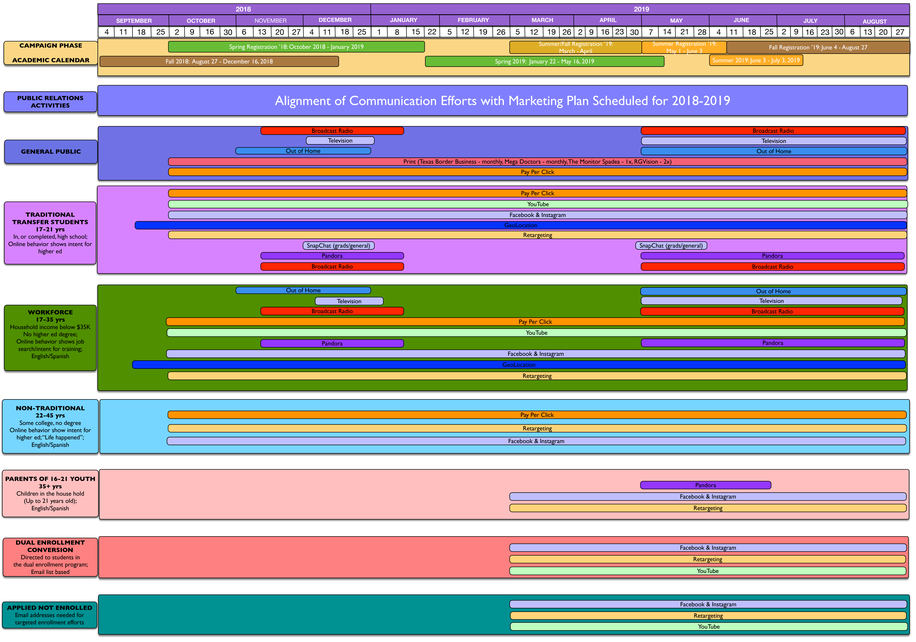
South Texas College
Marketing & Communications Plan 2018-2019



MARKETING PLAN

Marketing Goals

Create positive messaging about South Texas College that, when used consistently, will support the college's ongoing branding efforts and goals to:

- Build positive regional perceptions
- Reinforce community pride in the institution
- Increase student enrollment (Inquiries, Leads, Applications)

Plan Overview

1. The core idea of the plan is to integrate traditional and digital media, as well as public relations activities, to leverage PR & Marketing's advertising budget for the greatest possible impact on enrollment and awareness.

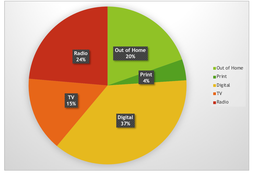
2. The campaigns are timed so as to create maximum brand exposure and awareness, with "call-to-action" messaging occurring at key decision points.

3. The campaigns are timed to align with key registration periods and sustain themselves through the year.

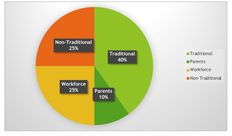
4. This plan represents our optimum theoretical plan, based on strategy, budget, and goals. Modest shifts will occur due to the intervention of printers, buyers, mentors and other details of marketing life.

5. Audience-specific messages have been developed and are leveraged accordingly.

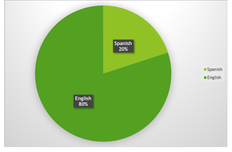
Total Campaign Media Spend: $550,000.00



ALLOCATIONS BY AUDIENCE



LANGUAGE BREAKDOWN



Plan Tactics

General Public

GP

Target: General public
Media: Media relations service (News Center, with feature articles, followed by booked social media ads and boosted posts), Broadcast Radio, Television, Out of Home, Print, Digital, Pay Per Click
Timing: Year-round for Print/Digital with surges around key enrollment dates
Message: Top of mind awareness, Brand Awareness, Call-to-action
Materials: Radio (3), Out of home (9), Television (3), YouTube ads (4), Print half page (11), Monitor Wrap (1), PPC & Competitor PPC

Traditional Transfer Students

TS

Target: 17-21 year olds, in or completed high school
Media: Collaborative with Counselors of interest, Paid Search, Retargeting & Display, Pay Per Click Pandora, Facebook/Instagram, Snapchat, Email
Timing: Year-round for Digital with surges around key enrollment dates
Message: Top of mind awareness, Brand Awareness, Focus on transferring or having a fulfilling career, Enrollment pushes with semester calls to action
Materials: Digital ads (8) & geofencing (12), Social Media ads (8), Radio ads (3), YouTube ads (4)

Workforce

WF

Target: Potential students, ages 17-35, no degree, HI less than 35k, English and Spanish speakers
Media: Collaborative with Workforce, Paid Search, Retargeting & Display, Pay Per Click Pandora, Facebook/Instagram, Snapchat, Email
Timing: Year-round for Digital with surges of traditional media around key enrollment dates
Message: Top of mind awareness, Brand Awareness, Focus on transferring or having a fulfilling career, Enrollment pushes, Emphasis on Workforce programs and training more, Home Health, YouTube ads (3) English 3 Spanish, Snapchat ads (3) English 2 Spanish, Radio ads (3) Spanish, 3 English)
Materials: Digital ads (8) & geofencing (12), Social Media ads (8) English 6 Spanish, Out of Home (9), Television (3), Radio ads (3), YouTube ads (4)

Non-Traditional

NT

Target: Some college, no degree, English and Spanish speakers
Media: Targeted Social Media, Retargeting and Pandora
Timing: Year-round for Digital with Pandora surges
Message: Finish your degree; Get a fresh start; Salary potential; Future-focused
Materials: Digital ads (4 English/Spanish), Social Media ads (4 English/Spanish),

Parents of Youth

PY

Target: Parents of high school students and younger grade, 16-19 year olds, Spanish and English
Timing: March-August to promote summer and fall
Media: Targeted Social Media, Retargeting and Pandora
Materials: Social Media ads (3 English/3 Spanish), Pandora spots (1 English/ 1 Spanish)

Dual Enrollment Conversion

DE

Target/Goal: Students participating in STC's dual enrollment program and heading into their college years
Media: Targeted Social Media, Retargeting
Timing: March-August to promote summer and fall
Message: Top of mind awareness, Brand Awareness, STC
Materials: Social Media (6), YouTube (2)

Applied Not Enrolled

ANE

Target/Goal: Applicants who have not yet enrolled. Lists should be updated weekly or as often as possible to remove students who have enrolled.
Media: Targeted Social Media, YouTube and Email campaign
Timing: Year-round
Message: You've been accepted, now enroll! Big enrollment push for summer/fall
Materials: Social Media ads (6), YouTube (2)

Campaign Material List: Current Brand

August 31
- Geofence locations
- Retargeting campaign for mobile only: 2 targeting traditional transfer students 3 targeting workforce.

September 14
- Pay Per Click campaign – general & competitor, Ad Copy Completed (Interior)
- Social Media ads: Facebook update as campaign progresses)
- Digital display ads: 2 targeting traditional transfer; 2 targeting workforce (English) 2 targeting workforce (Spanish), 1 targeting nontraditional (English), 1 targeting nontraditional (Spanish) 1 targeting parents of youth
- Digital display ads: 2 targeting traditional transfer; 2 targeting workforce (English) 2 targeting workforce (Spanish), 1 targeting nontraditional (English), 1 targeting nontraditional (Spanish) used for all mobile and browser sizes
- YouTube ads: general (1), traditional transfer (1)
- Television ad - Spanish/workforce (1), Television ad - YouTube remarketing ads (1 Spanish, 2 English)
- Half-page ad for Texas Border Business & Mega Doctor

November 9
- Radio ads, general public (1), traditional students (1), workforce/Spanish (1), workforce/English (1), Television ad - Spanish/workforce (1), television ad - general public (1)
- Social Media ads: 2 targeting traditional transfer; 2 targeting workforce (English) 2 targeting workforce (Spanish), 1 targeting nontraditional (English), 1 targeting nontraditional (Spanish) used for Facebook/Instagram stories, Facebook/Instagram Retargeting
- Digital display ads: 2 targeting traditional transfer; 2 targeting workforce (English) 2 targeting workforce (Spanish), 1 targeting nontraditional (English), 1 targeting nontraditional (Spanish) used for all mobile and browser sizes, Retargeting
- Half-page ad for Texas Border Business & Mega Doctor
- Geofence locations
- Retargeting campaign for mobile only: 2 targeting traditional transfer students 3 targeting workforce.

November 28
- Half-page ad for Texas Border Business & Mega Doctor

December 28
- Half-page ad for Texas Border Business & Mega Doctor

January 11
- YouTube ads: general (1), traditional transfer (1), plus 2 YouTube remarketing ads

January 28
- YouTube ads: general (1), traditional transfer (1), plus 2 YouTube remarketing ads
- Half-page ad for Texas Border Business & Mega Doctor

February 14
- Half-page ad for Texas Border Business & Mega Doctor

February 28
- Half-page ad for Texas Border Business & Mega Doctor

March 15
- Half-page ad for Texas Border Business & Mega Doctor
- Social Media ads: 2 targeting dual conversion, 2 targeting workforce (English) 2 targeting workforce (Spanish) used for Facebook/Instagram, summer call to action

March 28
- Half-page ad for Texas Border Business & Mega Doctor

April 28
- Half-page ad for Texas Border Business & Mega Doctor

May 10
- Geofence ads sized for mobile only: 3 targeting traditional transfer students, 3 targeting workforce fall call to action
- Social Media ads: 2 targeting traditional transfer; 2 targeting workforce (English), 2 targeting workforce (Spanish), 1 targeting nontraditional (English), 1 targeting nontraditional (Spanish) used for all mobile and browser sizes, fall call to action
- Social Media ads: 2 targeting traditional transfer; 2 targeting workforce (English), 2 targeting workforce (Spanish), 1 targeting nontraditional (English), 1 targeting nontraditional (Spanish) 2 targeting dual conversion; 2 targeting parents (1 Spanish, 1 English), 2 applied not enrolled sized for Facebook/Instagram, summer call to action
- Out of home - Fall Enrollment, 7 unique designs with focus on general public (3), workforce (2)
- Radio ads general public (1), traditional students (1), workforce/English (1), workforce/Spanish (1)

Campaign Material List: New Brand

April 12
- Radio ads: general (1), workforce/English (1), workforce/Spanish (1)
- Geofence ads sized for mobile only: 3 targeting traditional transfer students, 3 targeting workforce fall call to action
- Digital display ads: 2 targeting traditional transfer; 2 targeting workforce (English) 2 targeting workforce (Spanish), 1 targeting nontraditional (English), 1 targeting nontraditional (Spanish) used for all mobile and browser sizes, summer call to action
- Social Media ads: 2 targeting traditional transfer; 2 targeting workforce (English) 2 targeting workforce (Spanish), 1 targeting nontraditional (English), 1 targeting nontraditional (Spanish) 2 targeting dual conversion; 2 targeting parents (1 Spanish, 1 English), 2 applied not enrolled sized for Facebook/Instagram, summer call to action
- Television ad - Spanish/workforce (1), Television ad - general public (1)
- Half-page ad for Texas Border Business & Mega Doctor
- Out of home - Summer Enrollment, 7 unique designs with focus on general public (3), workforce (2)

May 28
- Half-page ad for Texas Border Business & Mega Doctor

June 14
- Radio ads – workforce/Spanish (1), general public (1), workforce/English (1), workforce/Spanish (1)
- Digital display ads: 2 targeting traditional transfer; 2 targeting workforce (English) 2 targeting workforce (Spanish), 1 targeting nontraditional (English), 1 targeting nontraditional (Spanish) used for all mobile and browser sizes, fall call to action
- Social Media ads – workforce/Spanish (1), general public (English) promoting fall (1)
- Television ads: general (1), workforce/English (1), workforce/Spanish (1), 3 YouTube remarketing ads (1 Spanish, 2 English)

June 28
- Half-page ad for Texas Border Business & Mega Doctor

July 12
- Monitor Spades Wrap

July 28
- Half-page ad for Texas Border Business & Mega Doctor

Dates are due dates for media buys that run the following month.

Digital and Social Ad Sizes

FACEBOOK
- Max file size: 1.05 MB
- Landscape dimensions
- Max: 1200x628 pixels(1)
- Min: 560x292 pixels(1)
- Square dimensions
- Max: 628x1200 pixels(1)
- Min: 292x560 pixels(1)
- Vertical dimensions
- Max: 628x1200 pixels(1)
- Min: 292x560 pixels(1)
- Text limit
- Headline: 25 characters (including spaces)
- Text: 90 characters (including spaces)
- Newsfeed link description: 200 characters (including spaces)
- Newsfeed link description: 200 characters (including spaces)

DISPLAY/GEOFENCE/RETARGETING
FILE SIZE: Max file size is 150kb for static images and/or zip file size is 2MB
◆ FILE TYPES: JPG (Static), GIF (Static or Animated), PNG (Static), HTML5
◆ PIXEL AD SIZES (in order of available inventory):
➢ Standard Browser: 728x90, 300x250, 160x600
➢ Mobile Web: 320x50
Additional sizes available.

FACEBOOK VIDEO STANDARDS
- Facebook video ad size: 1200x675
- Max file size: 4GB
- Formats: mp4, mpeg, mov, ftv, avi
- Text: 90 characters
- Headline: 25 characters
- Length: Recommended 30-90 seconds.

INSTAGRAM IMAGE
- Max file size: 1.05 MB
- Landscape dimensions
- Max: 1080x566 pixels(1)
- Min: 560x292 pixels(1)
- Square dimensions
- Max: 1080x1080 pixels(1)
- Min: 292x292 pixels(1)
- Vertical dimensions
- Max: 1080x1350 pixels(1)
- Min: 292x365 pixels(1)
- Max ratio: 4:5
- Min ratio: 1.91:1
- Text: 2,200 characters
- Length: Recommended 30-90 seconds

INSTAGRAM VIDEO
- Max file size: 50 MB
- Max ratio: 4:5 (vertical)
- Min width: 600 pixels(1)
- Max ratio: 1.91:1
- Min ratio: 1.91:1
- Max ratio: 4:5
- Min width: 600 pixels(1)
- Max ratio: 4:5
- Max: 60 seconds
- Min: 3 seconds
- Recommended max: 60 seconds
- Recommended media specs:
- Dimensions: 1:1

SNAPCHAT STATIC ADS
- Max file size: 5 MB
- Dimensions: 1080 x 1920 pixels.
- Recommended Image Ratio: 9:16

SNAPCHAT VIDEO
- Max file size: 5 MB
- Dimensions: 1080 x 1920 pixels.
- Recommended Image Ratio: 9:16
- Required Image Ratio: 9:16