
UTRGV Digital Marketing Guidelines

Revised: Nov. 2019

Background:

Many UTRGV departments wish to reach a wider audience via digital channels. From internal student and faculty recruitment to program awareness and community engagement, digital marketing can help many departments reach their goals. Creating an effective digital campaign requires an alignment of multiple resources including marketing strategy, creative assets, optimization metrics, funding/procurement, and the rules and regulations governing public higher education. The following set of guidelines directs projects taken by University Marketing and Communications (UMC) while meeting key institutional goals and conscientiously allocating university resources.

Digital Channels:

Digital channels include all social media advertising platforms, search and display platforms, and web and mobile apps. Some of the most popular digital marketing channels include Google, YouTube, Facebook, Instagram, WhatsApp, LinkedIn, Twitter, and Spotify.

Fully Managed Dedicated Accounts:

Accounts with **digital marketing budgets of over \$10,000 per fiscal year** require a dedicated ProCard, Cost Center Number, Platform Ad Account, and all state-required documentation including invoicing, justification, and bank statements. All documentation and account management are handled by UMC. The client provides the seed funding for creation of the dedicated Cost Center Number. UMC submits all required documentation to the procurement office to establish a dedicated account. Subsequently, the client/department has access to all bank statements, monthly invoices, and platform-ad accounts. The client provides the key goals and UMC creates all graphics, videos, landing pages, tracking scripts, reporting tools, etc. UMC manages the campaign holistically and provides reports and updates.

Partially Managed Accounts:

UMC provides a partially managed digital advertising campaign if a department with a **digital marketing budget of less than \$10,000 but more than \$5,000 per fiscal year** wishes to advertise using digital channels. A dedicated Cost Center Number is not created and a dedicated ProCard is not issued. Instead, given that account reconciliation needs to happen at the same department where advertising buys are made, UMC utilizes a university wide ProCard for all platform media buys. The department must provide the funding directly to the general UMC Cost Center Account where all purchases/expenses are tagged by UMC to monitor spending. The client receives a monthly ad spend report and has access to all invoices. The client provides the key goals and UMC provides all graphics, videos, landing pages, tracking scripts, reporting tools, etc. UMC manages the campaign holistically and provides reports and updates.

All Other Situations:

Accounts/departments with a **budget of less than \$5,000 per fiscal year** handle their own budget and/or account reconciliation for digital campaigns and do not have a dedicated account with UMC. UMC must approve all digital marketing campaign ads and can advise departments wishing to use digital advertising on best practices to achieve their departmental goals. UMC may be able to provide general assistance in the development of ad creative depending on resource availability, project volume, and/or alignment with main institutional goals. UMC does not run or manage the campaign or provide reporting. All campaigns related to student recruitment will have to be pre-approved by either Strategic Enrollment (undergraduate) or Graduate Recruiting (graduate).