

*Choice Premiums'*



# COLLEGE MARKETING

**-GUIDE -**

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

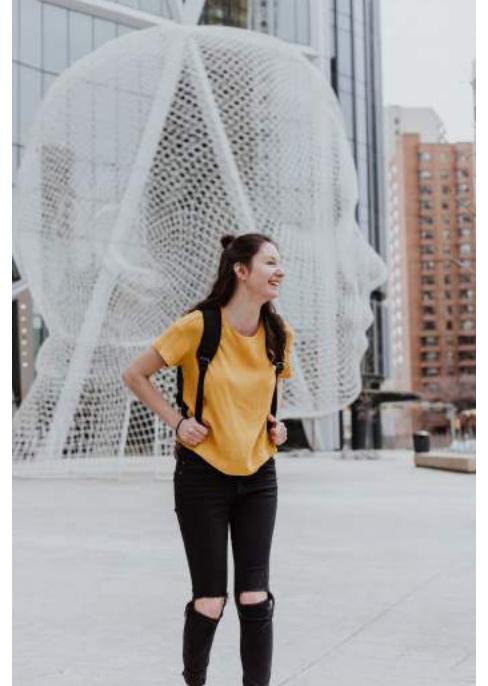
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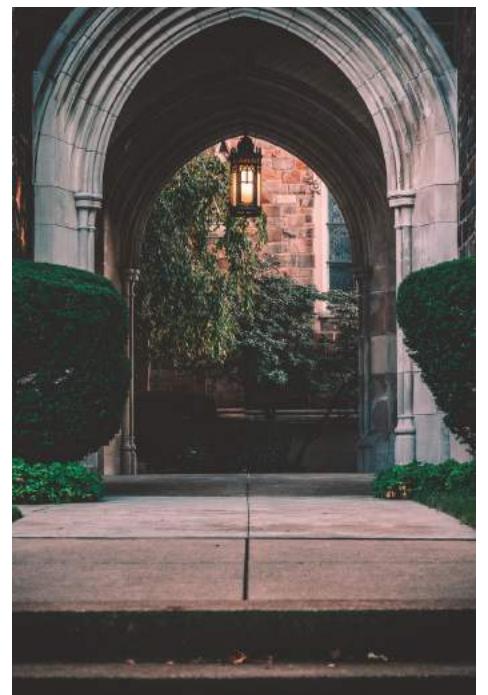
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A photograph of three young women with long hair, smiling and looking at a laptop screen. The woman on the left is in profile, the woman in the center is looking directly at the camera, and the woman on the right is slightly out of focus. They are wearing casual clothing, including a striped shirt and a red top.

# 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



## FORMER STUDENTS

**Primary Focus:** Connection

**Pain Points and Challenges:**

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

**Key Goals:**

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

## 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



## 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

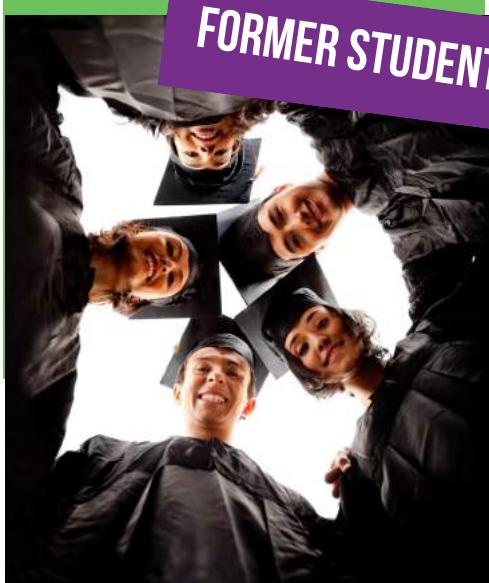
- Virtual Tours
- Video Chat with Current & Former Students
- Live Q&A Sessions
- Stream select lectures & campus events



## 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 Connect & 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

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**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



NEON  
FANNY PACK

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

**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



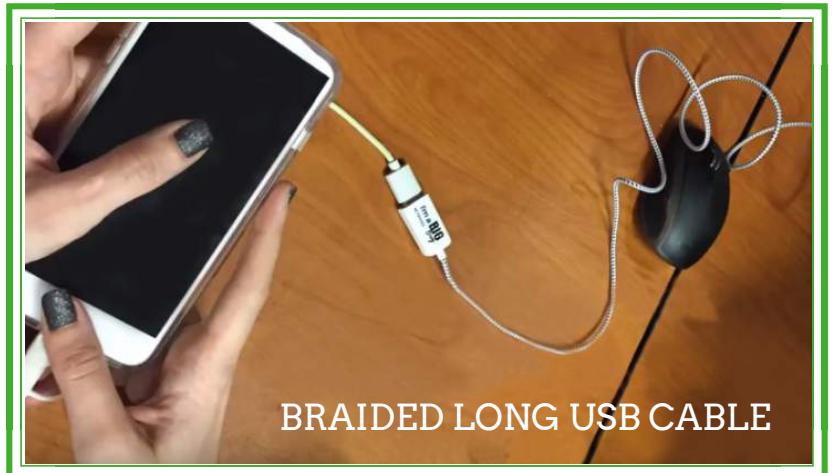
LEAK  
PROOF  
TUMBLER

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

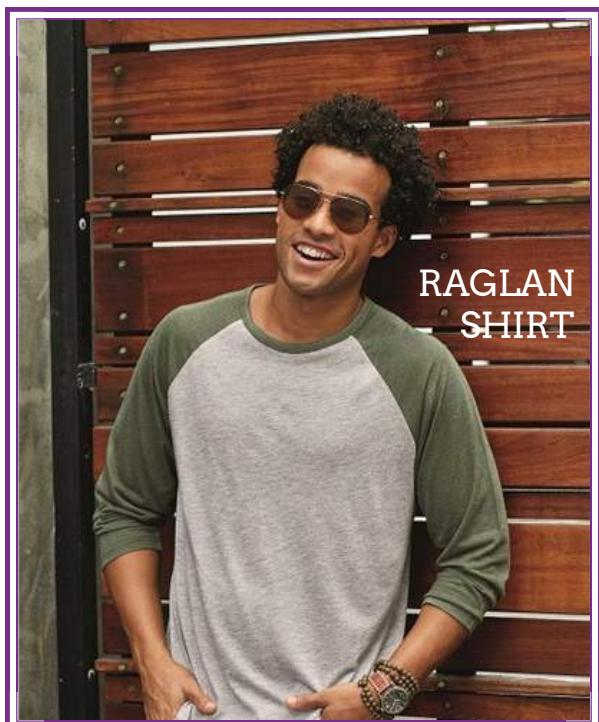


## DEMOGRAPHIC STRATEGY

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



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



DEMOGRAPHIC PROSPECTIVE &  
CURRENT STUDENTS  
STRATEGY SOCIALS, RESIDENCE HALLS

DEMOGRAPHIC  
FORMER STUDENTS  
& PARENTS  
STRATEGY  
THANK YOU GIFTS,  
APPRECIATION EVENTS



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 your next campaign.

## CHOICE PREMIUMS

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