# 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.
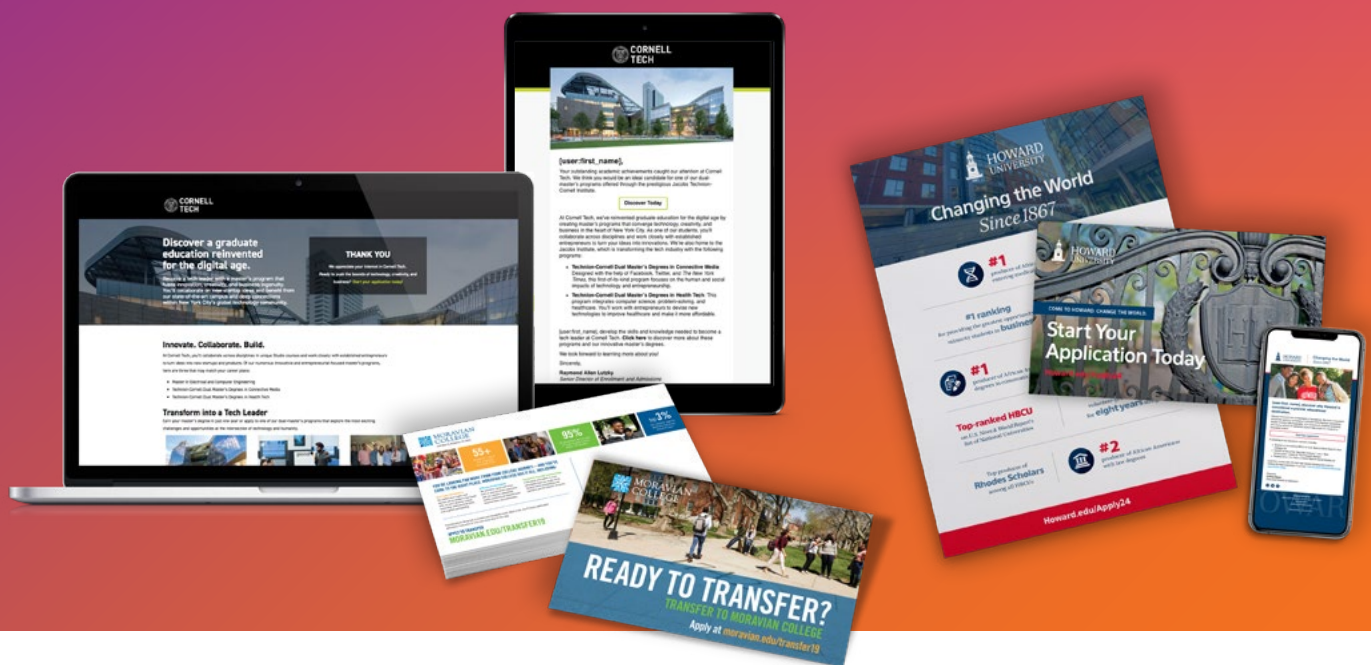
OPTIMIZE YOUR RECRUITMENT WITH PROVEN PRODUCTS AND SERVICES

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

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ADMITTED YIELD PROGRAM

BUILD EXCITEMENT AND HELP ADMITTED STUDENTS SECURE THEIR ENROLLMENT.

Whether yield is your institution's pain point, or you need to make further gains in your next class, Spark451 makes it easy to drive admitted students to take the next steps.

Through a five-stage journey, you'll engage students and parents while delivering actionable data to your admissions team. We utilize the power of a personalized microsite as a centralized hub of admitted student activity and mix of both structured and behavioral communications that drive interaction on the platform. Plus, our highly successful Spark Survey will give you insights about factors influencing each student's decision-making.

MOTIVATE YOUR ADMITTED POOL WITH CUSTOMIZED TOOLS

Admitted Survey
Qualify the admit pool by implementing the Spark Survey for Admits.

Behavioral Analytics
Achieve real-time, behavioral analytics to better empower your admissions conversion efforts.

Personalized Financial Aid Awards
Leverage the power of data injection to help families embrace the value of your institution.

CRM Agnostic
Spark451 creates the personalized microsite in all of the major CRMs, such as Slate or Element451.

Personalized Microsite
Increase engagement with an interactive, branded site featuring dynamic content relevant to each admitted student, plus tools for taking the next steps.

Parent Communications
Connect with parents across multiple channels about topics that matter to them most, such as sample career outcomes based on major.

Email Communications
Keep your school top of mind through a series of benefit-driven and personalized messages about the enrolled student experience.

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DIGITAL MARKETING

GET THE MOST OUT OF YOUR ADVERTISING BUDGET AND REACH THE RIGHT PERSON, WITH THE RIGHT MESSAGE, AT THE RIGHT TIME.

Never before have we had a greater tool set to achieve your marketing goals, and never before have there been so many factors to consider when launching a digital or social media campaign. Spark451 helps you reach your audience on the platforms where they are already spending most of their time, enabling you to stand out in today's complex digital landscape through strategic planning, inspired creative, and data-driven campaign management.
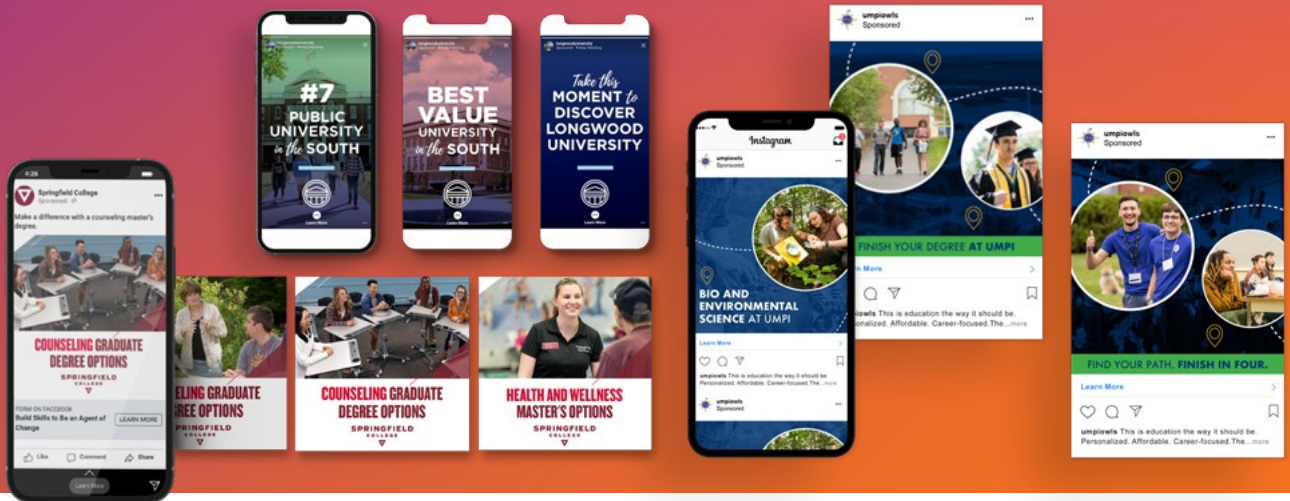
MAXIMIZE ENGAGEMENT WITH ADVANCED DIGITAL TACTICS

CRM List Targeting
Reach a targeted list of individuals with Facebook, Instagram, LinkedIn, Programmatic Display, YouTube, and Snapchat ads.

Competitor Targeting
Serve ads to users searching for your competition and those who have visited competitor websites.

Event Marketing
Promote events by driving potential attendees to a managed landing page using lists or targeted search parameters.

Geo-targeting
Targeting ZIP codes and then layering on other filters can yield better results than IP targeting, at a fraction of the cost.

Retargeting
Identify engaged audiences and reach them with targeted ads after they've visited your site.

Keyword Targeting
Serve text ads on Google's search network to intercept high-intent searches for programs users are looking for on the web.

SPARK451'S CREDENTIALS INCLUDE:
Google Partner (search ads, mobile ads, display ads); Columbia Business School certification in Digital Marketing: Customer Engagement, Social Media, Planning & Analytics

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WEB DESIGN AND DEVELOPMENT

STRENGTHEN AND MODERNIZE YOUR INSTITUTION'S WEBSITE WITH DATA-BACKED INSIGHTS, SOLID SEO, AND A RESPONSIVE, REFRESHED DESIGN.

Your school's website is the digital face of your institution and a critical hub of information. In fact, our annual research shows that prospective families rank college and university websites as the #1 resource for information about prospective schools.

To provide an optimal user experience, your site needs to be modern, accessible, responsive, organized, attractive, and well written. Spark451's web team specializes in optimizing collegiate websites via a streamlined process that makes it easy to align stakeholders and deliver a high-performing site that everyone on your team can be proud of.
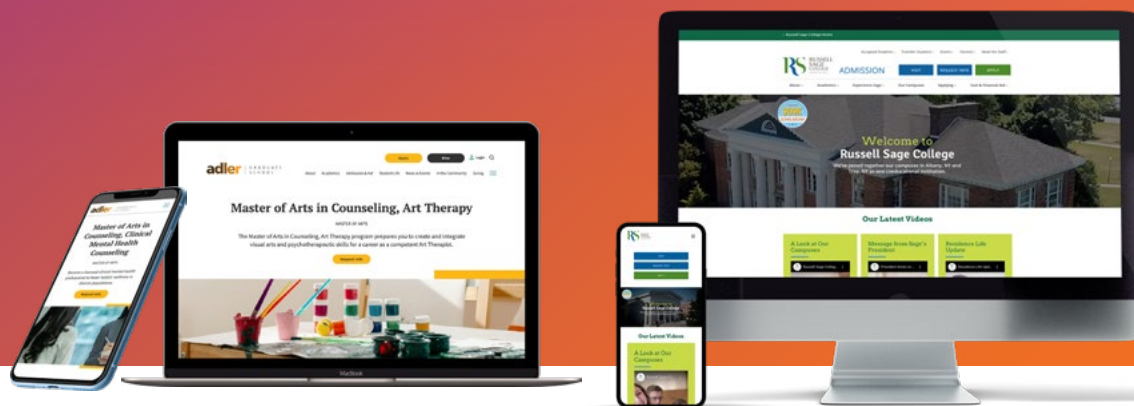
THE PERFECT FIT FOR YOUR PRIMARY MARKETING TOOL

Research: Surveys, Interviews, and Analytics
Gain insights into how your students, faculty, and stakeholders experience your online presence, and gauge how well it reflects your school.

Content Strategy and Information Architecture
Understand and communicate more effectively with your audience by redefining the hierarchy of your site to create better user flows.

Search Engine Optimization (SEO)
Optimize and automate on-the-page keywords to drive more traffic to your site via search engines.

Wireframing and Prototyping
Push user-experience to the forefront with clickable compositions that showcase the user's journey.

WCAG 2.1 Compliance (Accessibility)
Eliminate barriers to your content by ensuring your website meets (or exceeds) accessibility standards.

Visual Design and UX
Your defined goals will be translated into hi-fidelity designs that incorporate branding, streamlined user flow, and responsive design.

Development
We construct easy to use interfaces, templates, and automation that help your internal stakeholders reach their goals and build pages in a snap.

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PUBLICATION SUITES

EVOKE AN EMOTIONAL CONNECTION THROUGH MATERIALS THAT TELL YOUR INSTITUTION'S UNIQUE STORY.

From initial concept through final production, Spark451's award-winning team will create recruitment materials that leave a lasting impression. Plus, our extensive experience in cost-effective production processes means timely delivery and value for your institution.

STAND OUT WITH SHOW-STOPPING PIECES TAILORED TO YOUR BUDGET

Branded
Make sure your institution's visual style, photography, specific offerings, and unique voice come through loud and clear.

Response-driven
Make responding easier, faster, and more trackable with pre-populated response cards, clear calls-to-action, and personalized URLs.

Personalized
Customize text and images for individuals or groups of viewers using the information you already have about your audience.

Cost-effective
Harness our expertise in production techniques, materials, formats, and mailing regulations to get the most out of your budget.

Production Techniques
Create your "wow" piece with eye-catching techniques including spot gloss, soft touch varnish, die-cuts, foil stamps, and more.

Interactive
Bring your viewbook to life with video, audio, slideshows, maps, augmented reality, and more by creating a digital version optimized for any device.

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DIRECT MARKETING

REACH THE RIGHT AUDIENCES WITH MESSAGES THAT RESONATE AND SPUR ACTION.

To help you achieve your institution's goals, Spark451 will create a marketing program with the right mix of touchpoints across channels—including print, email, text, and social media. For greater engagement, we personalize each message to the reader through the strategic use of segmentation.
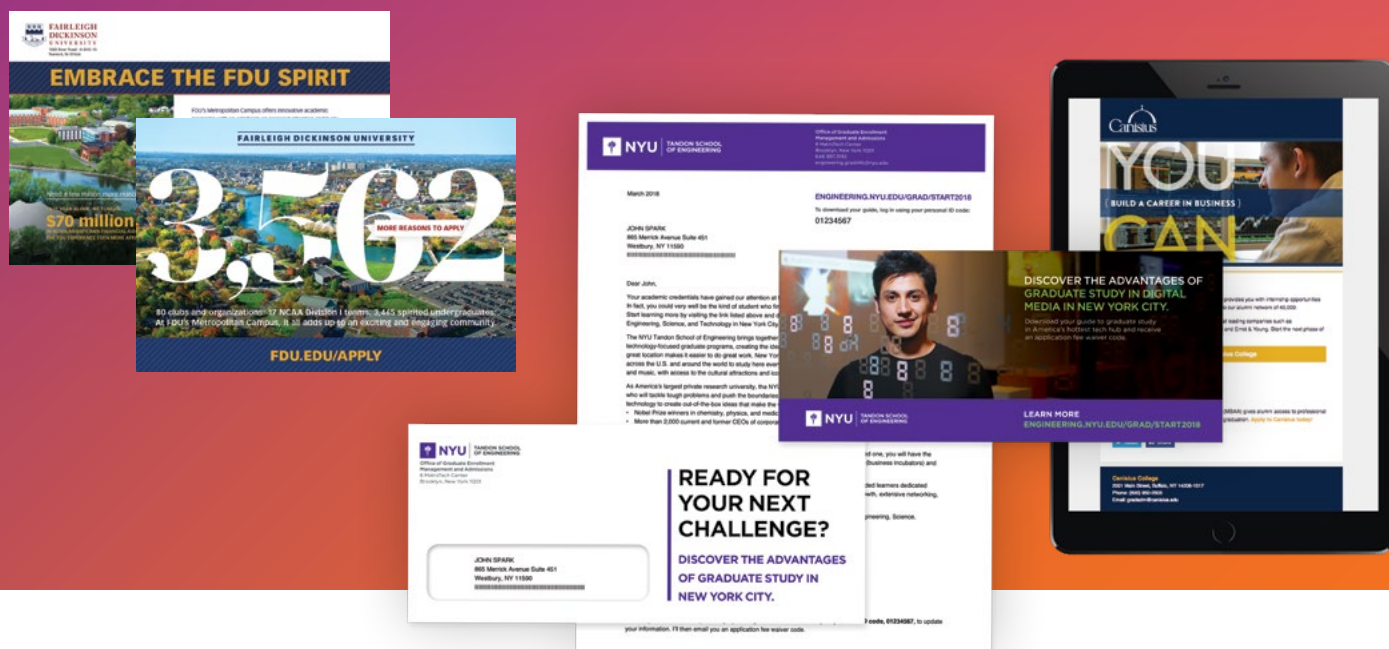
GENERATE A HIGHER RESPONSE RATE WITH ENHANCED TACTICS

Hyper-personalization
Engage your audiences through dynamic content tailored to their specific interests, goals, and level of engagement.

Multi-channel Engagement
Connect with your target population using consistent messaging across print and digital mediums.

Mailing Expertise
Maximize your budget and ensure delivery with carrier route sequence mailings and other savvy postal tactics.
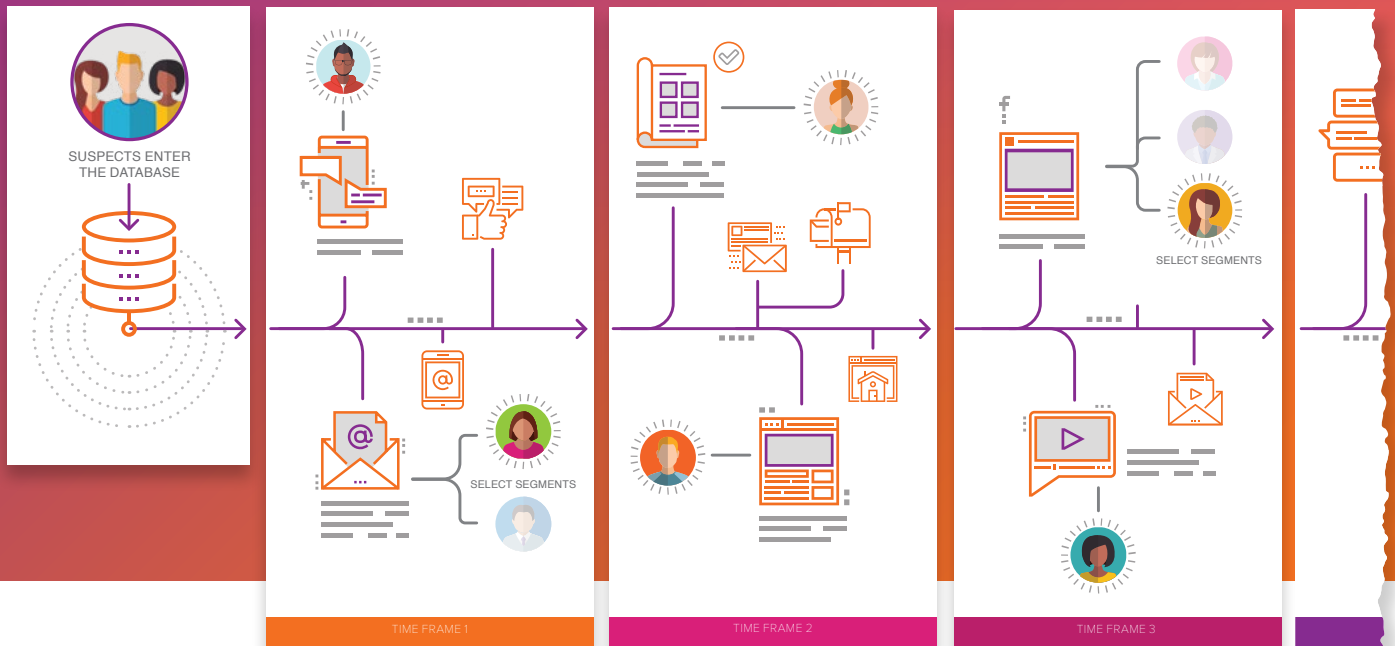
Influencer Awareness
Impact engagement and drive response with marketing programs for trusted advisors such as parents, counselors, and employers.

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COMMUNICATIONS STRATEGY

BUILD A REFINED TACTICAL PLAN FOR YOUR INSTITUTION'S COMMUNICATIONS.

To help you craft the most effective plan, Spark451 determines which touchpoints will deliver optimal results for your unique institution by assessing your current materials, specific media channels, target audiences, institutional goals, and mission.

SUSPECTS ENTER THE DATABASE

SELECT SEGMENTS

SELECT SEGMENTS

SELECT SEGMENTS

TIME FRAME 1

TIME FRAME 2

TIME FRAME 3

CALIBRATE YOUR COMMUNICATIONS ROADMAP FOR EVERY CHANNEL

With vast expertise in enrollment management, marketing, and CRM management, Spark451 uses contemporary strategic approaches to help you refine and coordinate your outbound communications.

- **Highly personalized and segmented messaging**
- **Communication flow and messaging touchpoints**
- **Dynamic content in every CRM**
- **Behavioral messaging triggered by website activity**

- **Electronic relationship management**
- **Social media**
- **SMS/MMS messaging**
- **Variable data printing**
- **Balance between print and electronic media**

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.

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