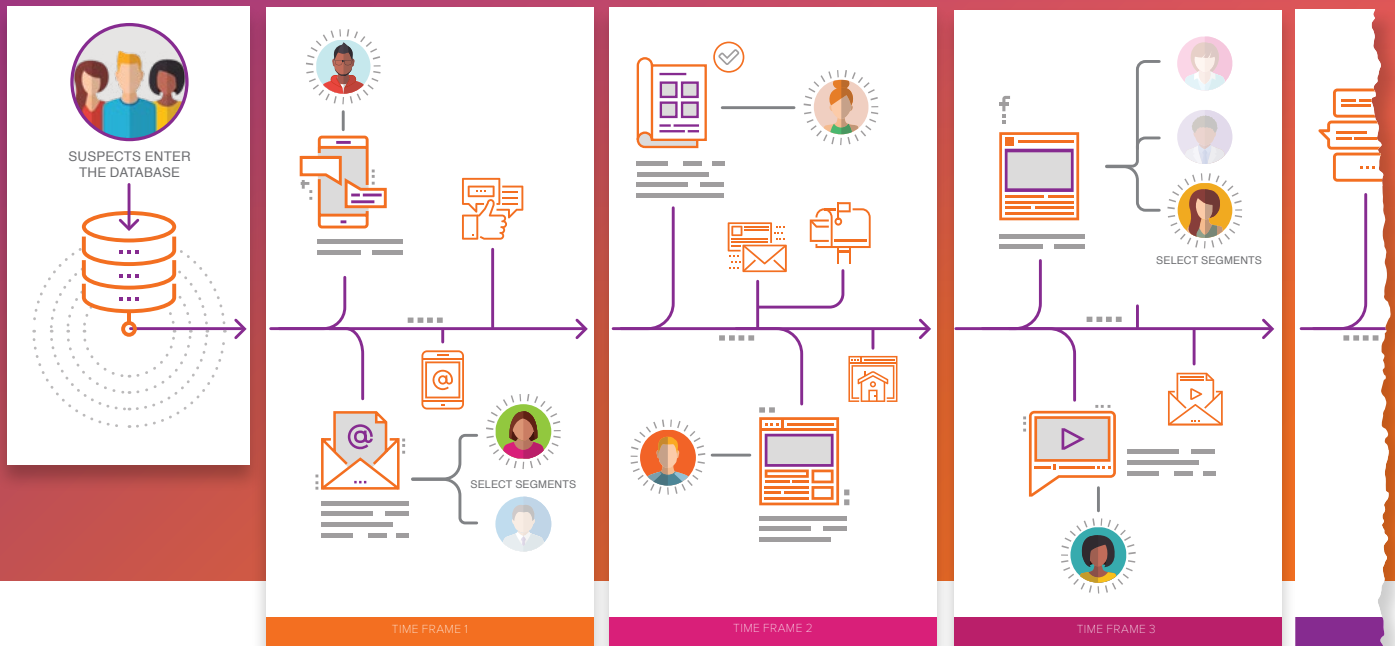


COMMUNICATIONS STRATEGY

BUILD A REFINED TACTICAL PLAN FOR YOUR INSTITUTION'S COMMUNICATIONS.

To help you craft the most effective plan, Spark451 determines which touchpoints will deliver optimal results for your unique institution by assessing your current materials, specific media channels, target audiences, institutional goals, and mission.



CALIBRATE YOUR COMMUNICATIONS ROADMAP FOR EVERY CHANNEL

With vast expertise in enrollment management, marketing, and CRM management, Spark451 uses contemporary strategic approaches to help you refine and coordinate your outbound communications.

- **Highly personalized and segmented messaging**
- **Communication flow and messaging touchpoints**
- **Dynamic content in every CRM**
- **Behavioral messaging triggered by website activity**
- **Electronic relationship management**
- **Social media**
- **SMS/MMS messaging**
- **Variable data printing**
- **Balance between print and electronic media**

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.