

Gordon Institute of Business Science University of Pretoria

Executive Summary

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.

- 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

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	1836 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	
CIBS ACV DIPIONA - Tranic - San-rebzozs - BDC	Meta	41 047	24 331	917	2,23%	917	
GIBS Doctoral Programme Phase 2 - Traffic - Jan-Apr2025 - BDC	LinkedIn	60 297	9106	380	0,63%	380	
GIBS DOCTORAL PROGRAMME Phase 2 - Tramic - Jan-Apr2025 - BDC	Meta	51 498	20 949	366	0,71%	366	
CIDC ET DDDA Dhana 2 Tarffin Ian Enhaces DDC	LinkedIn	145 273	29 891	980	0,67%	980	
GIBS FT PDBA Phase 3 - Traffic - Jan-Feb2025 - BDC	Meta	1062298	403 342	7620	0,72%	7 620	
GIBS Full Time PDBA Phase 4 - Traffic - Jan2025 - BDC	LinkedIn	106 801	31 517	875	0,82%	875	
GIBS FUILTIME PUBA Phase 4 - Tramic - Jan2025 - BUC	Meta	229 611	129 210	1975	0,86%	1 975	
CIDS MDA Manufacturing Traffic Jan 2025 DDC	LinkedIn	147 033	14 873	1003	0,68%	1003	
GIBS MBA Manufacturing - Traffic - Jan2025 - BDC	Meta	467 926	94830	207	0,04%	207	
GIBS MBA Retargeting - Traffic - Jan2025 - BDD	LinkedIn	44 980	10 806	486	1,08%	486	
CIDC MDhil Changa Landarship Traffic Ion Mar200E DDC	LinkedIn	73 742	13 766	508	0,69%	508	
GIBS MPhil Change Leadership - Traffic - Jan-Mar2025 - BDC	Meta	53 416	36 241	484	0,91%	484	
CIDC MDbil Corporate Stratem, Phone 2. Troffic. Jon Mar 202E. BDC	LinkedIn	61 976	19 164	389	0,63%	389	
GIBS MPhil Corporate Strategy Phase 2 - Traffic - Jan-Mar2025 - BDC	Meta	37 959	28 068	452	1,19%	452	
CIDC DMD Traffic In Falances DDC	LinkedIn	148 642	23 494	790	0,53%	790	
GIBS PMD - Traffic - Jan-Feb2025 - BDC	Meta	31 036	24 060	531	1,71%	531	
Total	2 881 637	931 013	18 745	0,65%	18 745		

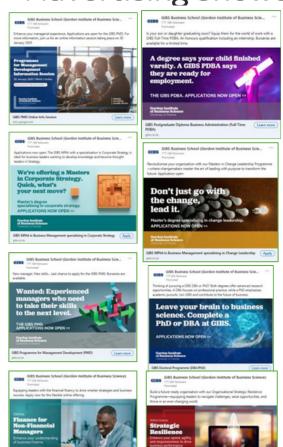
Paid Media – Executive Programme Campaigns

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	
GIBS OF III IE Strategic Resilierice - Leads - Jan I-Feb2023 - BDC	Meta	8396	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	1229	0,58%	1229		
GIBS Advolp Offilie IIII 0 Session - Haffic - Janz 025 - BDC	Meta	1352184	306 848	493	0,04%	493		
 GIBS New Year Admissions - Traffic - Jan 2025 - BDD	LinkedIn	156 611	21548	927	0,59%	924		
GIBS New Year Admissions - Tranic - Jan 2025 - BDD	Meta	210 326	110 280	1934	0,92%	1934		
 GIBS PMD Online Info Session - Traffic - Jan2025 - BDC	LinkedIn	474 531	70 610	2710	0,57%	2710		
GIBS PIND OF HILLE ITTO SESSION - TRATTIC - JAN2025 - BDC	Meta	413 824	126 765	6 892	1,67%	6892		
GIBS CETA ILD Programme - Traffic - Jan2025 - BDD	Meta	85 564	53 191	1325	1,55%	1325		
GIBS CETA IEDP PDBA - Traffic - Jan2025 - BDD	Meta	118 286	74 726	1445	1,22%	1 4 4 5		
Total		3 024 917	820 402	16 955	0,56%	16 952		

Advertising Showcase



GBS Finance for Non-Financial Managers - Online





Complete a PhD

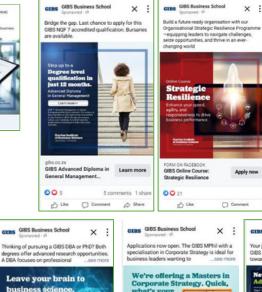
Comment

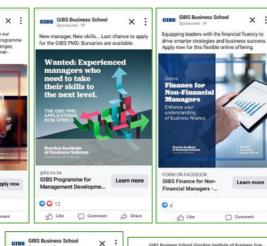
A Share

or DBA at GIBS.

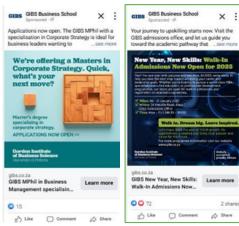
APPLICATIONS

NOW OPEN >>





2 shares





Learn more

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 R0I per campaign.

Campaigns to run in February

- Full Time PDBA Phase 3
- Full Time PDBA Phase 5
- PMD
- Advanced Diploma
- MPhil Corporate Strategy & Change Leadership
- Doctoral Phase 2
- Strategic Resilience
- The Al Advantage
- Big Trends Breakfast

- The Next Manager
- Managing for result
- Nexus Leadership Programme
- MPhil Online Info Session
- Doctoral Online Info Session