



COLLEGE OPEN HOUSE MARKETING STRATEGY

VIV KUGLER

TARGET AUDIENCE

Area high school students and their parents, who are in the process of planning for college



GOALS

To raise awareness for the Open House event on October 12

To acquire RSVPs for the event

To ultimately increase enrollment for the college





COMMUNICATION OBJECTIVE

To inspire high school students and parents about their college-making decision, positioning the college as *the choice school* to start their college journey.

SO WHAT'S THE PLAN?

Utilize a strong marketing mix with recognizable creative assets that will drive RSVPs for the Open House Event:

- Direct Mail
- Digital Ads
- Geofencing
- Print Ad
- Radio

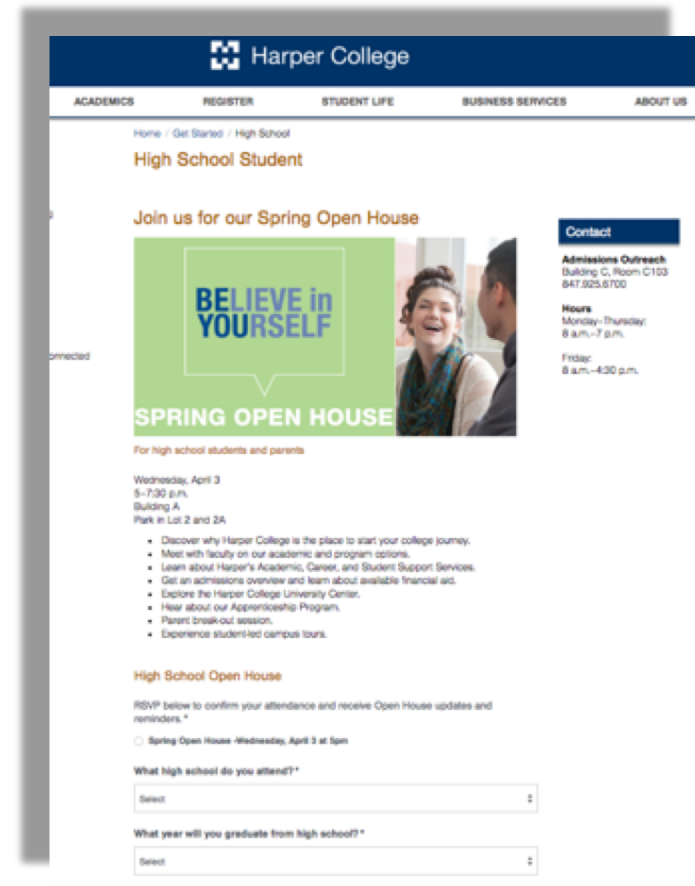
Viv's role: Establish a budget, research target audience media consumption and define this plan, allocating money for each tactic.

THE LANDING PAGE

Create an easy-to-use landing page that details the event and prompts users to complete an RSVP form.

Viv's role: Project Manager

- Create landing page, adhering to web brand standards
- Write all copy to be displayed on landing page
- Create form capture using FormStack
- Embed form into landing page
- Route landing page proof to client and until final approval is received
- Publish landing page



DIRECT MAIL



Mail a postcard invitation using the high school list and ACT list – 20,295 list total

Drop date: week of September 11

Viv's role: Project Manager

- Create all copy
- Seek feedback/approval from on-campus client for copy
- Define look/feel of the campaign with the design team
- Project manage designers and on-campus client until final art approval is received
- Coordinate printing/mail/fulfillment specs with external print vendor
- Coordinate print/mail deadlines with external vendor

DIGITAL ADS

Target the same high school/ACT lists

Create digital ads that match the direct mail creative so that users can easily identify the event.

Run ads September 15 – October 12 on the following mediums:

- Google Search and Display (Adwords)
- YouTube
- Facebook

All avenues direct users to fill out Open House RSVP form online.

Viv's role: Project Manager

- Communicate with digital agency the goals, target and timing of this digital campaign
- Create all ad copy
- Edit/approve proposed plan from the digital agency
- Gather needed ad sizes
- Open ads with the design team
- Project manage designers and on-campus client until final art approval is received
- Package all final art files and deliver to the agency



Harper College
OPEN HOUSE

For high schoolers
and parents

October 12
5–7:30 p.m.

[CLICK to RSVP](#)

 Harper College

The graphic is a vertical rectangular ad with a light green background and a dark blue footer. At the top, the text 'Harper College' is in a dark blue sans-serif font, followed by 'OPEN HOUSE' in a large, bold, dark blue sans-serif font. Below this, the text 'For high schoolers and parents' is in a smaller dark blue sans-serif font. The date and time 'October 12 5–7:30 p.m.' are in a large, bold, dark blue sans-serif font. A dark blue button with white text 'CLICK to RSVP' is positioned below the date. At the bottom, the Harper College logo (a stylized 'H' made of small squares) and the text 'Harper College' are in white on the dark blue background.


FACEBOOK PROMOTED POSTS

<https://www.youtube.com/watch?v=wZ8ZU52CTfQ>

Harper College
September 27, 2017 at 12:59pm · 🌐

"I talked to Carl Dittburner at the architecture table. He gave me a lot of information about the program and the process of transferring to SIU where I want to finish my degree. He gave me advice on things I can do in high school to get me ready for the program...I hope to take classes at Harper before I finish high school." – 2016 Fall Open House participant

High school students and parents are invited to our Fall Open House on Thursday, October 12. Learn about academic programs, meet our staff and tour our campus. RSVP today: harpercollege.edu/myfuture



Harper College Open House - for high school students and their parents. Thursday, October 12.

HARPERCOLLEGE.EDU

👍 Like 💬 Comment ➦ Share

Targeting the same lists and expanding the target to include parents of children 14-18yrs within a 10 miles radius of the college.

Create Facebook ads that tell a narrative of what to expect at the Open House event.

Pull quotes from previous Open House satisfaction surveys of past attendees and pair them with previous Open House images

Viv's role: Project Manager

- Search through photo archives of past Open House events to select photos
- Size photos to Facebook ad dimensions.
- Search through survey archives of past Open House events to select quotes
- Create event ad copy
- Natively schedule all posts to Facebook
- Communicate the post schedule to the agency so that they may promote each post
- Monitor the success/reach/engagement/web traffic of each promoted post

MOBILE ADS

September 27 – October 12, 2017

Geofence homes of
in-district high school and ACT list

All ads direct users to the Open House RSVP form
online



Viv's role: Project Manager

- Communicate with mobile targeting agency the goals, target and timing of this geofencing campaign
- Agree to total number of guaranteed impressions and sign contract with mobile targeting agency
- Relay tracking pixel to the web team to embed on designated landing page
- Gather needed ad sizes
- Open ads with the design team
- Project manage designers and on-campus client until final art approval is received
- Create specific UTM links for each mobile ad
- Package all final art files/UTM links and deliver to the mobile targeting agency
- Track the impressions and web traffic of this geofencing campaign

REFLEJOS – PRINT

Expand targeting to include Latinx demographic

Run an English and Spanish half page print ad with short Q&A article

Runs September 29



The flyer is for Harper College's 50th Anniversary Open House. It features a green header with the college name and event title in both English and Spanish. The main body is white with blue and green accents, containing event details for Thursday, October 12, 2017, from 5-7:30 p.m. at the Wojcik Conference Center. It lists activities such as meeting with faculty, learning about academic and career options, and exploring the new University Center. A photograph of students walking on campus is included. The footer is blue with contact information and the Harper College logo.

**HARPER COLLEGE
OPEN HOUSE**
**TARDE DE PUERTAS
ABIERTAS**
DE HARPER COLLEGE

FOR HIGH SCHOOL STUDENTS
AND THEIR PARENTS
PARA ESTUDIANTES DE
SECUNDARIA Y SUS PADRES

50
years
1967-2017

THURSDAY, OCTOBER 12, 2017
5–7:30 p.m.
Wojcik Conference Center

You and your family are invited to our Open House for an opportunity to:

- Meet with faculty on our academic and program options.
- Learn about Harper's Academic, Career, and Student Support Services.
- Explore the NEW Harper College University Center.

JUEVES 12 DE OCTUBRE DE 2017
5 a 7:30 p.m.
Wojcik Conference Center

Tú y tu familia están invitados a nuestra Tarde de Puertas Abiertas, en la que tendrán la oportunidad de:

- Reunirse con la facultad y hablar de nuestras opciones y programas académicos.
- Conocer los servicios de apoyo académico, profesional y estudiantil de Harper.
- Explorar el NUEVO Centro Universitario de Harper College.

RSVP VISIT harpercollege.edu/myfuture
CALL 847.925.8707

Harper College

Viv's role: Project Manager

- Reach out to local Latinx bilingual newspaper representative and purchase a half page ad with a half page advertorial (Q&A) for a full page value
- Gather needed ad sizes
- Write copy for the questions and send them to Director of Admissions to answer
- Copyedit Director of Admissions answers
- Open half-page ad with the design team
- Project manage designers and on-campus client until final art approval is received
- Package all final art files, advertorial and deliver to Reflejos

RADIO PARTNERSHIP

October 2 – October 12

- 30 pre-recorded radio promotions for Open House event – 15 seconds
- B96 Facebook post promoting College Open House
- B96 events page listing of Open House event

October 12, 2017

- Morning radio personality, Gabe from the J-Show will be on campus for the Open House – setup in a booth, playing music, handing out giveaways, with a drawing to win concert tickers, interacting with prospects and parents
- 2 live call-ins to B96 during the event: “Hey I’m here at Harper College for the Open House. Stop by!”



Viv's role: Project Manager

- Reach out to media agency and explain goals, budget, target audience of radio buy
- Request digital component (such as a facebook mention) and on-site talent for the day of the event.
- Approve proposed radio buys
- Coordinate needed assets with design team
- Write 15 second radio script for talent to read on air

RESULTS FOR FALL OPEN HOUSE

Highest attended Open House for the college

361 Student attendance

1,164 Total attendance (students and guests)

19 Completed applications

