

HIGH SCHOOL INFLUENCER PACKAGE

EXPAND YOUR RECRUITING WITH A COMPLETE SET OF CUSTOMIZED MARKETING MATERIALS TARGETED TO KEY STUDENT INFLUENCERS

In a recent national survey of college-bound students, more than 55% reported that their high school counselors had an impact on their college decision and nearly 20% said they had an extreme impact. Staying top-of-mind among counselors and other influencers such as administrators and teachers is a critical ingredient in your recipe for meeting enrollment goals.

Spark451's High School Influencer Package is a comprehensive solution designed to build awareness for your institution among these influencers. Utilizing strategically acquired counselor, teacher, and principal contact information, we deploy professionally produced marketing materials—direct mail, branded utility, promotional items, email and digital advertising campaigns—to these essential audiences.

By leveraging data-driven communications with a full suite of customized deliverables, we help promote productive relationships with influencers while reinforcing your institutional brand.



CONNECT WITH SCHOOL COUNSELORS, TEACHERS, AND MORE

Streamlined Process

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

Comprehensive Suite

A complete set of digital, print, and other materials ready to distribute or roll out on respective media platforms to key student influencers

Compelling Creative

Unique, impactful messaging and designs that reflect your institutional brand while offering added value to influencers and prospective students

Enriched Database

Turnkey solution for securing counselor and additional key influencer contact information and incorporating it seamlessly into your communication infrastructure and outreach efforts

Expedited Timeline

Execution of a complete, branded package with ready-to-distribute assets for use along with your other recruitment materials within 16 weeks

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

HIGH SCHOOL INFLUENCER PACKAGE

THE RIGHT STRATEGY AND MIX OF MATERIALS YOU NEED TO CONNECT EFFECTIVELY WITH HIGH SCHOOL INFLUENCERS

Start Planning



Contact Database

Strategic targeting and acquisition of counselor contact information from primary to national territories. One-year license. (estimated at 14,000 names)



Digital Marketing

Design, content creation, and launch of 2 ads each for Facebook, Instagram, and display advertising. Includes \$12,500 budget for digital media spend.



E-comm

Setup, design, and content development for up to 10 emails (includes 2 custom designed templates)



Special School Counselor Giveaway

Design, production, and printing of a high-value branded item. Example: beach towel, sweatshirt, fleece blanket (500).



Branded Utility

Design, production, printing, and mailing of a resource packet to top schools, to be utilized in both guidance offices and classrooms (1,000).



Special Delivery

Coordination and delivery of a care package to top feeder schools in your area. Example: framed photo of campus, fruit basket, sweets, coffee (50).



Counselor Event Invitation

Design, production, printing, and mailing of a special event invitation (6x9 optional self-mailer; 500)