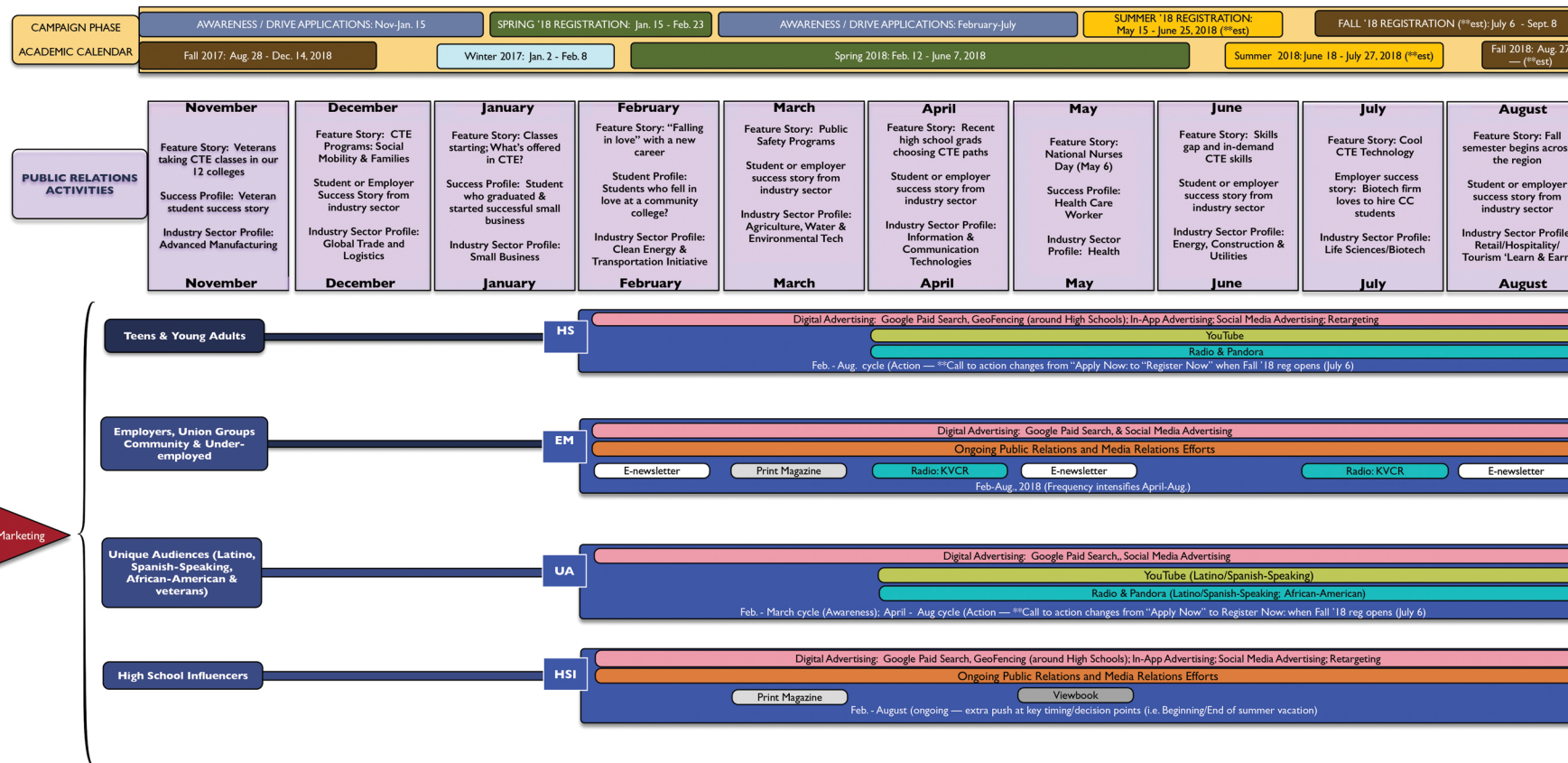


INLAND EMPIRE/DESERT REGIONAL CONSORTIUM Marketing & Communications Plan 2018

NOTE: Dates based on Academic Calendar.
Registration periods and semester start dates vary
throughout the Consortium.



MARKETING PLAN

Plan Overview

- The core idea of the plan is to integrate traditional and digital media as well as public relations activities to leverage the Consortium's budget for the greatest possible impact on enrollment, awareness, and benchmark attitudes.
- The campaigns are timed so as to create maximum brand exposure and awareness, with "call-to-action" pushes occurring at key decision points.
- The campaigns are timed to hit the ground running upon selection of a career education brand, and sustain themselves through the end of the Fall enrollment period.
- Interact will supplement the campaign with public relations collaterals, such as program features, success stories and spotlights, columns, industry profiles, and more (roughly three articles per month, Nov-Aug).
- This plan is our optimum theoretical plan based on strategy, budget, and the needs identified in the RFP. Modest shifts will occur due to the intervention of printer, buyers, mentors and other details of marketing life.

- #### MEDIA TOOLS
- Radio/Pandora
 - YouTube
 - Email/Digital/Social Media
 - E-newsletter
 - Print Magazine
 - Viewbook

Media Buying Tactics

Digital/Social Media

Media Purchase: Search Engine Marketing; Custom Solutions-Display; GeoFence; YouTube
Timing: February & March 2018
Cost: \$19,000 per month:
 Search Engine Marketing (PPC) Monthly Budget: \$4,000 x 2 months
 Display Monthly Budget: \$2,000 x 2 months
 Geo-Fence Display Campaign Monthly Budget: \$1,500 x 2 months
 Social Media Campaign: \$2,000 x 2 months

Timing: April-June 2018, GeoFence Only
Cost: \$11,400
 Geo-Fence Display Campaign Monthly Budget: \$3,800 x 3 months

Timing: April-August 2018
Cost: \$54,600
 Search Engine Marketing Monthly Budget: \$4,920 x 5 months
 YouTube Monthly Budget: \$3,500 x 5 months
 Display/Social Media Monthly Budget \$2,500 x 5 months

Total Digital Spend - \$85,000
Percentage of Total Campaign Spend: 27%
Audiences: HS Students; Industry Leaders; HS Counselors; Unique Audiences

Traditional Media

Media Purchase: April-August 2018
 \$220,000 for radio and digital radio purchases; cost allocations TBD
 \$5,000 for printing and mailing of viewbook
 Value Added: KVCR Sponsorships in April and July
Timing: April-August 2018

Total Traditional Media Spend: \$225,000
Percentage of Total Yearly Spend: 73%
Audiences: All audiences within service area plus targets

Total Campaign Media Spend (Traditional + Digital): \$310,000

Plan Tactics

HS - Teens and Young Adults Campaign

Target/Goal: High School Students, Recent Graduates and Young Adults
 Awareness; Application; Enrollment — Create top-of-mind awareness among high school juniors and seniors; Encourage application on an ongoing basis, and enrollment during registration periods.
Media: GeoFencing (HS campuses); In-App Advertising; Google Paid Search; Pandora; YouTube preroll; Social Media Advertising; Retargeting Campaigns
Timing: "Awareness" cycle: Feb-March; "Action" cycle: April-Aug.
Message: Awareness of Inland Empire CTE programs; Establishment of CTE brand.
Materials: Digital & social media ads; :15-:30 audio spots; :30 video spots

EM - Employers, Union Groups, Community & Underemployed

Target/Goal: Employers; Union Groups; Community & Underemployed / Awareness; Support-Partnership; Fostering Connections and Interactions
Media: Ongoing PR (features, columns, spotlights); E-newsletter; Google Paid Search (job search terms and industry sectors); Print Magazine (March / Sept); Paid Sponsorships on Public Radio
Timing: "Awareness" cycle: Feb-March; "Action" cycle: April-Aug. Quarterly e-newsletters (Feb/May/Aug/Nov 2018)
Message: Awareness of Inland Empire CTE programs; Establishment of CTE brand for employers, union groups and community CTE stakeholders. "Make a connection with a Inland Empire CC grad!"
Materials: Quarterly e-newsletter; Print Magazine; Social Media Ads; E-newsletters; Public Radio Sponsorships

UA - Unique Audiences (Latino/Spanish-Speaking; African-American; Veterans)

Target/Goal: Unique Audiences / Awareness; Application; Enrollment
Media: Social Media (Veterans); Radio (Latino/Spanish-Speaking; African-American); Spotify / Pandora (Latino/Spanish-Speaking; African-American); YouTube preroll (Latino/Spanish-Speaking)
Timing: "Awareness" cycle: Feb-March; "Action" cycle: April-Aug. Extra push on key dates (i.e. beginning/end of summer break; registration day)
Message: Awareness of Inland Empire Career Education programs; Establishment of Career Education brand for unique populations likely to enroll and persist.
Materials: Social media ads; Audio spots; YouTube spot

HSI - High School Influencers (Parents; Counselors)

Target/Goal: High School Influencers (Parents, Counselors) / Awareness; Application; Enrollment
Media: HS Parents: Ongoing targeted Facebook & Instagram ads; HS Counselors: GeoFencing around district/area high schools.
Timing: Feb. - Aug. (Extra push at key decision points - i.e. beginning/end of summer break and open registration).
Message: "Get your HS grad off the couch, and into a rewarding, sustainable career!" Great futures for your students right here at home
Materials: Ongoing PR, Social media ads; Viewbook, Print magazine

PR Tactics

PR - Ongoing Campaign (Nov. - Aug.)

Target/Goal: Students; Employers; Community / Create awareness and support not only for the brand, but for up-and-coming CTE programs and "skills gap" opportunities.
Media: Monthly articles culminating in quarterly e-newsletters and bi-annual print magazines.
Timing: Nov. 2017-Aug. 2018 — Three pieces per month (typical month: 1 feature, 1 success story/spotlight, 1 industry sector profile)
Message: "Career Education is the future, and it's happening right now."
Materials: 30 Total Pieces (Features, Columns, Spotlights, Industry Profiles, etc.), 90 Social Media Posts, 4 e-newsletters (through end of 2018) and 2 print magazines (through end of 2018)

- ### Campaign Material List
- #### Digital Advertising
- Search engine keywords for 10-20 distinct campaigns
 - 25 custom display ads: tile size
 - 25 custom display ads: banner size
 - 8 social media ads
 - Campaign Website and NewsCenter
- #### Radio/Pandora Spots
- 2 targeting teens and young adults
 - 1 targeting African-American population
 - 1 targeting Latino population
 - 2, 15-second public radio sponsorship ads
- #### Social Media Posts (Organic, non-paid)
- 90 Facebook/Instagram posts, to accompany each news release/feature story
 - 4 posts to accompany each e-newsletter
 - 3 posts to supplement each YouTube spot
- #### Print Publications
- Magazine, delivered in March
 - Viewbook, delivered in May
- #### Email
- 4 e-newsletters (quarterly)
 - 2 e-mail blasts timed around radio spots
- #### YouTube Spots
- 2 authentic narration YouTube Spots targeting teens & young adults
 - 1 YouTube Spot, in Spanish, targeting Spanish-speaking parents & influencers
- #### Additional Materials List
- #### Outdoor
- Billboard ad template with 5 variations
- #### Print Publications
- Newspaper ad template with 4 variations
 - Poster template with 5 variations
 - Brochure template with 3 variations
 - Flyer template with 3 variations

