

A modern office interior with large glass windows, wooden floors, and several potted plants. A central grey rounded rectangle contains the title text.

# February 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 February, ByDesign Digital spent a total amount of R126 155,01 on paid media campaigns, this month's budget was dedicated to social media platforms due to the GIBS website issues affecting Academic Programmes.
- Campaign Visibility: The **34 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 800 thousand social media profiles**, showcasing the campaigns ability to connect with a wide and diverse audience.
- Results and Conversions: The campaigns generated **18 401 website visits** and **1435 new leads**, demonstrating the effectiveness of reaching key audiences relevant to programmes.

# Paid Media Snapshot Summary

Objective: To generate website traffic and leads

17 Lead Gen Campaign

17 Web Traffic Campaigns

22 LinkedIn Campaigns

12 Meta Campaigns

1 435 Leads & 18  
401 Website views

3 Million Ad views

800 thousand  
Social Media  
Accounts reached

11 Campaigns for  
Academic  
Programmes

13 Campaigns for  
Executive  
Programmes

10 Campaigns for  
Events, Tenders  
& Other

## Insights

- In February, GIBS ad campaigns were seen over 3 million times and reached over 800 thousand social media profiles, generating 18 401 paid website visits and 1 435 leads.
- The top-performing campaign in terms of **impressions** was the LinkedIn campaign for GIBS Online Doctoral Info Session, contributing 15,21% of total impressions due to targeting master's graduates from around the entire country.
- The top-performing campaign in terms of most **individuals reached** was the LinkedIn campaign or GIBS Nexus Leadership Programme, contributing 10,97% of the total people reached. Of all the lead gen campaigns, this one had the highest budget for the month.
- The top-performing campaign of **most leads** generated was the GIBS Adv Diploma Meta campaign, contributing 19,86% of the leads generated due to a broad audience being targeted.
- The top-performing campaign in terms of **most website visits** generated was the GIBS Online Doctoral Info Session, contributing 14,91% of the total paid website visits generated.

## Overall Results

All Campaigns	Impressions	Reach	Website Visits	Leads	Conversion Rates (%)	Spend
Total	3 172 621	834 658	18 401	1 435	0,74% for web visits 0,21% for leads	R126 155,01

# Paid Media – Academic Programme Campaigns

Academic Programmes - Website Traffic Campaigns					
Campaign Name	Platform	Impressions	Reach	Website visits	Conversion Rate
GIBS Adv Diploma - Traffic - Jan-Feb2025 - BDC	LinkedIn	85 496	11 483	461	0,54%
GIBS Doctoral Programme Phase 2 - Traffic - Jan-Apr2025 - BDC	LinkedIn	36 299	5 994	220	0,61%
GIBS FT PDBA Phase 3 - Traffic - Jan-Feb2025 - BDC	LinkedIn	114 798	20 920	578	0,50%
GIBS Full Time PDBA Phase 5 - Traffic - Jan-Feb2025 - BDC	LinkedIn	107 940	27 719	968	0,90%
GIBS MPhil Change Leadership - Traffic - Jan-Mar2025 - BDC	LinkedIn	53 356	9 107	322	0,60%
GIBS MPhil Corporate Strategy Phase 2 - Traffic - Jan-Mar2025 - BDC	LinkedIn	31 081	1 011	184	0,59%
GIBS PMD - Traffic - Jan-Feb2025 - BDC	LinkedIn	91 247	14 472	477	0,52%
Total		520 217	90 706	3 210	0,62%
Academic Programmes - Leads Campaigns					
Campaign Name	Platform	Impressions	Reach	Leads	Conversion Rate
GIBS Adv Diploma - Leads - Feb2025 - BDC	LinkedIn	20 722	13 001	33	0,16%
	Meta	58 601	31 114	285	0,49%
GIBS PMD - Leads - Jan-Mar2025 - BDC	LinkedIn	32 162	23 221	90	0,28%
	Meta	45 114	26 105	136	0,30%
Total		156 599	93 441	544	0,35%

# Paid Media – Executive Programme Campaigns

Executive Programmes - Leads Campaigns					
Campaign Name	Platform	Impressions	Reach	Leads	Conversion Rate
GIBS ESOP - Leads - FebMar2025 - BDC	LinkedIn	17 640	12 069	11	0,06%
	Meta	21 170	9 045	45	0,21%
GIBS FNFM Online - Leads - Jan-Feb2025 - BDC	LinkedIn	57 426	40 654	106	0,18%
GIBS Managing for Results - Leads - Feb2025 - BDC	LinkedIn	17 942	12 017	10	0,06%
	Meta	29 079	12 879	58	0,20%
GIBS Measuring Impact - Leads - FebMar2025 - BDC	LinkedIn	18 513	11 464	22	0,12%
GIBS Nexus Leadership Programme - Leads - Feb-Mar2025 - BDC	LinkedIn	139 971	91 568	172	0,12%
	Meta	66 842	25 923	191	0,29%
GIBS Online Strategic Resilience - Leads - Jan-Feb2025 - BDC	LinkedIn	53 988	43 774	34	0,06%
	Meta	15 058	9 799	42	0,28%
GIBS PBCP - Leads - Feb2025 - BDC	LinkedIn	2 451	2 434	4	0,16%
GIBS The Next Manager - Leads - Feb-Mar2025 - BDC	LinkedIn	18 656	7 039	26	0,14%
	Meta	78 743	36 118	170	0,22%
<b>Total</b>		<b>537 479</b>	<b>314 783</b>	<b>891</b>	<b>0,17%</b>

# Paid Media – Events, Tenders and Other Campaigns

Events, Tenders & Other - Website Traffic Campaigns					
Campaign Name	Platform	Impressions	Reach	Website visits	Conversion Rate
GIBS Big Trends Breakfast - Traffic - Feb2025 - BDC	LinkedIn	52 791	15 185	301	0,57%
	Meta	38 018	28 265	1 926	5,07%
GIBS MPhil Online Info Session - Traffic - Feb2025 - BDC	LinkedIn	274 657	16 019	1 790	0,65%
	Meta	189 055	43 510	1 154	0,61%
GIBS Online Doctoral Info Session - Traffic - Feb2025 - BDC	LinkedIn	482 601	29 265	2 743	0,57%
	Meta	289 565	71 013	1 761	0,61%
GIBS Doctoral Online Info Session (5Mar) - Traffic - FebMar2025 - BDC	LinkedIn	218 741	26 414	1 617	0,74%
	Meta	264 796	65 684	1 905	0,72%
GIBS The AI Advantage - Traffic - Feb2025 - BDC	LinkedIn	95 781	12 980	522	0,54%
	Meta	52 321	27 393	1 472	2,81%
<b>Total</b>		<b>1 958 326</b>	<b>335 728</b>	<b>15 191</b>	<b>0,78%</b>



# Advertising Showcase

**GIBS Business School** (Gordon Institute of Business Science...)  
170,000 followers  
Promoted

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

**GIBS Doctoral Qualifications**  
Join us for an information session to find out more about our GIBS PhD and GIBS MPhil.  
12 February - Online | 18:00

[Register](#)

GIBS Online Doctoral Programme Information Session - 12 February 2025

**GIBS Business School** (Gordon Institute of Business Science...)  
170,000 followers  
Promoted

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.**

THE GIBS PMD. APPLICATIONS NOW OPEN >>

Gordon Institute of Business Science

GIBS Programme for Management Development (PMD)

**GIBS Business School** (Gordon Institute of Business Science...)  
170,000 followers  
Promoted

Secure more funding. Master impact measurement and fundraising strategies with the GIBS Measurement, Evaluation, Reporting and Learning programme. Register today—spots are limited.

**Struggling to secure funding for your social impact initiatives?**

**Why Impact Measurement Matters**

Join us for an online session on 19-20 April 2025. Master the art of securing funding for your social impact initiatives. Register today—spots are limited.

[Register](#)

GIBS MERL Short Course 2025

**GIBS Business School** (Gordon Institute of Business Science...)  
170,000 followers  
Promoted

Equipping leaders with the financial fluency to drive smarter strategies and business success. Apply now for this flexible online offering.

**Online Finance for Non-Financial Managers**  
Enhance your understanding of business finance.

Gordon Institute of Business Science

GIBS Finance for Non-Financial Managers - Online

**GIBS Business School** (Gordon Institute of Business Science...)  
170,000 followers  
Promoted

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.**

THE GIBS PMD. APPLICATIONS NOW OPEN >>

Gordon Institute of Business Science

FORM ON FACEBOOK: GIBS Programme for Management Development

[Learn more](#)

**GIBS Business School** (Gordon Institute of Business Science...)  
170,000 followers  
Promoted

**GIBS Doctoral Qualifications**  
Join us for an information session to learn more about our GIBS PhD and GIBS MPhil.  
12 February - Online | 18:00

[BOOK NOW](#)

**GIBS Business School** (Gordon Institute of Business Science...)  
170,000 followers  
Promoted

A year on as a daughter graduating soon? Equip them for the world of work with a GIBS Full-Time PDBA. An honour's qualification including an internship. Bursaries are available for a limited time.

**A degree says your child finished varsity. A GIBS PDBA says they are ready for employment.**

THE GIBS PDBA. APPLICATIONS NOW OPEN >>

Gordon Institute of Business Science

GIBS Postgraduate Diploma Business Administration (Full-Time PDBA)

[Learn more](#)

**GIBS Business School** (Gordon Institute of Business Science...)  
170,000 followers  
Promoted

Join us for this powerful conversation as we step into 2025. GIBS Faculty Abdullah Veracha will delve into the trends that are not only reshaping industries but redefining leadership and opportunity. From the shifting balance of global power to the technological breakthroughs transforming industries.

On Campus:

**The Big Trends Breakfast**  
26 February 2025

Gordon Institute of Business Science

The Big Trends Breakfast 2025

[Learn more](#)

**GIBS Business School** (Gordon Institute of Business Science...)  
170,000 followers  
Promoted

Megan took her BSc 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**

**Shape Your Future**

GIBS Full-Time PDBA

**GIBS Business School** (Gordon Institute of Business Science...)  
170,000 followers  
Promoted

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.

**DID YOU KNOW?**  
Employee Share Ownership Plans (ESOPs) are driving strategic, inclusivity and can be designed to retain rates of growth in economically dormant markets.

[Learn More about ESOPs](#)

Gordon Institute of Business Science

GIBS: The ESOP Playbook for South Africa

**GIBS Business School** (Gordon Institute of Business Science...)  
170,000 followers  
Promoted

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

Gordon Institute of Business Science

Apply now

gibsbusinessschool Build a future-ready organisation with our Organisational Strategic Resilience... more

**GIBS Business School** (Gordon Institute of Business Science...)  
170,000 followers  
Promoted

A 'nexus' is a point of connection. This programme explores the important intersection between self-awareness, social... see more

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

Gordon Institute of Business Science

FORM ON FACEBOOK: GIBS Nexus Leadership Programme

[Learn more](#)

**GIBS Business School** (Gordon Institute of Business Science...)  
170,000 followers  
Promoted

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

**GIBS Doctoral Qualifications**  
Join us for an information session to find out more about our GIBS PhD and GIBS MPhil.  
12 February - Online | 18:00

[Register](#)

GIBS Online Doctoral Programme Information Session - 12 February 2025

**GIBS Business School** (Gordon Institute of Business Science...)  
170,000 followers  
Promoted

Thinking of pursuing a specialised Master's? Join us for an online information session hosted by our Managing Executive Dr. Hayley Pearson along with our lead faculty who will be sharing key insights on corporate strategy, international business and change leadership.

**MPHil Information Session**

**GIBS MPHil Online Information Session | 20 February 2025**

[Learn more](#)

**GIBS Business School** (Gordon Institute of Business Science...)  
170,000 followers  
Promoted

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

Gordon Institute of Business Science

GIBS Nexus Leadership Programme: Leaders as Learners

**GIBS Business School** (Gordon Institute of Business Science...)  
170,000 followers  
Promoted

Join us for this powerful conversation as we step into 2025. GIBS Faculty Abdullah Veracha will delve into the trends that are not only reshaping industries but redefining leadership and opportunity. From the shifting balance of global power to the technological breakthroughs transforming industries.

On Campus:

**The Big Trends Breakfast**  
Date: 26 February 2025  
Time: 08:30am - 10:30am

[Learn More](#)

Gordon Institute of Business Science

GIBS The Big Trends Breakfast 2025

[Learn more](#)

**GIBS Business School** (Gordon Institute of Business Science...)  
170,000 followers  
Promoted

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: 19 March 2025

[Learn more](#)

GIBS The AI Advantage

# Outlook

## Key Learnings and Insights from February Paid Media Campaigns

- We had to pause a number of the website traffic campaigns due to the website issue, where certain landing pages are not loading for traffic directed from the ads.
- Meta consistently outperforms LinkedIn in conversion rates, both for website visits and lead generation.
- LinkedIn delivers higher reach but lower conversion efficiency.
- Ad fatigue can be addressed by using different creative formats. A lot of the GIBS creatives follow a similar format, leading to ad fatigue. Introducing different creative formats like carousel and/or video ads is beneficial. These new formats can showcase multiple aspects of programmes, testimonials, faculty highlights, and key benefits in one ad unit..

## Campaigns to run in March

- PMD leads
- EDA Measuring Impact
- ESOP
- Academic programme website traffic campaigns to resume once the website is fixed