

## Marketing Report – FY 22-23

### Where to See Us



Facebook



TikTok



Snapchat



Billboard



Google



Instagram



YouTube



Buses



Spotify

Advertising  
Impressions

**28,046,765**

Website  
Visits

**207,192**

Apply Button  
Clicks

**3,572**

Phone Calls/Chat/Emails  
with Potential Students

**1,259**

### College Website Referrals

Coastline College	<b>639</b>
Cypress College	<b>785</b>
Fullerton College	<b>1,142</b>
Golden West College	<b>397</b>
Irvine Valley College	<b>621</b>
North Orange Continuing Ed	<b>412</b>
Orange Coast College	<b>1,428</b>
Saddleback College	<b>551</b>
Santa Ana College	<b>2,321*</b>
Santiago Canyon College	<b>1,524*</b>

\*RSCCD runs an "in-demand jobs" campaign in addition to regional marketing

Future Built's NCMPR National Paragon Award-Winning Creative

