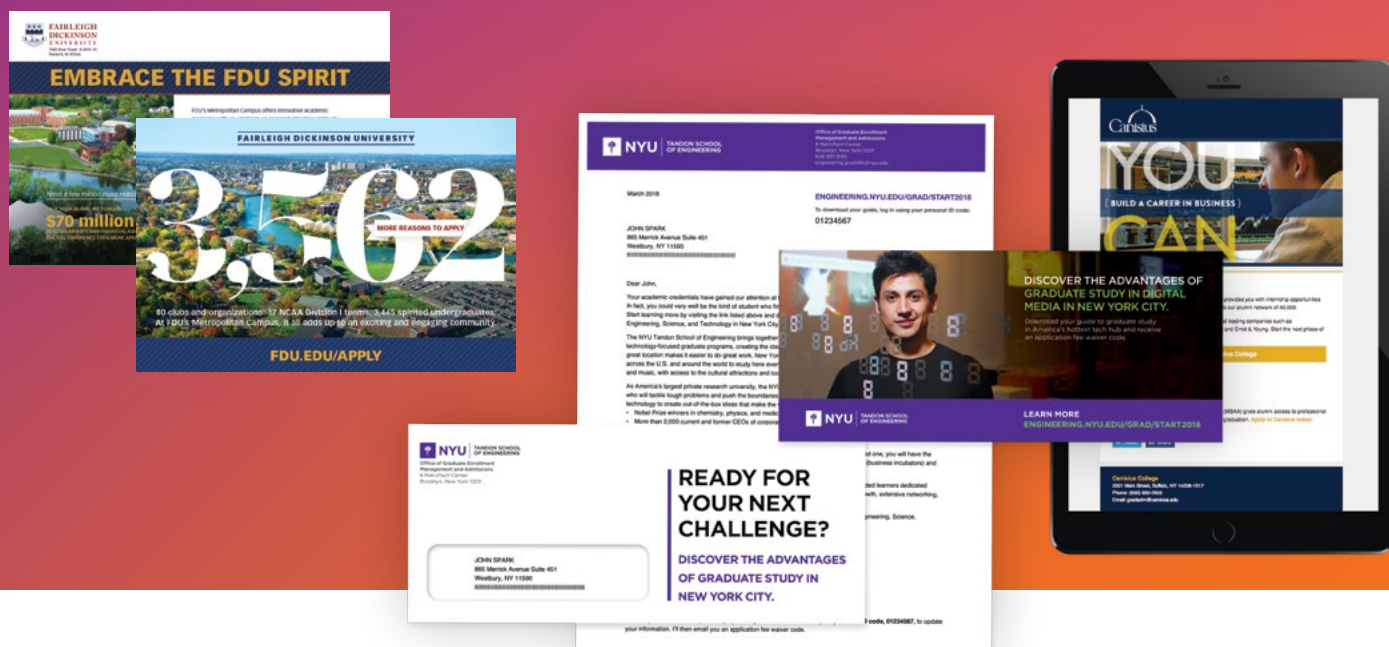


DIRECT MARKETING

REACH THE RIGHT AUDIENCES WITH MESSAGES THAT RESONATE AND SPUR ACTION.

To help you achieve your institution's goals, Spark451 will create a marketing program with the right mix of touchpoints across channels—including print, email, text, and social media. For greater engagement, we personalize each message to the reader through the strategic use of segmentation.



GENERATE A HIGHER RESPONSE RATE WITH ENHANCED TACTICS

Hyper-personalization

Engage your audiences through dynamic content tailored to their specific interests, goals, and level of engagement.

Multi-channel Engagement

Connect with your target population using consistent messaging across print and digital mediums.

Mailing Expertise

Maximize your budget and ensure delivery with carrier route sequence mailings and other savvy postal tactics.

Influencer Awareness

Impact engagement and drive response with marketing programs for trusted advisors such as parents, counselors, and employers.

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.