

Using Video Effectively in Higher Ed Marketing | 07.28.16

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Leftover Questions from the Webcast

Q: What is your budget for ADA compliance? do you outsource captioning?

Ans: (CMM) We have no ADA budget but my team just asked about using a company that charges \$1 a minute. We decided to do it if we can't keep up but hopefully with our student workers, we can continue to get it done without spending any money on it.

(LN answered during webcast)

Q: What percentages of your marketing budgets are used for video placement?

Ans: (CMM) Video creation/production is about 15% of our budget but TV placement is about 50% of it.

(LN) We don't do any TV ads -- the one I showed was a freebie associated with televising the game -- so we have no video placement budget.