	Impressions	Reach	Clicks	CTR (%)	Website visits
GIBS AdvDip Online Info Session - Traffic - Jan2025 - BDC	LinkedIn	213 591	56 434	1 229	0,58%	1 229
	Meta	1 352 184	306 848	493	0,04%	493
GIBS New Year Admissions - Traffic - Jan 2025 - BDD	LinkedIn	156 611	21 548	927	0,59%	924
	Meta	210 326	110 280	1 934	0,92%	1 934
GIBS PMD Online Info Session - Traffic - Jan2025 - BDC	LinkedIn	474 531	70 610	2 710	0,57%	2 710
	Meta	413 824	126 765	6 892	1,67%	6 892
GIBS CETA ILD Programme - Traffic - Jan2025 - BDD	Meta	85 564	53 191	1 325	1,55%	1 325
GIBS CETA IEDP PDBA - Traffic - Jan2025 - BDD	Meta	118 286	74 726	1 445	1,22%	1 445
Total		3 024 917	820 402	16 955	0,56%	16 952

Advertising Showcase

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Enhance your managerial experience. Applications are open for the GIBS PhD. For more information, please see an online information session taking place on 30 January 2023.

Programme for Management Development (PMD)
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Master's degree specialising in corporate strategy. APPLICATIONS NOW OPEN >>>

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Advanced Diploma in General Management (ADGM)
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Leave your brain to business science. Complete a PhD or DBA at GIBS.

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CETA International Executive Development Programme
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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.

Strategic Resilience
Enhance your speed, agility, and responsiveness to drive business performance.

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Strategic Resilience
Enhance your speed, agility, and responsiveness to drive business performance.

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Outlook

Key Learnings and Insights from January Paid Media Campaigns

Meta campaigns out-performed LinkedIn in terms of for brand visibility (impressions) and social media accounts reached (reach).

The standout performance of specific ads (e.g., GIBS AdvDip Online Info Session and GIBS FT PDBA Phase 3) indicates that clear, audience-aligned messaging resonates well.

For higher lead conversion, consider lead generation ads 2 – 3 months before deadlines and shift to retargeting with traffic ads closer to the application closing date.

Due to rising LinkedIn cost per lead, an increased minimum ad spend budget of R15 000 per month is advised for lead generation campaigns and R10 000 per month for website traffic campaigns to maintain effectiveness and ROI per campaign.

Campaigns to run in February

- | | |
|---|--|
| <ul style="list-style-type: none">• Full Time PDBA Phase 3• Full Time PDBA Phase 5• PMD• Advanced Diploma• MPhil Corporate Strategy & Change Leadership• Doctoral Phase 2• Strategic Resilience• The AI Advantage• Big Trends Breakfast | <ul style="list-style-type: none">• The Next Manager• Managing for result• Nexus Leadership Programme• MPhil Online Info Session• Doctoral Online Info Session |
|---|--|