

RECRUITMENT SUPPORT CREATIVE PACKAGE

BE READY TO START YOUR RECRUITMENT SEASON OFF STRONG WITH A FULL SUITE OF SUPPORTING MATERIALS AND PROMOTIONAL ITEMS

It is “all hands on deck” when it comes to student recruitment. From travel and campus events to application generation and response, your team is hard at work building the next class of highly qualified students.

Spark451’s comprehensive Recruitment Support Package includes a complete set of enrollment marketing materials. From brochures and specialty pieces to branded swag and table displays, materials are professionally designed and produced, handled from conception to delivery, and ready for use on campus and on the road.

Take advantage of our resources and expertise to relieve the stress on your busy in-house marketing teams.



THE IDEAL SOLUTION FOR A BUSY SEASON

Streamlined Process

Project management with the ease of a single point of contact to coordinate everything you need, from creative content development to pricing, production, and logistics

Comprehensive Suite

A complete set of materials for key digital, print, and other platforms, ready for use on the road, on campus, and by your admissions and marketing teams

Compelling Visuals

Unique, impactful designs to complement your existing brand and strategically focus on driving response for your recruitment efforts

Expanded Capacity

Free up your team for important recruitment efforts, strategic communications, and relationship-building with prospective students, families, and influencers

Expedited Timeline

Execution of a complete, uniquely branded package with ready-to-use products within 16 weeks, for a smooth lead-in to the busiest part of your cycle

Time and Cost Savings

A one-stop-shop approach to planning, designing, and producing materials in a comprehensive manner, avoiding the expensive and time-consuming piecemeal alternative

RECRUITMENT SUPPORT CREATIVE PACKAGE

EVERYTHING YOU NEED TO STAND OUT ON CAMPUS AND
ON THE ROAD

Start Planning



Travel Materials

Design, content creation, production, and printing of a branded, die-cut fast facts giveaway and road brochure



Specialty Brochures

Design, content creation, production, and printing of topic-specific brochures (Residential Life, Around Town, Financial Aid, etc.)



Campus Event Invitation

Design, production, and printing of a major event invitation



Inquiry Card

Design, production, and printing of a branded inquiry card



Recruitment Table Display

Design, production, and printing of a tablecloth, runner, pair of tabletop pull-ups, and a large floor pull-up



Branded Swag

Design, production, and printing of assorted collateral (pens, magnetic bookmarks, water bottles, etc.)



Photo Slideshow

Design and production of image and divider or point-of-pride slides, hosted locally and in the cloud



Counselor Information Folder

Design, production, and printing of a branded, standard 2-pocket folder



Strategic Experience Audit

Review and assessment of your existing presentation materials and formulation of an action plan with strategic optimization recommendations



Engagement-Driving Presentation Package

Design, content creation, and production of upgraded presentation materials, including:

- Refined script and queue sheet for presenters
- Branded presenter environment, including a virtual background or physical backdrop
- Enhanced presentation deck and templates with on-brand graphic style, motion style, and special effects such as animation and transitions



Lead-Capture Optimization Strategies

Design and production of a digital welcome center offering students and families immediate access to downloadable materials (viewbook, travel piece, program brochures, etc.), shareable resources for counselors (college comparison sheet, branded utility, etc.), and a built-in inquiry form for lead capture



Follow-Up Touchpoints

Design, content creation, production, and printing of follow-up communications (printed or electronic) for prospective students, tailored to your institution's needs