

PAID MEDIA SERVICES & STRATEGIES

We are leaders in effectively advertising to youth on digital channels

THE DIGITAL MARKETING EXPERTS IN HIGHER EDUCATION

Glacier has worked with clients in higher education for well over a decade. We are the experts on how to best advertise to and engage with youth.

Digital marketing & paid media are a key part of the marketing mix, and essential for creating a cohesive marketing strategy when targeting Gen Z. We see the most success with clients when they use not only a range of marketing channels, such as social media and paid search, but also a range of tactics to meet students at different points in the funnel.

Digital advertising placements include:

Social Media Advertising

- We can advertise on platforms including: **TikTok, YouTube, Facebook, Instagram, Snapchat, Spotify, LinkedIn** and more

Paid Search

- We are experts at running **Google Ads** search campaigns

Programmatic Advertising

- We use an **exclusive digital platform** that has access to over 40+ indexes, including Google, to buy the best inventory at the best prices across the web

Emerging Platforms

- **ConnectedTV** which simply put is a TV connected to the Internet, such as **Xbox, Apple TV** and **Amazon Fire TV**
- **Digital Out-Of-Home (DOOH)** is a network of digital screens, such as billboards, with complex targeting options and short-time commitments where we have inventory

Other Digital Advertising

- **Gaming Placements** such as ads on **Twitch**, a popular streaming site with Gen Z
- **Reddit ads** where we can advertise on specific forums related to higher education choices

CREATING CAMPAIGNS TO MEET YOUR GOALS

We can create marketing campaigns to meet any goals you have. We typically see higher education clients want to achieve results with:

Generating brand awareness

Driving visitors to websites

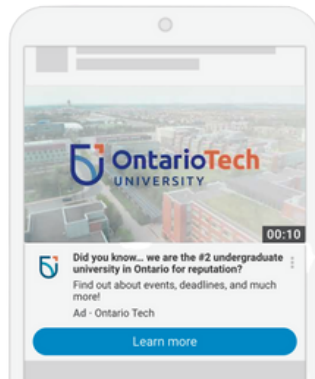
Capturing leads from form fills

Not sure which digital channels you would like to advertise on? We can help you with that! Once we know your campaign goals, we can help you pick the channels where you will see the most success.

Examples of digital ad types:



Snapchat Ad



YouTube Ad



Programmatic

GLACIER CAN TAILOR CAMPAIGNS TO MEET YOUR GOALS

Whatever your goals are, we will work with you on how to meet them. We want you to have successful marketing campaigns & ultimately increase enrollment, and our team will help you reach youth in the most effective way possible.

"We've used a lot of programmatic tools and companies with little success, but Glacier made it profitable for us. We had the pleasure of working with Glacier on VFS awareness campaign for events. They took the care of understanding what the goals, resources, and specs were, and effectively contributed to the whole marketing mix. Glacier was able to target the desired audience and achieved the lowest CPA."



- Vancouver Film School

Want to find out more? Visit weareglacier.org and book a call with our team!