Data Inspired Content Strategy & Optimization

How to Measure, Optimize, and Scale Impact with GA4, GTM,GSC, and AI Workflows

UCSC

Why Brian

[Latest News] [Demos] [CBT Cost Justification]

Dear Computer-Based Training/Multimedia Enthusiast:

Thank you for visiting CAI's Web Page. Please come in, meet our staff, and look around. You'll be glad you did.

We have specialized in the custom development of CBT and multimedia since our founding in 1983. As experienced specialists in the field, we can help you avoid re-learning the lessons of successful CBT/Multimedia development. Call it risk avoidance!

We've helped firms from ADP to Xerox to achieve their training goals. Take a look at some sample projects.

We're also a vendor's vendor of CBT development. We have helped such firms as IBM, EDS, and Ernst & Young to meet their clients' expectations.

If you need custom CBT for Windows, OS/2, DOS, Macintosh, cross-platform, AS/400, or IBM Mainframe, you have come to the right place.

If you need to quickly produce mainframe-based (PHOENIX) CBT using your favorite word processor, you need Creative Course Writer (CCW).

If you need an OS/2-based CBT development tool, you need our powerful CCW for OS/2, especially if you need to train people on an OS/2 application.

Additional information (history, pricing, links, etc.) is also available.

** NEW ** Selected articles from our "Happenings" newsletter!

** NEW ** Have your own customized in-house glossary!

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KEYSTONE
EDUCATION GROUP

SAVE THE DATE

THE FUTURE OF HIGHER ED

What's next for international higher education in the United States?

Thursday, 20th November
Join us in New York City!

JOE PULIZZI
THE GODFATHER OF CONTENT MARKETING
AND BRIAN PIPER
EPIC CONTENT MARKETING
SECOND EDITION
BREAK THROUGH THE CLUTTER WITH A DIFFERENT STORY,
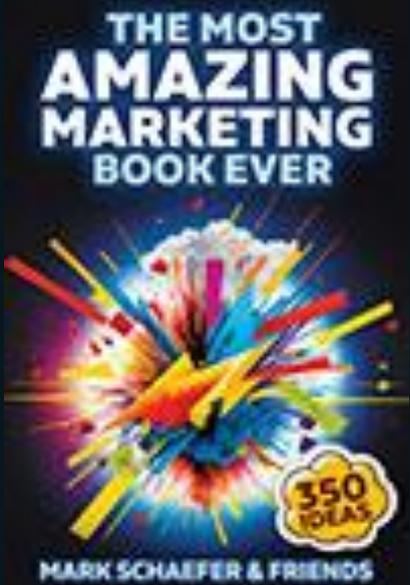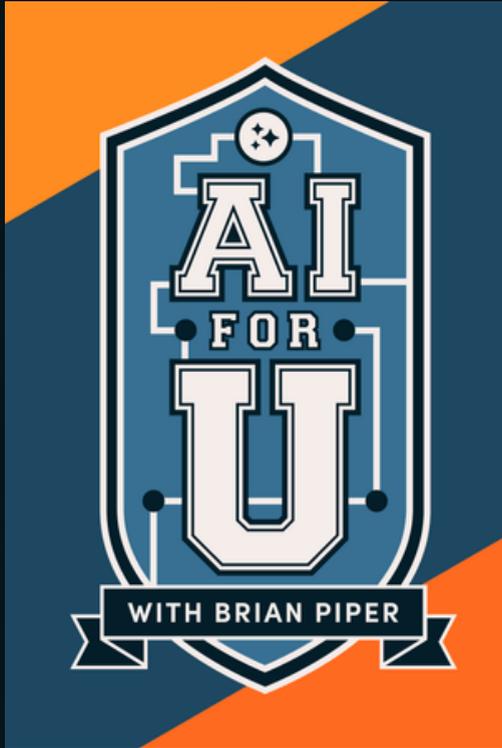GET THE MOST OUT OF YOUR CONTENT,
AND BUILD A COMMUNITY IN WEB3

FOREWORD BY JOE PULIZZI
THE GODFATHER OF CONTENT MARKETING
BRIAN PIPER
EPIC CONTENT MARKETING
FOR HIGHER EDUCATION
HOW TO CONNECT WITH STUDENTS, ALUMNI,
FACULTY, STAFF, AND OTHERS TO BUILD TRUST
AND REACH YOUR INSTITUTIONAL GOALS

AI FOR U
WITH BRIAN PIPER

THE MOST AMAZING MARKETING BOOK EVER
350 IDEAS
MARK SCHAEFER & FRIENDS

THE CONTENT ENTREPRENEUR
Critical Strategies to Accelerate Your Success As a Content Creator
JOE PULIZZI
The Godfather of Content Marketing
AND FRIENDS

Why We're Here

3 stakes: enrollment growth, reputation, discoverability

"Better content decisions, faster—using data"

What Success Looks Like by End of Day 2

1 Clear measurement plan (GA4 + GTM + GSC)

2 Prioritized content opportunities list

3 Repeatable reporting + optimization rhythm

4 AI-assisted workflows everyone can use safely

Workshop Outcomes (Tangible Deliverables)

- Top events + key events tracking sheet

- Draft dashboard/reporting structure (weekly + monthly + leadership)

- Quick–win backlog (CTR fixes + conversion fixes + new content gaps)

How We'll Work

Our Structure

- Short teaching blocks → live demos → hands-on work

- "Bring real pages + real questions" structure

- Human-in-the-loop: we'll draft, then validate

Ask questions at any time

Adjust and pivot at any point

YOU are the experts

How We'll Do It

Day 1

Welcome & Workshop Overview
Content Strategy in the Age of Data and AI
-lunch-
Google Analytics 4 Essentials for Higher Ed
Tracking Content Performance Across the Funnel (GA4 + GTM)
-break-
Tag Manager & Key Event Tracking for Conversions
Q&A + Optional 1:1 Help

Day 2

Content Audits for Optimization
AI-Powered Content Optimization
-lunch-
Search Strategy: Discoverability
Tracking and Reporting with Looker Studio Dashboards
-break-
Custom GPTs, Agents, and Automation
Final Q&A + Action Plan

The Data Stack We'll Use

GA4 (behavior + conversions)

Google Tag Manager (measurement + event quality)

Search Console (demand + discoverability)

Looker Studio (shared decision-making)

Your Primary Audiences

Degree-seeking prospect

Outbound student

Parents/agents (validation + concerns)

Note: why personas change content structure + KPIs

Day 1 Roadmap

(Today's Arc)

- Analytics foundations

- Key events + tracking plan

- Funnel + segmentation (markets/languages/devices)

Day 2 Roadmap

(Optimization Arc)

- Content audits + prioritization
- Search strategy (SEO/AEO/GEO basics)
- Dashboards + operational cadence
- AI integration: insights, briefs, automation

Rules of the Road (Data + Privacy)

No PII in prompts or exports

Always have Human in the Loop – HIL

Consent + transparency

How Questions Will Work

Parking lot for deep dives

"We'll answer by: today / tomorrow / follow-up list"

Encourage: "What decision are you trying to make?"

Quick Baseline Check

Comfort with GA4/GSC/GTM (1–5)

Biggest pain: reporting, tracking, content planning, SEO/AEO, leadership updates

Let's Start

Content strategy in the age of data + AI

Content strategy is evolving

Move From Institution-Centric to Student-Centric

Traditional Approach:

"We offer excellent programs"

"Our faculty are renowned"

"Our campus is beautiful"

Content strategy is evolving

Modern Reality:

Students have specific jobs to complete (find affordable education, ensure ROI, gain visa, find community)

Content must solve problems, not just inform

Every piece of content needs a clear user intent match

Content strategy is evolving

UCSC's Opportunity: Your 126 nationalities aren't just a statistic, they represent 126 different decision-making frameworks.

Your content strategy must shift from broadcasting achievements to solving specific regional problems.

Content strategy is evolving

Search is changing

Moving from SEO to discoverability everywhere

...more tomorrow

Content strategy is evolving

Annual or quarterly content plans are exiting

Responsive content operations are entering

Automated daily/weekly monitoring and reporting

AI assisted content creation and distribution

Content strategy is evolving

Every piece of content that is created should be tied to a specific audience and specific strategic goals.

Content strategy is evolving

Data and AI must be used to build consistency, efficiency, and impact

The 10–20–70 Rule

- 10%: Pure human creativity (strategy, goals, users, creativity, data-inspiration, flagship content)
- 20%: AI-human collaboration (stories, campaigns)
- 70%: AI-assisted content (updates, variations, translations)

AI and Humans

What AI Does Best:
- Generate variations quickly
- Maintain consistency
- Analyze patterns
- Predict trends
- Automate repetition
- Translate/localize
- Test headlines

What Humans Do Best:
- Strategic thinking
- Emotional connection
- Cultural nuance
- Creativity/storytelling
- Relationship building
- Crisis management
- Brand judgment

Real Workflow Example:
Human Inputs: Strategy, audience, goal, creates data-inspired student success story

AI-Generated Outputs:
Instagram: 3 carousel posts with captions
LinkedIn: Professional summary with data
Email: Personalized for prospects vs parents
Web: FAQ schema markup
Meta: Title and description variations
Social: Platform-specific versions
Ads: PPC ad copy variations
Internal: Briefing for recruitment team

Human in the Loop (HIL): Taste, accuracy, bias, alignment, approval, responsibility

AI creates...

CONSISTENCY (via AI brand standards)

   ↓ Builds →

TRUST (recognized voice across channels)

   ↓ Increases →

EFFICIENCY (templates and automation)

   ↓ Enables →

SCALE (more content, faster)

   ↓ Drives →

IMPACT (better results)

   ↓ Justifies →

INVESTMENT (in tools and training)

   ↓ Improves →

CONSISTENCY... [cycle continues]

Content mapping
"Jobs to be done"

Content mapping

5 Ps of Admissions

- Program

- Proof

- Process

- Price

- People

Content mapping

Program (What can I study?)

Tactical Focus: Program pages must answer within 7 seconds

Key Metrics: Users, scroll depth, engagement rate, RFIs

AI Opportunity: Auto-generate program comparison tables

Content mapping

Proof (Why should I trust you?)

Tactical Focus: Rankings, accreditations, alumni outcomes

Key Metrics: Average engagement time

Quick Win: Add QS/THE ranking badges to all program pages

Content mapping

Process (How do I apply?)

Tactical Focus: Step-by-step guides by nationality/student

Key Metrics: Form abandonment rates, help searches

UCSC Reality: Your application is external – track outbound clicks!

Content mapping

Price (Can I afford it?)

Tactical Focus: Total cost transparency, scholarship visibility

Key Metrics: Calculator interactions, scholarship page →
apply rate

Cultural Note: US students need total cost; Turkish students
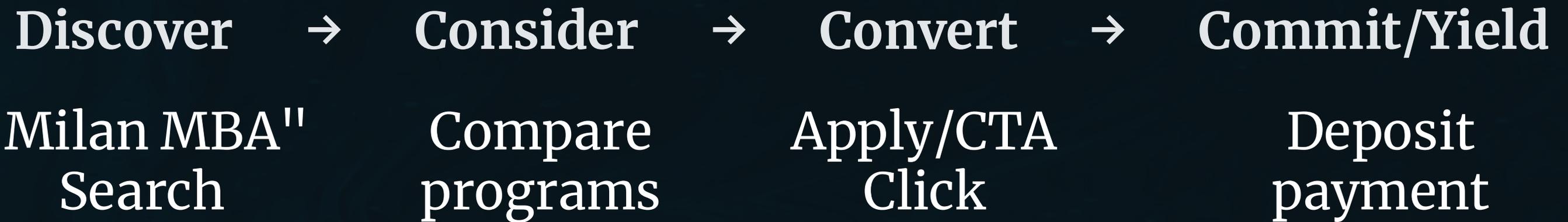focus on scholarships

Content mapping

People (Will I belong?)

Tactical Focus: Student stories, diversity showcase, community

Key Metrics: Video completion, story shares, Instagram saves

UCSC Strength: 126 nationalities – showcase this!

International Student Funnel

Funnel model:

Discover → **Consider** → **Convert** → **Commit/Yield**

"Milan MBA" Search   Compare programs   Apply/CTA Click   Deposit payment

Micro-conversions

1. Program page → Admission requirements (intent signal)

2. Admission → Cost/Scholarship (qualification check)

3. Cost → Application CTA (decision moment)

4. Any page → Chatbot engagement (high intent)

Persona-based conversions

Elena (US Prospect):

- Entry: Direct/Google search "MBA Milan"
- Key pages: Rankings → Alumni outcomes → Cost
- Conversion: Request information form

Persona-based conversions

Luis (Exchange Student):

- Entry: Partner university link
- Key pages: Courses → Housing → Student life
- Conversion: Application portal click

Persona-based conversions

Luca (Outbound Student):

- Entry: Internal email/portal
- Key pages: Destinations → Deadlines → Credits
- Conversion: Info session registration

Channel specific metrics

What "success" means per channel:

Instagram	Website	LinkedIn
engagement + saves/shares (community)	intent signals + conversions	authority + partnerships + reputation

Build your north star metrics

GOAL: Increase International Enrollment

```
├──── Leading Indicator: Completed Applications
│    ├──── Micro: Application starts
│    ├──── Micro: Info form submissions
│    └──── Micro: Chatbot qualified leads
├──── Supporting: Time to Application
└──── Quality: Application completion rate
```

What to measure first

Form submissions (any form!)

Key page views (programs, admissions)

Outbound link clicks to application

Chatbot interactions

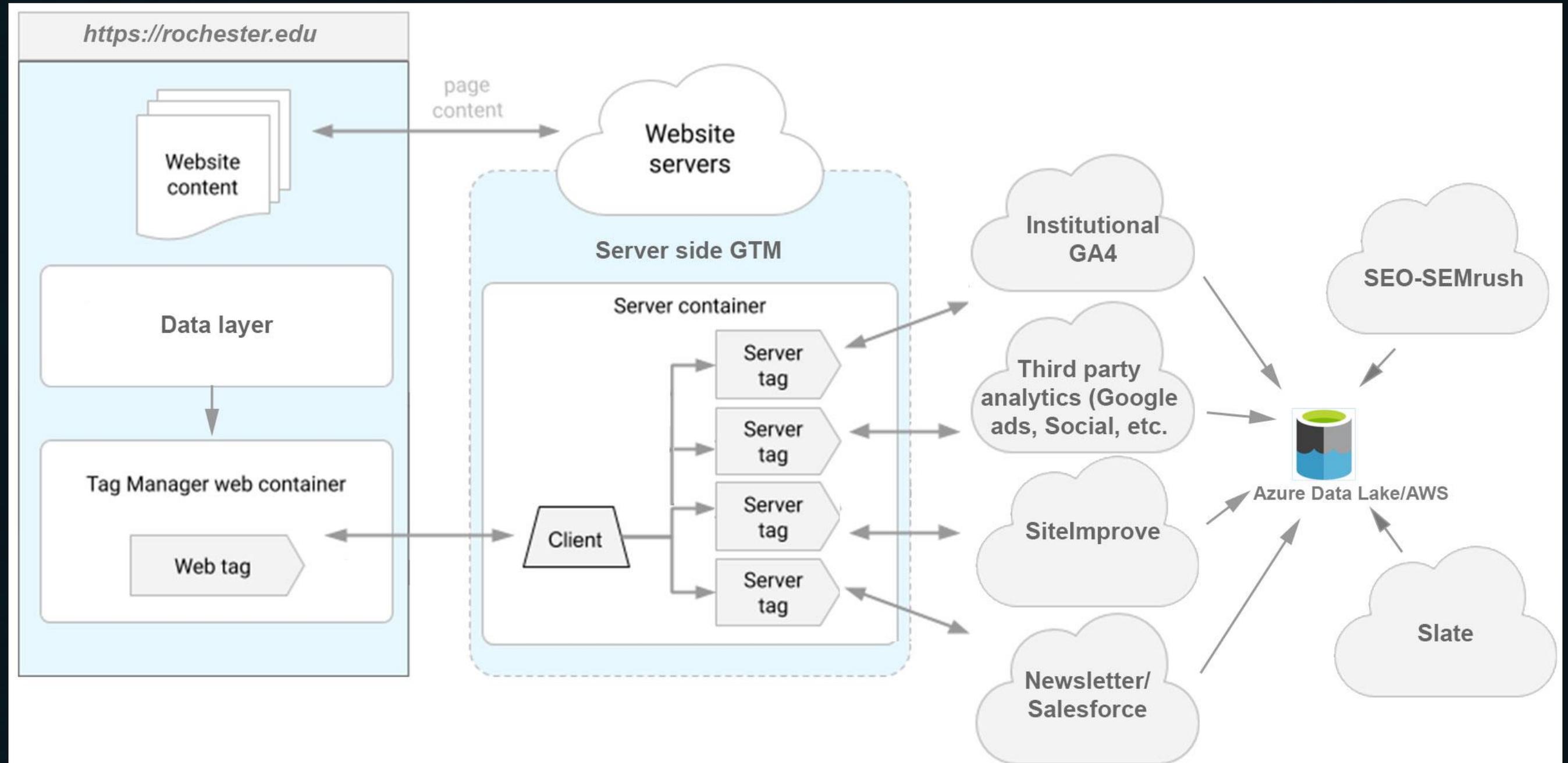Document downloads (brochures, guides)

What to do about small numbers

Some programs may have <100 monthly visitors

Use 6-month windows for low-traffic pages

Combine similar programs for insights

Ultimate tracking solution

Five pillars of modern content strategy

Personalization at scale

AI-forward content architecture

Multi-modal content ecosystem

Community generated authority

Predictive and prescriptive content

The cultural shift required

From: "We create content about our institution" **To**: "We solve problems for global students"
From: "Annual content planning" **To**: "Always-on content optimization"
From: "One message for all" **To**: "Personalized journeys at scale"
From: "Website as destination" **To**: "Content everywhere students are"
From: "Measuring outputs" **To**: "Measuring outcomes"

Strategic imperatives

- Build for AI Forward

- Think Platform Agnostic

- Embrace Radical Transparency

- Invest in Speed

- Measure Everything, Monitor What Matters

- Personalize Relentlessly

- Automate Repetition

- Build Community

Team-specific focus

International reputation

Rankings & LinkedIn Focus:

- Using AI to analyze competitor LinkedIn strategies
- Content pillars that influence ranking metrics (faculty research, alumni outcomes)
- Example: LinkedIn engagement driving QS employer reputation scores

Team-specific focus

International reputation

Storytelling & Editorial:

- AI-powered narrative arc development for multi-channel stories

- Data-driven editorial calendar based on seasonal search trends

- Example: "Student success story" → LinkedIn article → Podcast episode → Instagram series

Team-specific focus

International reputation

Social Media Manager:

- Instagram/YouTube content that drives website traffic
- Video content performance metrics beyond vanity metrics
- Example: @uniofmilan's Reels strategy increasing program inquiries by 40%

Team-specific focus

International marketing and recruitment

Regional Managers:

- Content localization strategy using regional search data

- Agent portal content optimization

- Example: Turkey-specific scholarship content increasing applications 35%

Team-specific focus

International marketing and recruitment

Content Specialist:

- UCSC's 5P Framework (Program, Proof, Process, Price, People)
- Content mapping to student decision journey
- Example: "Day in the Life" content addressing "People" job-to-be-done

Universal insights

- AI tools for content consistency across 126 nationalities
- The shift from "one-size-fits-all" to persona-driven content
- Building EEAT (Experience, Expertise, Authority, Trust) through data

In-session exercises

Exercise 1

THE 5P CONTENT AUDIT SPRINT

Exercise 2

PERSONA JOURNEY MAPPING

EXERCISE

Exercise 3

THE COMPETITOR INSPIRATION

SPRINT

Exercise 4

THE ONE THING
"If we could only fix ONE thing about our content strategy, it should be _____"

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