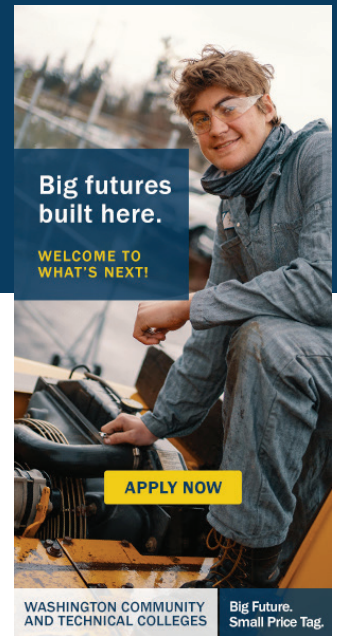


WASHINGTON COMMUNITY AND TECHNICAL COLLEGES

Credit Marketing – Launch Guide



SIZING UP A STRATEGY FOR CREDIT MARKETING

“Big Future. Small Price Tag.”

Big things are happening at Washington Community and Technical Colleges, and we’re not shrinking from the spotlight. The “Big Future. Small Price Tag.” campaign is all about making your College’s community profile bigger.

What We’re Doing:

SBCTC and Interact Communications have combined to create a new creative campaign focused on awareness, enrollment and retention for the 34 institutions in the Washington Community and Technical Colleges system.

What’s the Point?

“Big Future. Small Price Tag.” brings clarity and consistency to state-supported messaging, providing a creative, plug-and-play template for individual colleges to employ, improve and customize. The campaign empowers colleges by harnessing the combined strength of the system to:

- Create awareness for accessible, higher education opportunities statewide.
- Drive prospects to a comprehensive state landing page leading directly to enrollment links for the nearest college.
- Establish Community and Technical Colleges as the premier, top-of-mind choice for affordable higher education in Washington.

Why It’s Working:

“Big Future. Small Price Tag.” contains our message of accessibility in a clean, concise wordmark. It’s imminently recognizable and instantly comprehensible, with enough strategic ambiguity (particularly through the “future” concept) to apply to attributes beyond simple affordability.

- Gets directly to the average prospect’s primary concern about college.
- Employs a dyadic balance, allowing for realistic, down-to-earth stories showing triumph and struggle, success and failure, etc.
- Conveys our message simply and succinctly, in harmony with virtually any media format.

Strategy and Tactics (no rabbit-in-a-hat tricks):

We’re using a targeted, “head-of-the-spear” approach to move prospects from awareness to application in the shortest-possible time frame. The clarity of the concept lets each message hit fast and forcefully (even on fast-moving digital platforms), connecting more students to their nearest Washington Community or Technical College.

Target Audiences:

The “Big Future. Small Price Tag.” campaign is aimed at unemployed or underemployed adults who want to upgrade their skills and/or get a degree. The focus is on underrepresented populations, including people of color and men, aged 19-45 with a personal income that qualifies them for financial assistance through the Washington College Grant.

Digital Approach:

DISPLAY/OTT • FACEBOOK & INSTAGRAM • YOUTUBE • RADIO

We’re here to make an impression. This campaign employs a multiplatform approach that includes OTT streaming, retargeting and geofencing, and microtargeting based on demographics and interests.

For a full overview of the media buy, please visit the client site: https://clients.interactcom.com/Washington_State/Deliverables/



How do I get my college involved?

Visit campaign headquarters at https://clients.interactcom.com/Washington_State/Deliverables for materials, templates, and other resources for the “Big Future. Small Price Tag.” initiative.’

10 tips for getting the most out of the “Big Future, Small Price Tag.” digital toolkit

- Post the campaign videos on your website or social media. You can find them at https://clients.interactcom.com/Washington_State/Deliverables/
- Issue a press release from your college linking to our landing page, <https://bigfuturesmallpricetag.org>. The article should explain the various forms of financial aid available, who may be eligible, and what programs and career opportunities may be covered at your college.
- Monitor your website’s analytics for referral traffic from our landing page. Each point on the campaign landing page’s system map links to a specific page on your college’s website, allowing prospects to get straight to the content they need.
- Craft additional social media content making use of the graphics designed for this campaign. Feel free to adapt the messaging points to work for your college.
- Research, create and share success stories of students who secured financial aid and are now building toward a big future, at a small price tag.
- Promote the landing page and campaign-related hashtags in organic social media posts: #WashingtonState #BigFuture #Smallpricetag #scholarship #moneyforcollege #careers #jobs #careered #upskill #careerdevelopment #communitycollege
- Use trending events as news pegs for campaign-focused media outreach and social media posts [i.e., Career and Technical Education Month (February), Washington Council College Planning Day (April 22), Higher Education Day (June 6), National Logistics Day (June 28), National Financial Awareness Day (Aug. 14) Labor Day (Sept. 6), National Manufacturing Day (Oct. 1), etc].
- Download the postcards and provide them to your in-house printing department or commercial printer. These make for great handouts for any recruiting or community event, and are also distributable by direct mail or display posters. We encourage you to share these with local college partners and community organizations, and on the CollegeApp mailing list. Encourage allies to display and distribute these materials to their employees and customers (online and on-site). Together, we can help Washingtonians find their way to economic recovery and upward mobility.
- Use the pre-designed HTML email templates to distribute to any prospective student mailing lists available (including ESL and basic skills prospects), plus College App email lists, stop-out students, parents, and community members. We have three uniquely designed messages that can be used to drive traffic back to the campaign landing page (or to a specific URL on your website).

Expect BIG things...

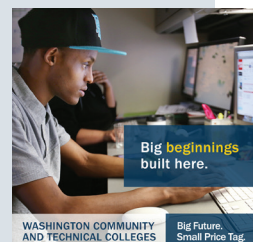
Interact will provide regular updates to the college marketing teams and Presidents as the campaign progresses. Each month, Interact will report on digital and traditional tactics, while monitoring and adjusting strategies based on campaign results. Interact will share this data at a district level, but individual colleges can track local impact through metrics like YouTube views, increases in visits to specific program pages, upticks in direct college phone calls, and clicks to each college from the landing page.

MONTHLY REPORTS INCLUDE:

- Tactic clicks
- Impressions
- Cost per click
- Cost per Impression
- Calls

IN ADDITION, INTERACT WILL SHARE LANDING PAGE ANALYTICS, INCLUDING:

- Clicks to individual colleges
- Apply clicks
- Schedule clicks
- Outbound page clicks



THE INTERACT MISSION:

To help our clients lift up students who are often left behind so they can live their best lives.