

ADMITTED YIELD PROGRAM

BUILD EXCITEMENT AND HELP ADMITTED STUDENTS SECURE THEIR ENROLLMENT.

Whether yield is your institution's pain point, or you need to make further gains in your next class, Spark451 makes it easy to drive admitted students to take the next steps.

Through a five-stage journey, you'll engage students and parents while delivering actionable data to your admissions team. We utilize the power of a personalized microsite as a centralized hub of admitted student activity and mix of both structured and behavioral communications that drive interaction on the platform. Plus, our highly successful Spark Survey will give you insights about factors influencing each student's decision-making.



MOTIVATE YOUR ADMITTED POOL WITH CUSTOMIZED TOOLS

Admitted Survey

Qualify the admit pool by implementing the Spark Survey for Admits.

Behavioral Analytics

Achieve real-time, behavioral analytics to better empower your admissions conversion efforts.

Personalized Financial Aid Awards

Leverage the power of data injection to help families embrace the value of your institution.

CRM Agnostic

Spark451 creates the personalized microsite in all of the major CRMs, such as Slate or Element451.

Personalized Microsite

Increase engagement with an interactive, branded site featuring dynamic content relevant to each admitted student, plus tools for taking the next steps.

Parent Communications

Connect with parents across multiple channels about topics that matter to them most, such as sample career outcomes based on major.

Email Communications

Keep your school top of mind through a series of benefit-driven and personalized messages about the enrolled student experience.

MARKETING TO THE NEXT DEGREE®

Start Planning

Spark451 is a higher education marketing firm that delivers measurable results through research, strategy, communication planning, and breakthrough creative. Let us help you meet your goals.



Advertising & Marketing

Reach your audience with data-driven digital and traditional ad strategies.



Enrollment Strategy

Ignite your enrollment with in-depth analysis and expert insights.



Communications Strategy

Stay connected with a communications plan that delivers real-time results.



Student Search

Launch a unique search program that will capture students' attention.



Web and Interactive

Deliver your message through a world-class user experience.



Admitted Yield

Build excitement and motivate your admitted pool to help them secure their enrollment.



Video and Motion Graphics

Tell your story the right way with our dynamic video production.



Enrollytics

Gain actionable insights by accessing multiple data sources in a single warehouse.



Publication Suites

Create a fresh look for your electronic and printed publications.



SparkAssist

Unlock the full capabilities of your CRM and enhance your communications.

INCREASE EFFICIENCY WITH BUNDLED SERVICES

Recruitment Support Creative

Start your recruitment season off strong with a full suite of supporting materials and promotional items.

Personalized Financial Awards

Communicate the true value of your institution and motivate families to enroll.

New Academic Program Launch

Recruit for a new institutional program with a complete set of customized marketing materials.

High School Influencer

Leverage the power of school counselors and teachers to expand your recruitment efforts.

Anniversary Package

Make the most of your milestone with a comprehensive branded suite of promotional materials.