**Admissions Marketing and Communications Plan**

Junior Inquiries

Fall 2016 – Spring 2017

***Goals***

Establish brand loyalty among current high school juniors.

Increase attendance to campus or Meet WVU visits.

Ensure students are preparing to meet WVU requirements.

***Audiences***

Primary - Current juniors

Secondary – Parents, Counselors

***Strategy***

1. Create seasonal marketing pieces that provide a visual piece of swag while also putting forth important consideration points for the students
2. Showcase campus life and experience
3. Outline the variety of academic options for students. Even if they aren’t sure what they want to do after college, we have enough options that they can figure it out while they’re at WVU.
4. Use multichannel marketing to reach students across platforms from June 1, 2016 to May 31, 2017
5. Give prospective students a taste of WVU’s personality and a glimpse at our campus
6. Drive home important requirements that students need to complete before or during their senior year.
7. Remind students to take PSATs and other prep tests.

***Marketing/Communication Tactics & Timeline (see attached pages)***

***Project at a Glance***

* Campaign length: 12 months
* Targeted reach: (insert number of juniors expected to inquire)
* Total print mailings:
* Total digital mailings:
* Total social:
* Total cost for campaign:

**Campaign Name: INSERT**

**aka: Hello**

Concept:Introduction to WVU

Launch: October/November

Goal for piece:

Call to Action: [Visit WVU](https://admissions.wvu.edu/visit)

Measurement:

Estimated Costs:

Message formats:

* Print – Postcard
  + General specs and Knepper #:
  + Target deliver/to printer date?
  + CTA:
* Digital – Email
  + CTA: Take Buzzfeed quiz “Who is your WVU BFF?”
  + Target send date:
  + Subject line:
  + Preheader text:
* Social – Buzzfeed/Quizzer quiz
  + CTA: Follow us on social and start a real convo with a real person
  + Target launch date:
  + Link:

**Campaign Name: Insert**

**aka: Adventure Piece**

Concept:Adventure Awaits at WVU

Launch: November

Goal for piece:

Call to Action: [Visit WVU](https://admissions.wvu.edu/visit)

Measurement: Number of people who visit the Visit page

Estimated Costs:

* Social ads:
* Adventure/survival box:
* Design Time:

Message formats:

* Print – Survival box with carabiner
  + General specs and Knepper #:
  + Target deliver/to printer date?
  + CTA:
  + Components:
    - Carabiner
    - Envelope
    - Postcard
    - Graph Paper
    - Postage
    - Mailing Label
    - Seal/sticker
* Digital – Email including 30 sec. spot or fall drone video
  + CTA: Visit landing page: Charting Your Course
  + Target send date:
  + Subject line:
  + Preheader text:
* Landing page – chart your course, Insiders resources
  + Includes info and resources from former Insiders, ie, admissions requirements and what steps you can take to prep for college app.
  + CTA:
  + Link:
  + Go live date:
* Social: Adventure Awaits Facebook ads

**Campaign Name: INSERT**

**aka: Find Your Major at WVU**

Concept: Fortune Teller

Launch: November/December

Goal for piece: Discover different options for majors at WVU

Measurement: Measure number of people who take the quiz via link distributed on card

Estimated Costs:

Message Formats:

* Print - Fortune Teller
  + General specs and Knepper #:
  + Target deliver/to printer date?
  + CTA: Find out more about your major at landing page (or academics page?)
  + Link:
* Digital - Email: Find your major
  + CTA: take Buzzfeed/Quizzr quiz – “what major is right for you?”
  + Target send date:
  + Subject line:
  + Preheader text:
* Landing page - Areas of Interest
  + Messaging about areas of interest
  + CTA: Follow us on social
* Social- Buzzfeed quiz: “What major is right for you?”
  + CTA: Find out more about your major at landing page
  + Target launch date:
  + Link:

**Campaign Name: INSERT**

**aka: Holiday Message**

Concept:

Launch: December

Goal for piece:

Measurement

Estimated Costs:

Message Formats:

* Digital - Email: Happy Holidays
  + CTA: Click for discount code to ugly WVU sweater for some swag And follow us on social to see how WVU does the holidays
  + Target send date:
  + Subject line:
  + Preheader text:
* Print - Holiday Card
* General specs and Knepper #:
* Target deliver/to printer date?
* CTA:
* Link:

**Campaign Name: INSERT**

**aka: Paying for College**

Concept:

Launch: January

Goal for piece: Get students to sign up for Junior Preview Days and speak to an Admissions Counselor

Measurement: Measure number of people who take the quiz via link distributed on card

Estimated Costs:

Message Formats:

* Digital - Email: College is Accessible; FAFSA; Dictionary of Terms …
  + CTA: Cost Calculator
  + Target send date:
  + Subject line:
  + Preheader text:
* Print - College Value (aimed at parents)
  + Message: College can be expensive but worth it. Here are the resources and steps you can start taking now! (include info on 3rd party scholarships; Find your counselor/recruiter; FAFSA; Cost Calculator)
  + General specs and Knepper #:
  + Target deliver/to printer date?
  + CTA: Sign up for Junior Preview days and speak to a representative

**Campaign Name: INSERT**

**aka: Safety/Maslow’s/Find Your Fit**

Concept:

Launch: February

Goal for piece: Show students that they can fit in at WVU. Show parents we’re the right fit because we can keep your child safe.

Measurement:

Estimated Costs:

Message Formats:

* Print - Postcard: We’ll take care of your kid
  + Audience: Parents
  + Messaging about LiveSafe, Health and Wellness, 168 …
  + CTA: Join us for a special FB Live event with Parents Club where we’ll answer your questions, concerns …In the meantime, visit landing pages for FAQ and Resources
  + Target delivery/to printer date:
  + General specs and Knepper #:
* Digital: - Email: Find your fit
  + CTA: Buzzfeed/Quizzr Quiz: Student Orgs
  + Target send date:
  + Subject line:
  + Preheader text:
* Digital - Landing Page: Find your fit
  + Highlight a few interesting orgs; for a full list, visit …
  + CTA: come see what life is really like on campus – schedule a visit
  + Link:
  + Go live date:
* Social - Buzzfeed quiz: Student Orgs
  + CTA: Find out more at landing page
  + Target launch date:
  + Link:

**Campaign Name: INSERT**

**aka: Academics**

Concept:

Launch: March

Goal for piece:

Measurement:

Estimated Costs:

Message Formats:

**Campaign Name: INSERT**

**aka: Discover West Virginia/Morgantown**

Concept:

Launch: April

Goal for piece:

Measurement:

Estimated Costs:

Message Formats:

**Campaign Name: INSERT**

**aka: See you next year**

Concept:

Launch: May

Goal for piece: Encourage student to think about visiting campus in the fall

Measurement:

Estimated Costs:

Message Formats:

**Admissions Marketing and Communications Plan**

Sophomore Inquiries

Fall 2016 – Spring 2017

***Goal***

To establish brand awareness and recognition among current high school sophomores thereby increasing their familiarity with us as they move toward their critical junior and senior years.

***Audiences***

Primary - Current sophomores

Secondary – Parents

***Strategy***

1. Create seasonal marketing pieces that provide a visual piece of swag while also putting forth important consideration points for the students
2. Showcase campus life and experience while touching on academics – hit academics harder in the junior year
3. Use multichannel marketing to reach students across platforms from June 1, 2016 to May 31, 2017
4. Give prospective students a taste of WVU’s personality and a glimpse at our campus

***Marketing/Communication Tactics & Timeline (see attached pages)***

***Project at a Glance***

* Campaign length: 12 months
* Targeted reach: (insert number of juniors expected to inquire)
* Total print mailings:
* Total digital mailings:
* Total social:
* Total cost for campaign:

**Campaign Name: INSERT**

**aka: Hello**

Concept:Introduction to WVU

Launch: October/November

Goal for piece:

Call to Action: [Visit WVU](https://admissions.wvu.edu/visit)

Measurement:

Estimated Costs:

Message formats:

* Print – Postcard
  + General specs and Knepper #:
  + Target deliver/to printer date?
  + CTA:
* Digital – Email
  + CTA: Take Buzzfeed quiz “Who is your WVU BFF?”
  + Target send date:
  + Subject line:
  + Preheader text:
* Social – Buzzfeed/Quizzer quiz
  + CTA: Follow us on social and start a real convo with a real person
  + Target launch date:
  + Link:

**Campaign Name: Insert**

**aka: Adventure Piece**

Concept:Adventure Awaits at WVU

Launch: November

Goal for piece:

Call to Action: [Visit WVU](https://admissions.wvu.edu/visit)

Measurement: Number of people who visit the Visit page

Estimated Costs:

* Social ads:
* Design Time:

Message formats:

* Digital – Email including 30 sec. spot or fall drone video
  + CTA: Visit landing page: Charting Your Course
  + Target send date:
  + Subject line:
  + Preheader text:
* Landing page – chart your course, Insiders resources
  + Includes info and resources from former Insiders, ie, admissions requirements and what steps you can take to prep for college app.
  + CTA:
  + Link:
  + Go live date:
* Social: Adventure Awaits Facebook ads

**Campaign Name: INSERT**

**aka: Holiday Message**

Concept:

Launch: December

Goal for piece:

Measurement

Estimated Costs:

Message Formats:

* Digital - Email: Happy Holidays
  + CTA: Click for discount code to ugly WVU sweater for some swag And follow us on social to see how WVU does the holidays
  + Target send date:
  + Subject line:
  + Preheader text:

**Campaign Name: INSERT**

**aka: Safety/Maslow’s/Find Your Fit**

Concept:

Launch: February

Goal for piece: Show students that they can fit in at WVU. Show parents we’re the right fit because we can keep your child safe.

Measurement:

Estimated Costs:

Message Formats:

* Print - Postcard: We’ll take care of your kid
  + Audience: Parents
  + Messaging about LiveSafe, Health and Wellness, 168 …
  + CTA: Join us for a special FB Live event with Parents Club where we’ll answer your questions, concerns …In the meantime, visit landing pages for FAQ and Resources
  + Target delivery/to printer date:
  + General specs and Knepper #:
* Digital - Landing Page: Resources for Parents
  + Messaging about safety, resources, FAQ and things to think about to prep your kid for college
  + CTA:
  + Link:
  + Go live date:

**Campaign Name: INSERT**

**aka: Find Your Major at WVU**

Concept: What’s your interest?

Launch: March

Goal for piece: Discover different options for majors at WVU

Measurement: Measure number of people who take the quiz

Estimated Costs:

Message Formats:

* Digital - Email: Find your major
  + CTA: take Buzzfeed/Quizzr quiz – “what major is right for you?”
  + Target send date:
  + Subject line:
  + Preheader text:
* Landing page - Areas of Interest
  + Messaging about areas of interest
  + CTA: Follow us on social
* Social- Buzzfeed quiz: “What major is right for you?”
  + CTA: Find out more about your major at landing page
  + Target launch date:
  + Link:

**Campaign Name: INSERT**

**aka: Discover West Virginia/Morgantown**

Concept:

Launch: April

Goal for piece:

Measurement:

Estimated Costs:

Message Formats:

* Digital - Email: Vote on campus scene (2 photos)
  + CTA: Follow us on Instagram to see the winner and check out campus life at landing page
  + Target send date:
  + Subject line:
  + Preheader text:
* Digital - Landing page: Campus life
  + Messaging around campus life; spring drone video
  + CTA: Follow us on Instagram
  + Link:
  + Go live date:

**Campaign Name: INSERT**

**aka: Discover West Virginia/Morgantown Continued**

Concept:

Launch: May

Goal for piece:

Measurement:

Estimated Costs:

Message Formats:

* Print - Poster of winning photo from previous month
  + Messaging: General campus visit info; events; you’ll be finding out more in the coming months
  + CTA: Plan your visit for next year at (insert link)
  + Target delivery/to printer date:
  + General specs and Knepper #: