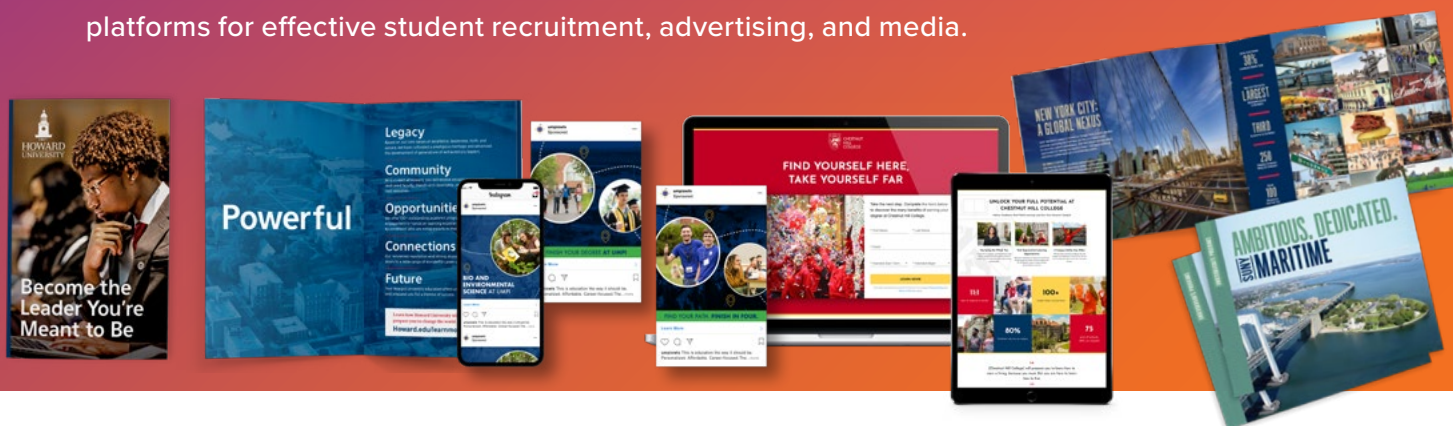


ENROLLMENT MARKETING AND CREATIVE SERVICES PACKAGE

BUILD YOUR NEXT CLASS OF WELL-QUALIFIED STUDENTS WITH INSPIRED CREATIVE AND DATA-DRIVEN MARKETING STRATEGIES THAT PRODUCE MEASURABLE RESULTS

Spark451 is the ideal partner to help you achieve your student recruitment goals. Whether you are using Element451, our powerful admissions marketing technology, or another CRM platform, our experienced team of marketing and admissions professionals has the talent, tools, and expertise you need to make sure your communications hit the mark.

As a full-service enrollment strategy, marketing, and technology firm focused on higher education, we offer a complete suite of creative services including in-house strategy, design, writing, development, and production. We integrate a multitude of communication channels and digital platforms for effective student recruitment, advertising, and media.



WE'VE GOT YOU COVERED FROM SEARCH TO SOCIAL MEDIA

Student Search

We'll keep you ahead of the curve with a progressive, multi-faceted approach to search for traditional undergraduate, graduate and adult or continuing education audiences.

Admitted Yield

Combining technology with data and personalized communications, Spark451 has a proven track record for increasing conversion of admitted students.

Campaign Development

With your team's input, we'll use research and data to pinpoint the messages and visuals that best set your school apart in today's crowded higher ed landscape.

Creative Strategy

Even the most brilliant creative isn't effective without a strategy for delivering it to the right audience on the right platform at the right time. We can help you do just that.

Production Management

Whether for traditional print marketing, advertising, email, digital media, video, photography, or text messaging, we'll take your projects from design to delivery so you don't have to.

Design Services

Our talented artists create award-winning designs that are not only visually compelling but on brand and on target for reaching your students through a variety of media.

Content Creation

Spark451's seasoned team of professional writers will channel your institution's story through expertly crafted and ideally optimized messaging for every platform.

Digital Marketing

Our strategists and content experts know how to harness the unmatched power of social and digital media to capture the attention of the students you're looking for.

ENROLLMENT MARKETING AND CREATIVE SERVICES PACKAGE

STRATEGIC SOLUTIONS TO HELP GIVE YOUR INSTITUTION THE EDGE FOR SUCCESSFUL STUDENT RECRUITMENT AT ANY BUDGET

Start Planning

Campaign Type

- Junior Search & Response
- Senior Search
- Undergraduate Admitted Yield
- Graduate Student Search
- Graduate Student Admitted Yield
- Program Launch
- Transfer Search
- International Search
- Adult Learner/Degree Completion Search
- Influencer Campaigns
- Guidance Counselor Campaigns
- Parent Marketing
- Event Promotion
- Advancement/Alumni Relations

Services

- Campaign Planning and Management
- Media Budget Allocation
- List Acquisition (Name Purchasing)
- Project Management
- Content Creation
- Design
- Data Management
- Lead and Population Management
- Cost-Effective Printing and Mailing
- Quality Control
- Reporting, Analysis and Optimization

Deliverables

- Email Marketing
- Digital Media Advertising
- Search Engine Marketing
- Landing Pages
- Microsites
- Online Applications
- Digital Publications
- Direct Mail
- Viewbooks and Brochures
- Printed Applications
- Postcards
- Admitted student packets
- Invitations
- Surveys
- Search Engine Optimization
- SEO Blogging
- Text Messaging
- Traditional Print Advertising
- Out of Home Advertising
- Non-Traditional Advertising and Marketing
- Video Production
- Photoshoot Coordination
- Identity Graphics
- Branded Promotional Items
- University Magazines

