Geofencing for FAFSA Completion
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Drive brand impact with engaging ad formats

**Audio**
Reach your audience where visual media can’t — from headphones to the car.

**Video**
Tell your story with sight, sound, and motion.

**Display**
Put your brand front and center with ads designed for viewability.
### Settings

**Campaign name**: LOCAL SEM

**Campaign status**: Enabled

**Goals**: Express interest on your website

**Networks**: Google Search Network, Search partners

**Locations**: 100 mi around Shreveport, 71101, US (radius) + 2 more

**Languages**: English

**Bidding**: Manual CPC

**Daily budget**: $100.00/day

**Start and end dates**: Start date: June 13, 2017, End date: Not set

**Locations**

- **Select locations to target**
  - All countries and territories
  - United States and Canada
  - United States
  - Enter another location

**Targeted locations**

- 100 mi around Shreveport, 71101, US radius
- 30 mi around Shreveport, 71101, US radius
- 20 mi around Shreveport, US radius

**Targeted locations (1)**

- 1 km around 411 Lake Street, Shreveport, LA radius
Engaging students to take the first step to college.

Using geofencing to target seven high schools, we implemented a “straight-to-students” strategy to engage them on their mobile devices, as well as follow-up on desktop and tablet platforms. We served up fact-driven digital banners urging click-thru to custom animated videos encouraging high schoolers to fill out the Free Application for Federal Student Aid (FAFSA). The campaign increased FAFSA submissions by 7% over the previous year. Get2College was awarded $25,000 from a national grant program for its achievement.

- Broderick Advertising