

PUBLICATION SUITES

EVOKE AN EMOTIONAL CONNECTION THROUGH MATERIALS THAT TELL YOUR INSTITUTION'S UNIQUE STORY.

From initial concept through final production, Spark451's award-winning team will create recruitment materials that leave a lasting impression. Plus, our extensive experience in cost-effective production processes means timely delivery and value for your institution.



STAND OUT WITH SHOW-STOPPING PIECES TAILORED TO YOUR BUDGET

Branded

Make sure your institution's visual style, photography, specific offerings, and unique voice come through loud and clear.

Response-driven

Make responding easier, faster, and more trackable with pre-populated response cards, clear calls-to-action, and personalized URLs.

Personalized

Customize text and images for individuals or groups of viewers using the information you already have about your audience.

Cost-effective

Harness our expertise in production techniques, materials, formats, and mailing regulations to get the most out of your budget.

Production Techniques

Create your "wow" piece with eye-catching techniques including spot gloss, soft touch varnish, die-cuts, foil stamps, and more.

Interactive

Bring your viewbook to life with video, audio, slideshows, maps, augmented reality, and more by creating a digital version optimized for any device.

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.