

A Digital Media Strategy for APUSs Communication Degree Programs

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The following is APUS's digital media strategy for its communication degree programs:

Through a complete digital media strategy, the goal is to raise the awareness of the brand, therefore drawing in new students, and improving engagement with the students who are already enrolled.

- Evaluation of the Circumstances:

a) Environment:

- Recent technological advances have had a profound impact on the field of education, highlighting the need of developing effective digital strategies. (Hanna, Rohm, & Crittenden, 2011)
- The COVID-19 epidemic has hastened the transition to online education and boosted the demand for education that can be completed from a distance and with more flexibility.
- An increase in the number of conventional educational institutions as well as traditional universities that offer online programs has led to an increase in competitiveness.

b) Business:

- APUS is a well-established online institution that provides educational opportunities leading to degrees in communication.
- The institution is well-known for its adaptability and commitment to providing a high-quality education.
- In order to meet the varied requirements of its student body, APUS offers a wide variety of communication-related courses.

c) The Clientele:

- prospective students who are interested in obtaining degrees in communication, such as working professionals, members of the military, and students who do not follow the standard educational path. (Lin, Jung Pyo Lee, & Chang, 2009)
- Students currently enrolled in communication programs at APUS who are looking for career assistance, tools, and opportunity to network with other professionals.

d) Competitors:

- Other online institutions such as Southern New Hampshire University, Liberty University Online, and Arizona State University Online are examples of online universities that offer degree programs in communication.
- Traditional educational institutions such as the University of Florida, Penn State University, and the University of Southern California are examples of universities that offer online communication degree programs. (Hanna, Rohm, & Crittenden, 2011)

- **Strategy:**

a) Advertising to Specific Audiences:

- Carry out in-depth research on the market to determine the demographics, interests, and online platforms that are most often used by potential students of communication.

- To attract prospective students, you should create customized adverts and run them on websites and services such as Facebook, LinkedIn, and Google Ads. (Kahn & Barry, 2020)
- Maintaining brand recognition among prospective students who have shown interest in communication programs may be accomplished via the use of retargeting methods.

c) The Marketing of Content:

- Develop a strategy for content marketing that focuses on the production of material that is engaging, informative, and of high quality in relation to communication programs.
- Create a blog on the APUS website that covers themes such as academic advice, job possibilities in the communication business, trends in the industry, and success stories from APUS alumni. (Lin, Jung Pyo Lee, & Chang, 2009)
- Distribute the material via various social media platforms, email newsletters, and collaborations with websites and publications that are relevant to the sector.

c) Online Engagement:

- Ensure that your accounts on social media sites such as Facebook, Twitter, and Instagram are kept up-to-date and active. (Kahn & Barry, 2020)
- Maintain a consistent posting schedule for updates, announcements, and exemplary student achievements.

- Contests, examinations, and live question-and-answer sessions with members of the faculty or industry experts are all great ways to get students and alumni involved.

d) Optimizing Your Website for Search Engines (SEO):

- Improve APUS's organic search engine visibility by optimizing the content of the company's website and blog.
- Carry out research on relevant search phrases that potential communication students use and identify them using keyword analysis. (Kahn & Barry, 2020)
- Techniques for on-page SEO should be used, such as optimizing meta tags and headers, as well as inserting keywords in a natural way throughout the text.

e) Partnerships with Influencers and Participation in Online Communities:

- Find online groups and forums where people who are interested in studying communication congregate, such as Reddit, Quora, or platforms that are specifically designed for communication.
- Take an active role in the debates, provide insightful contributions, and discuss resources that are pertinent to the topic in order to build APUS as an expert in the field of communication education. (Drummond, O'Toole, & McGrath, 2020)
- Create guest blog articles, webinars, or interviews in collaboration with significant industry leaders, communication specialists, or famous bloggers who write about communication.

f) Engagement and Testimonials from Former Students:

- Establish and maintain solid connections with graduates of the APUS communication program.
- In written or video form, graduates should be encouraged to share their experiences, as well as any tales of success or testimonials they may have. (Drummond, O'Toole, & McGrath, 2020)
- on order to illustrate the value and effect of APUS's communication programs, and highlight the accomplishments of past students on the website, on social media, and in other marketing materials.

g) Data Analyses and Continuous Monitoring:

- Tracking the effectiveness of digital media initiatives requires the use of analytics tools such as Google Analytics and the information provided by social media platforms.
- Keep an eye on the most important indicators, such as the traffic on your website, the conversion rates, the engagement levels, and the reach on social media.
- Conduct data analysis on a regular basis in order to improve tactics, spot patterns, and make choices based on the data. (Drummond, O'Toole, & McGrath, 2020)
- APUS is able to raise the awareness of its brand, attract new students, and significantly improve engagement via the implementation of this complete digital media plan.

Analytical situation

The examination of the current climate for APUS's Communication Degree Programmed shows that it is more digitally focused, driven by technological developments and the increased demand for online education caused by the COVID-19 epidemic. To attract a diverse student body that includes working professionals, military people, and non-traditional students, APUS provides a broad variety of communication programs. However, APUS has to compete with both online and brick-and-mortar schools that offer similar communication-related degrees. To increase brand awareness, attract potential students, and keep existing students engaged while distinguishing out from the competition, APUS may design a digital media strategy by knowing the environment and the demands of its customers.

Conclusion

To summarize, the ever-changing nature of the digital space means that the APUS Communication Degree programmers must adapt to meet the demands of students, employers, and other stakeholders. APUS can effectively boost brand visibility, attract new pupils, and enhance participation with current students by capitalizing on its strengths, such as outstanding instruction and mobility, and executing a comprehensive media relations strategy with an emphasis on specific advertising, content advertising, social media participation, SEO, forums, alumni engagement, and analytics.

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