

NEW ACADEMIC PROGRAM LAUNCH PACKAGE

START RECRUITING FOR A NEW INSTITUTIONAL PROGRAM WITH A COMPLETE SET OF CUSTOMIZED MARKETING MATERIALS

Your institution is rolling out a new program. Time to shout it from the rooftops! Whether you are establishing a new academic degree, launching an honors college, or revamping an early enrollment initiative, we can make promoting it a breeze.

Spark451's New Academic Program Launch Package is an inclusive marketing solution for your new program launch. Program-specific materials—including print, digital, and video promotional items—are produced professionally, expedited for delivery, and ready to deploy across platforms.

Free up your in-house teams for recruitment and ongoing institutional creative needs. We'll help you create a buzz about that new program with a full suite of deliverables customized to your college or university.



THE SMART CHOICE FOR A DYNAMIC DEBUT

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 and guidelines for key digital, print, and other platforms, ready for use on the road, on campus, and by your admissions and marketing teams

Compelling Creative

Unique, impactful designs and messaging with a focus on generating a response to make your new program a popular success right from the start

Expanded Capacity

Free up your team to focus on building the program and making connections with the right candidates

Expedited Timeline

Execution of a complete, uniquely branded package with many ready-to-use products within 5 weeks, for a smooth launch of your newest academic offering

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

NEW ACADEMIC PROGRAM LAUNCH PACKAGE

EVERYTHING YOU NEED TO GET YOUR PROGRAM OFF THE GROUND

Start Planning



Printed Support Materials

Design, content creation, production, and printing of a program brochure (barrel fold; 10,000), and 2 oversized postcard drops (6x11; 5,000 of each)



Digital Marketing

Design, content creation, and launch of 2 ads each for Facebook, Instagram, and AdWords.



Print Advertising

Design, content creation, and production of one ad (includes up to 5 sizes for different publications)



E-comm

Setup, design, and content development for up to 6 emails (includes 2 custom designed templates)



Video

Shooting, post-production editing, sweetening, and finishing of 1 primary and 1 supplementary video (includes travel costs for two-day, on-campus shoot)