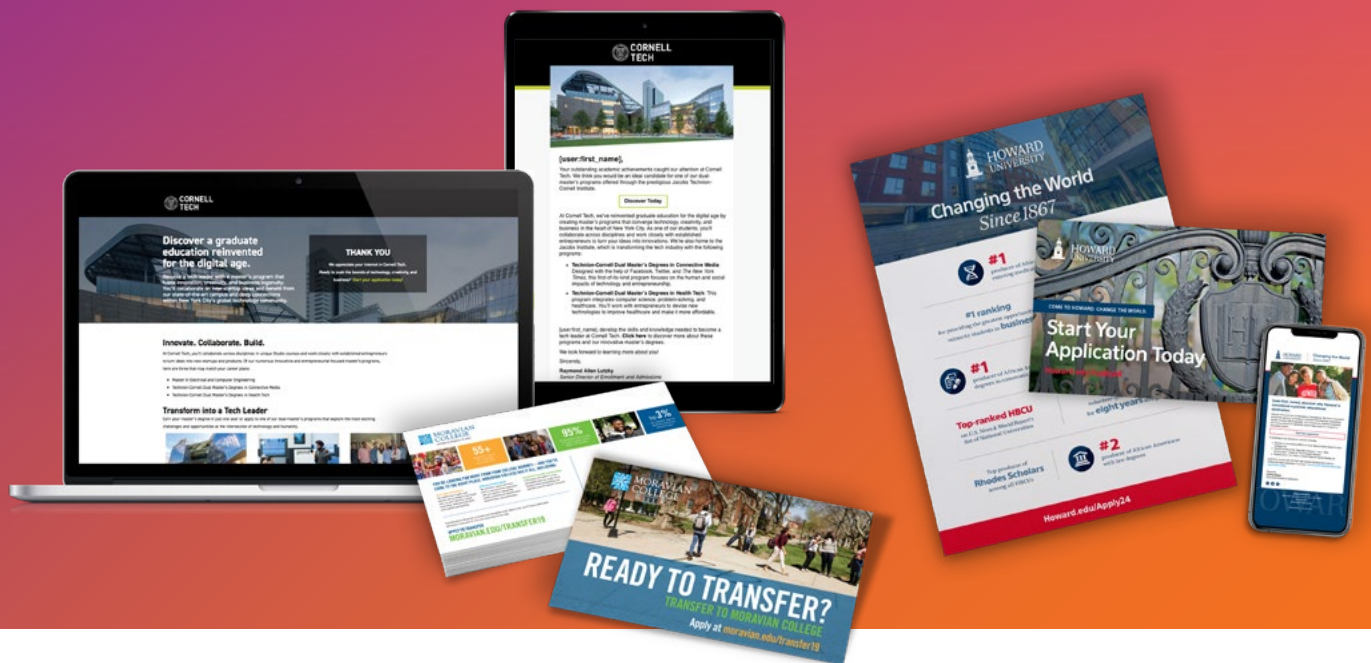


# STUDENT SEARCH

## BUILD YOUR NEXT CLASS WITH A RESPONSE-DRIVEN CAMPAIGN CUSTOMIZED TO YOUR INSTITUTION.

Engage suspect populations and convert them into both prospects and applicants by utilizing a multi-tactical mix of touchpoints, platforms, and behavioral activities. Spark451 will develop eye-catching designs and craft persuasive narratives that will not only help your institution stand out, but will inspire action and deliver results.



## OPTIMIZE YOUR RECRUITMENT WITH PROVEN PRODUCTS AND SERVICES

### Smart Planning

Insightful strategy, predictive modeling, and knowledge of the national academic landscape

### Data Integrity

A data management system and team that ensures a clean database of names

### Critical Analytics

A wealth of information that is tracked and reported to provide you with comprehensive statistical insights

### Award-winning Creative

Brilliant designs and tailored messaging branded to your institution for maximum impact

### Real-time Campaign Management

Segmented and personalized digital communications that are continuously optimized to drive response

### Behavioral Engagement

Transform behavioral signals into just-in-time marketing messages and triggered calls-to-action.

### Search Campaigns for Every Level

Uniquely developed search programs for freshmen, transfer, graduate, international, and adult students

# 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.