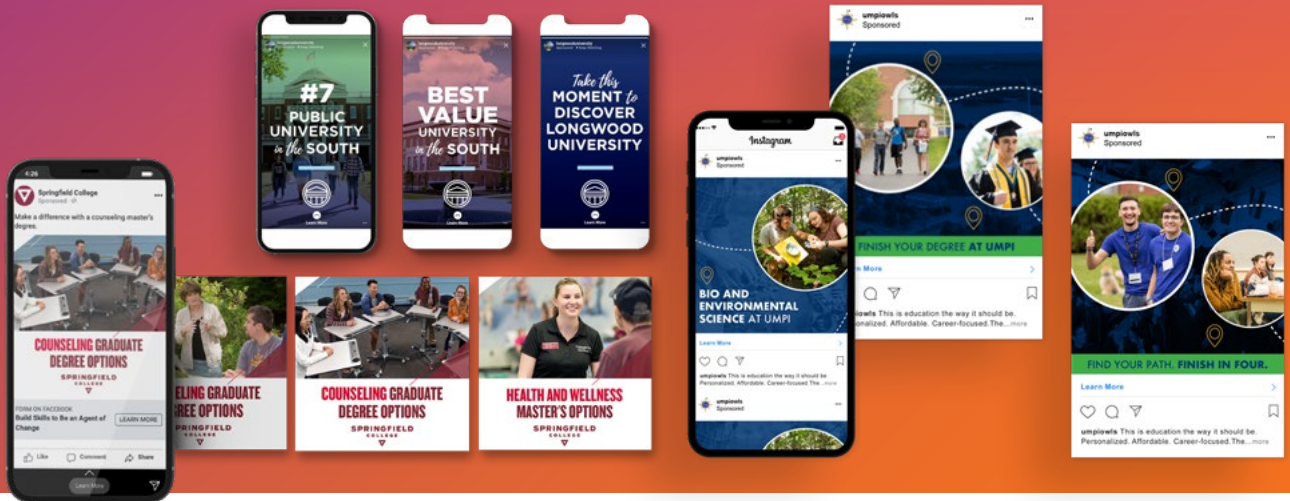


DIGITAL MARKETING

GET THE MOST OUT OF YOUR ADVERTISING BUDGET AND REACH THE RIGHT PERSON, WITH THE RIGHT MESSAGE, AT THE RIGHT TIME.

Never before have we had a greater tool set to achieve your marketing goals, and never before have there been so many factors to consider when launching a digital or social media campaign. Spark451 helps you reach your audience on the platforms where they are already spending most of their time, enabling you to stand out in today's complex digital landscape through strategic planning, inspired creative, and data-driven campaign management.



MAXIMIZE ENGAGEMENT WITH ADVANCED DIGITAL TACTICS

CRM List Targeting

Reach a targeted list of individuals with Facebook, Instagram, LinkedIn, Programmatic Display, YouTube, and Snapchat ads.

Competitor Targeting

Serve ads to users searching for your competition and those who have visited competitor websites.

Event Marketing

Promote events by driving potential attendees to a managed landing page using lists or targeted search parameters.

Geo-targeting

Targeting ZIP codes and then layering on other filters can yield better results than IP targeting, at a fraction of the cost.

Retargeting

Identify engaged audiences and reach them with targeted ads after they've visited your site.

Keyword Targeting

Serve text ads on Google's search network to intercept high-intent searches for programs users are looking for on the web.

SPARK451'S CREDENTIALS INCLUDE:

Google Partner (search ads, mobile ads, display ads); Columbia Business School certification in Digital Marketing: Customer Engagement, Social Media, Planning & Analytics



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.