

College Marketing

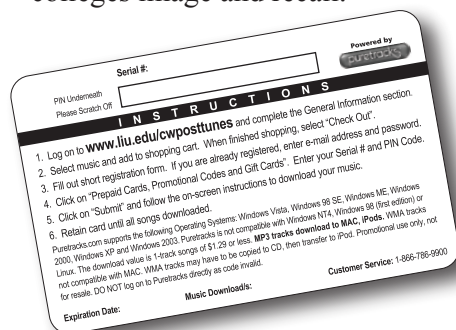
Situation – Recruitment spending among colleges has soared. A recent Primary Research Group study of 170 colleges and institutions found that marketing budgets have jumped 50% in the past seven years alone. This same study found that investing heavily in interactive marketing and web marketing has a direct correlation with attracting better applicants.

Promotion – Colleges around the country, of all sizes, have successfully used the music download cards and cell phone ringtone cards as a recruiting tool. The cards enable recruiters to connect with prospective students, drive prospects to the school's web site, and capture valuable contact information for ongoing communication. A recent Piper Jaffray's survey of high school students, noted that 82% of students currently download music.

How the Promotion Works

Step 1 – Music download cards are handed out at student recruiting events; college fairs, high school college visits, or included in direct mail package.

- Promote the free music downloads on banners and posters placed around the recruiting event.
- 4-color process card will reinforce the colleges image and recall.



Step 3 (Optional) – Collect student's contact information for future communications.

- Data collection is quick, easy to complete, and inexpensive to set up and administer.
- Data collection can be made optional or mandatory in order for cardholder to download their FREE music.



Step 2 – Drive students to the college's website.

- Student clicks on music download link to begin the process.

<p>* First Name:</p> <p>* Last Name:</p> <p>* E-mail Address:</p> <p>* Home Address:</p> <p>* City:</p> <p>* State:</p> <p>* ZIP:</p> <p>Home Phone Number:</p> <p>Cell Phone Number:</p> <p>* Most Recent High School:</p> <p>* Graduation Year:</p>	<p>2 FREE Music Downloads</p> <p>Please complete the fields on the left-hand side, then click on the Submit to Download Music button to be eligible to download your free music selections.</p> <p>Refer to the back of the music download card for the Serial number and PIN number to complete the download.</p> <p>Update your PLAYLIST for your COLLEGE JOURNEY</p> <p>Two Free Music Downloads FROM C.W. POST</p> <p>Personalized academic computing, Small classes, Four inspirations, Active campus life, Generous scholarships and financial aid.</p> <p>www.liu.edu/cwposttunes</p> <p>Music may be downloaded to your computer and easily transferred to a portable device or burned to a CD.</p> <p>* Required Fields</p>
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Step 4 – Student's select from over 3 million songs to download to their iPods or MP3 players.

- Add excitement by varying the number of downloads on the cards or by giving away an iPod.