

Choice Premiums'



COLLEGE MARKETING

-GUIDE-

“When you educate one
person you can change a
life, when you educate
many you can change
the world”

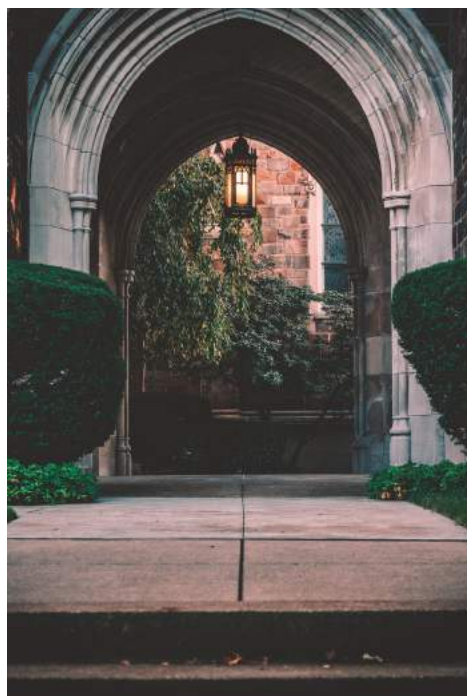
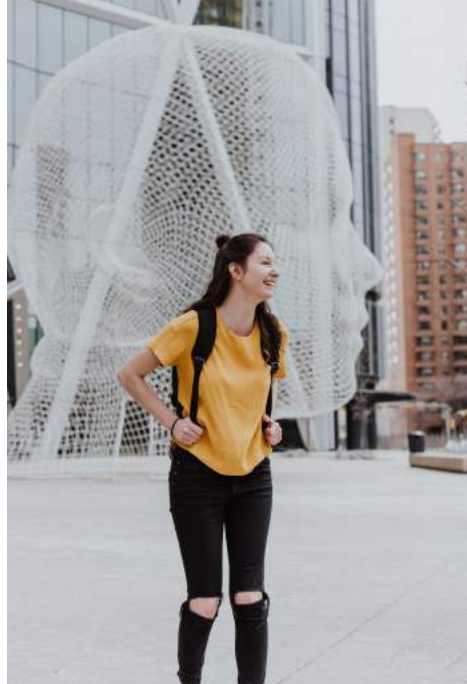
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A photograph of three students, two women and one man, looking at a laptop screen. The image is overlaid with a semi-transparent purple filter. The students are smiling and appear to be engaged in a collaborative learning activity.

COLLEGE DEMOGRAPHICS

DEMOGRAPHICS OVERVIEW



PROSPECTIVE STUDENTS

Primary Focus: Guidance

Pain Points and Challenges:

- Meeting college requirements
- Ability to pay for college
- Access to academic resources

Key Goals:

- Education fits personal & professional needs
- Good return on college investment
- Have access to academic & social resources



CURRENT STUDENTS

Primary Focus: Success

Pain Points and Challenges:

- Choosing the best academic path for success
- Maintaining grades & meeting graduation requirements
- Managing academic & social life

Key Goals:

- Graduating & obtaining lucrative career
- Making lifelong friends
- Retaining essential life skills



FORMER STUDENTS

Primary Focus: Connection

Pain Points and Challenge:

- Day-to-day finances
- Managing career & family
- Maintaining relationships

Key Goals:

- Financial stability
- Find/Manage lucrative career
- Build happy & sustainable future



PARENTS

Primary Focus: Reassurance

Pain Points and Challenges:

- Financing children's college
- Maintain children's safety
- Children fulfill their full potential

Key Goals:

- Minimize college expenses
- Opportunities to celebrate children's successes
- Children can support themselves after college

RESEARCH & TARGETING



"If you do not know how to ask the right question, you discover nothing."

--William Edward Deming
Engineer

Tips On Data Research

FOR COLLEGES

To develop accurate & impactful marketing strategies, colleges must invest in targeted, data research. Below are suggestions for gathering relevant information for each demographic:

PROSPECTIVE STUDENTS

Name buying is a popular data collection method for prospective students. While still useful, diversify your data-mining. Connect with organizations serving diverse or low-income students. Refer to previous graduating classes, focused particularly on traits of those who succeeded. Use the website to track & collect data from who uses the site to how they navigate it.

CURRENT STUDENTS

Once students are on your campus, it is important to track their experience and provide guidance for successful outcomes. Standard tools include surveys and data collection organizations such as the National Student Clearinghouse. Search for less traditional sources as well, such as social media analytics. The goal is to uncover students' real experience on campus.

FORMER STUDENTS

Getting accurate data regarding former students can be difficult. Most institutions conduct an exit survey & may contact students about their progress after college. Unique ways to gather information about alumni include surveys, interviews, and social media. Another strategy is to ask alumni for content for the university. It is an opportunity for them to promote themselves while gaining valuable insight about former students.

PARENTS

This is another tricky demographic for data. While it is easy to collect standard information such as age, education, and income, what is more difficult to capture is their experience and overall satisfaction. Encouraging parent involvement through events and incentivizing feedback are great ways to gain more understanding about parents and their views.

Although data is an essential tool for effective marketing, privacy protection should always be a top priority.



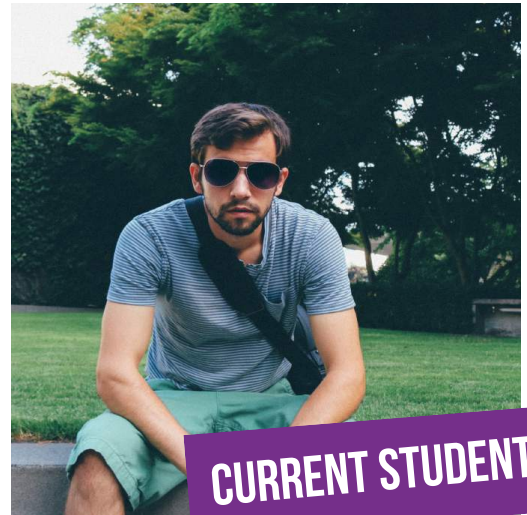
MARKETING STRATEGIES

MARKETING TIPS



PROSPECTIVE STUDENTS

- Virtual Tours
- Video Chat with Current & Former Students
- Live Q&A Sessions
- Stream select lectures & campus events



CURRENT STUDENTS

- Apps Personalized to Student's Specific Career Track & Goals
- Geofilters on Snapchat & Instagram To Promote Campus Events
- Have 'Day In The Life' Posts Sharing the Experiences of Students

- Website Where Alumni Share Stories & Connect
- Offer Tuition Discounts For Family Members
- Create a Post-Graduation Support Hub with Resources & Opportunities

FORMER STUDENTS



- Promote Tips & Tricks For Paying Tuition
- Offer Discounts & Special Payment Plans
- Website For Parents To Connet & Get Involved On Campus



PARENTS



IMPROVING VIEWS

ABOUT HIGHER EDUCATION

As enrollments decrease and tuition increases, colleges need to go beyond promoting amenities and campus life. These institutions must improve connectivity, developing personalized marketing that educates and reassures.

DIGITAL PRESENCE

It is not enough to just be online. Colleges must create a digital presence that is easy to find and viewable across platforms. This means developing mobile-friendly websites using the best SEO practices. It should also be easy for people to connect. Adding a live chat feature or ways to book one-on-one tours online are great additions. Compelling content is another must. Video, particularly live streaming, is an excellent way to attract prospective students and their parents. Blog posts are the best way to accomplish this, allowing for longtail keywords to improve search rankings. Easy-to-find

colleges with tons of useful resources appear more legitimate and trustworthy to students and parents. If done correctly, most concerns are addressed well before the initial application.

SOCIAL MEDIA

Since colleges typically target younger generations, it is important to keep up with the latest platforms. Snapchat, for instance, has been an excellent way to create connections with prospective students. Universities have used this app to send announcements, provide unique geo filters and even create special events, like Tennessee

Wesleyan College's orientation scavenger hunt. With social media, the goal is to maintain continuous connections with current and prospective students while increasing brand awareness. Be wary of simply broadcasting college events and news. This creates a cold and disengaged image. It is important for universities to not only be present but fully engaged with their target demographics to earn trust and loyalty.

ALUMNI INFLUENCERS

People love a good success story. And for universities, these stories are essential to showing value. Often, alumni "where are they now" accounts are reserved for the graduation days and college newsletters. These updates are too brief and infrequent. Prospective students want to not only see the end result but the process along the way. Additionally, maintaining relationships with alumni boosts loyalty and future investment with the college. The key is to make it easy for alumni to share their story and for others to engage. Colleges can create a website dedicated to alumni news with ways for current and prospective students to connect. Another method is to follow alumni on social media. By staying up to date with what alumni are up to, colleges can identify opportunities to highlight their journey.

COLLEGE GIFT GIVING



GIFT GIVING is an excellent college marketing strategy. Arkansas University increased their enrollment by 29% by sending a promo gift box to accepted students. While people love receiving free swag, Arkansas University's success lied in creating something that reflected the college's values and history. "We know that so many factors go into deciding on a college or university," Reggie Hill, assistant vice president for advancement and director of enrollment management, said. "In this case, the boxes, which greeted potential attendees on their doorsteps, showed how eager we are to have them experience our culture and share that appreciation for our setting with us." When considering a similar initiative, it is crucial to reflect the college's identity. It is not enough to send cool swag. Students need to know why they should choose your college. Make sure what you give accurately represents that reason.

PROMO PRODUCT IDEAS



WIRELESS
CHARGING
PAD

DEMOGRAPHIC STUDENTS (ALL) & PARENTS
STRATEGY ADMISSIONS GIFTS, TECH
EVENTS, ALUMNI APPRECIATION



NEON
FANNY PACK

DEMOGRAPHIC FUTURE & CURRENT STUDENTS
STRATEGY CAMPUS BOOKSTORE, SPORTS
GAMES, OUTDOOR EVENTS



CREATE-A-BANA

DEMOGRAPHIC STUDENTS (ALL)
STRATEGY SPORTS EVENTS,
OPEN HOUSES



MARBLE FINISH PENS

DEMOGRAPHIC STUDENTS (ALL) & PARENTS
STRATEGY ANNUAL EVENTS,
WELCOME EVENTS



LEAK
PROOF
TUMBLER

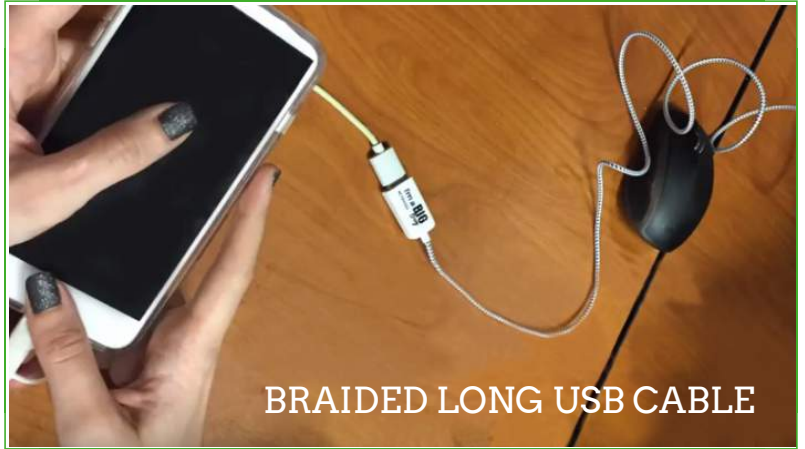
DEMOGRAPHIC STUDENTS (ALL) & PARENTS
STRATEGY BOOKSTORE,
ANNUAL EVENTS



POPSOCKETS

DEMOGRAPHIC STRATEGY

STUDENTS (ALL) & PARENTS
BOOKSTORE, CAREER FAIRS,
ORIENTATIONS, OPEN HOUSES



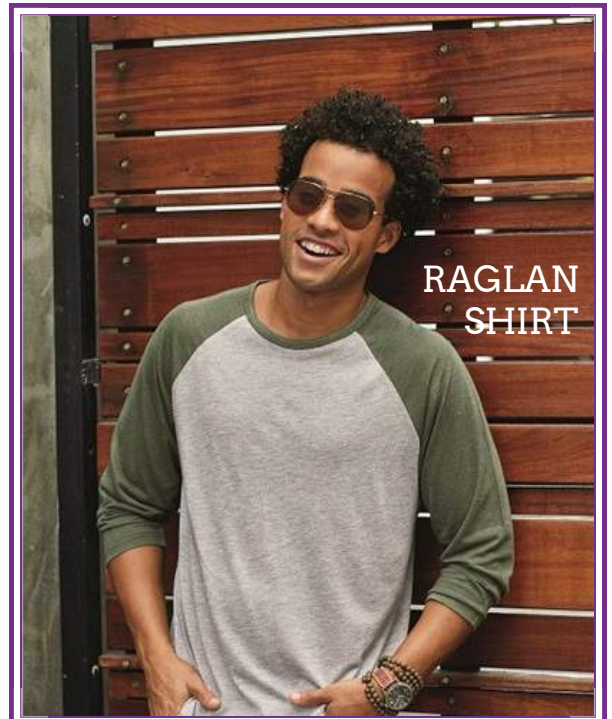
BRAIDED LONG USB CABLE

DEMOGRAPHIC STUDENTS (ALL)
& PARENTS
STRATEGY BOOKSTORE, SURVEYS,
DONOR LETTERS,
WELCOME PACKETS



MINI-BAG
TOSS GAME

DEMOGRAPHIC PROSPECTIVE &
CURRENT STUDENTS
STRATEGY SOCIALS, RESIDENCE HALLS



RAGLAN
SHIRT

DEMOGRAPHIC
FORMER STUDENTS
& PARENTS

STRATEGY
THANK YOU GIFTS,
APPRECIATION EVENTS

COMPUTER
BRIEFCASE



DEMOGRAPHIC
STUDENTS (ALL)
& PARENTS

STRATEGY
BOOKSTORE,
COMMUNITY
SERVICE EVENTS,
SPORTS GAMES



*Ready To Be
Remembered?*

WE CAN HELP.

College-licensed with more than
35 years of marketing experience,
Choice Premiums can give your
university the boost it deserves.
Contact us for you next campaign.

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