

Marketing Plan Walk Thru

Washington State Community
and Technical Colleges

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February 8, 2022

Interact's Marketing Plan

Interact's Marketing Plan was based on the following elements for Washington Statewide Colleges:

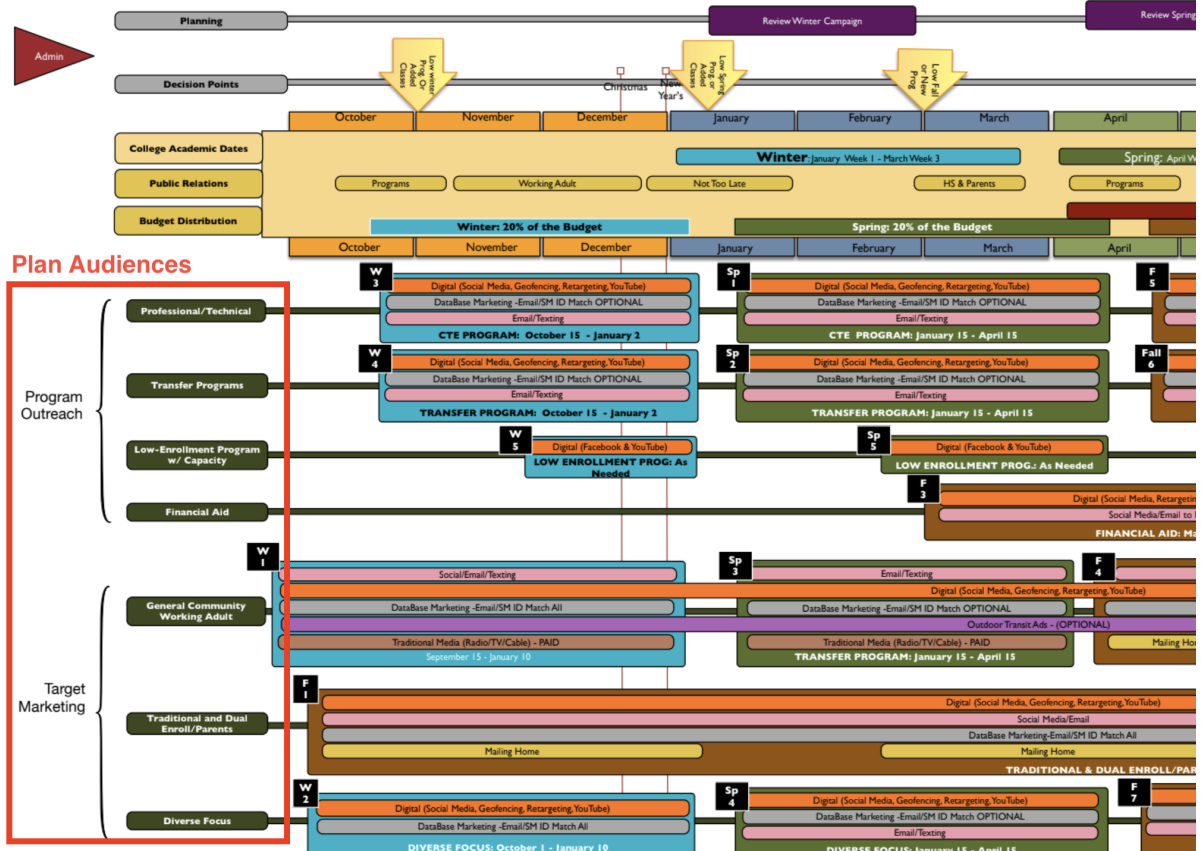
- Academic Schedule
- Current College Efforts
- Media Prefs Survey Data

How to Read a Marketing Plan

The marketing plan is split between multiple elements:

- Plan Overview
- Timing/Academic Calendar (Term)
- Audience
- Channels

At the top of the marketing plan, you will see the plan follows the academic calendar in the WA state plan, it is split by quarters per the WA State community and technical colleges academic calendars. On the left hand side, the marketing plan has a breakdown of each audience.



As the reader looks at each audience and views it from left to right, the reader can see the timing of each recommended channel and tactics to be used for each audience as it aligns with the academic year.

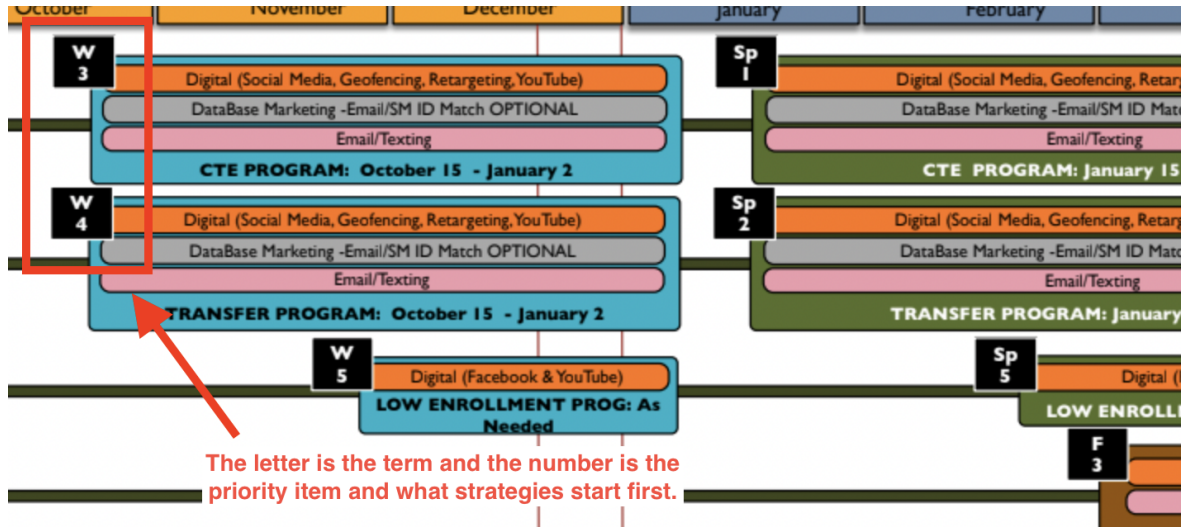
For WA States plan, there are multiple audiences:

- Program Marketing
 - Professional/Technical
 - Transfer
 - Low-Enrollment Programs with Capacity
 - Financial Aid
- Target Marketing
 - General Community/Working Adults
 - Traditional and Dual Enroll/Parents
 - Diverse Focus
- Retain Recover
 - Stop Outs
 - Current Students
 - University Students

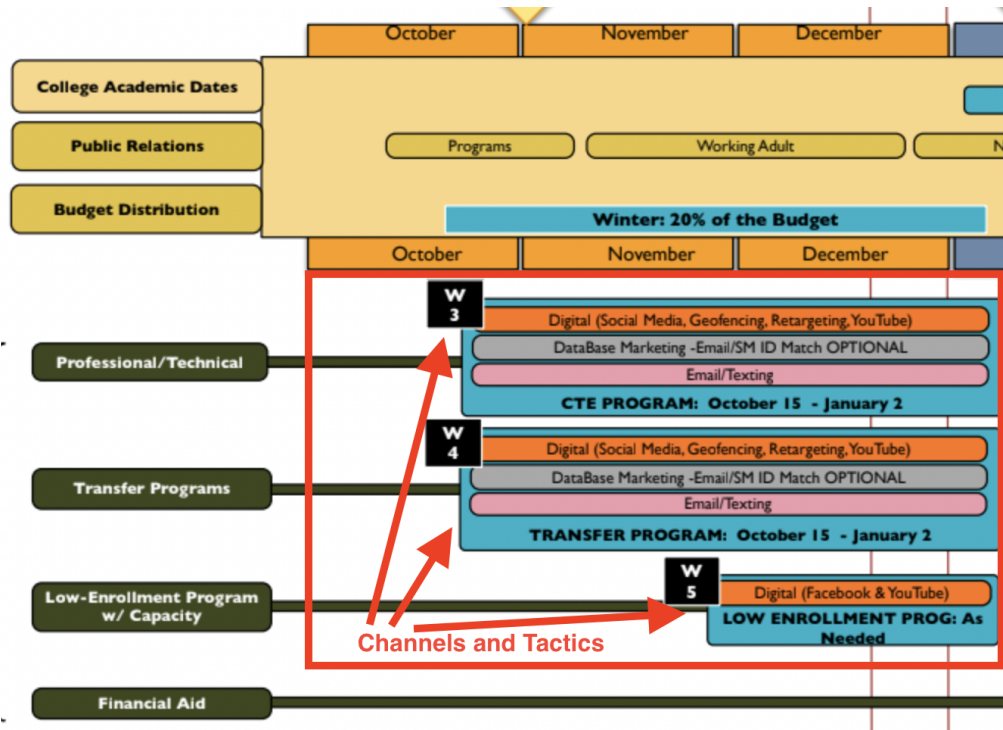
Convert

- Applied not registered
- inquiry NOT applied
- Feeder Programs

The timing of the marketing plan is identified by terms and in the case of WA State, by quarters. The quarters and terms are identified by the letter for instance W stands for Winter and the number is the priority in which the audience outreach begins.



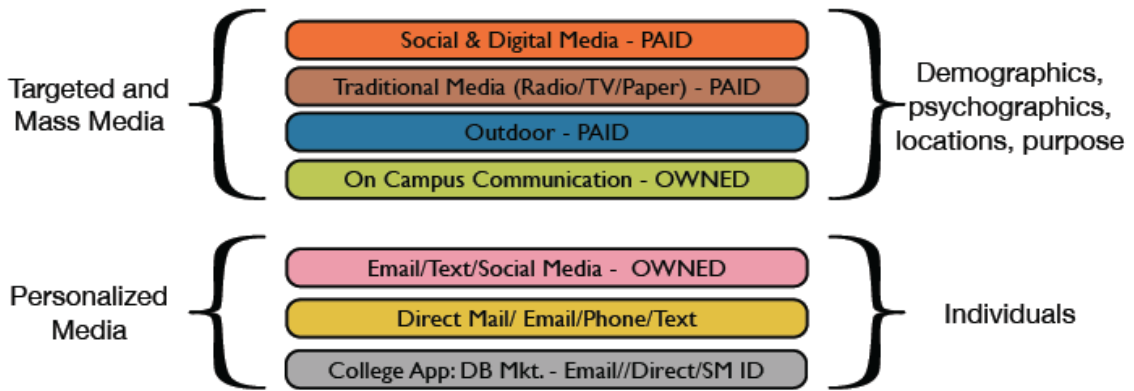
Within each channel block there is a split by channel for media buying placement and market planning to reach the identified audience. In other words, this is the recommended channel where we are reaching the key audience identified.



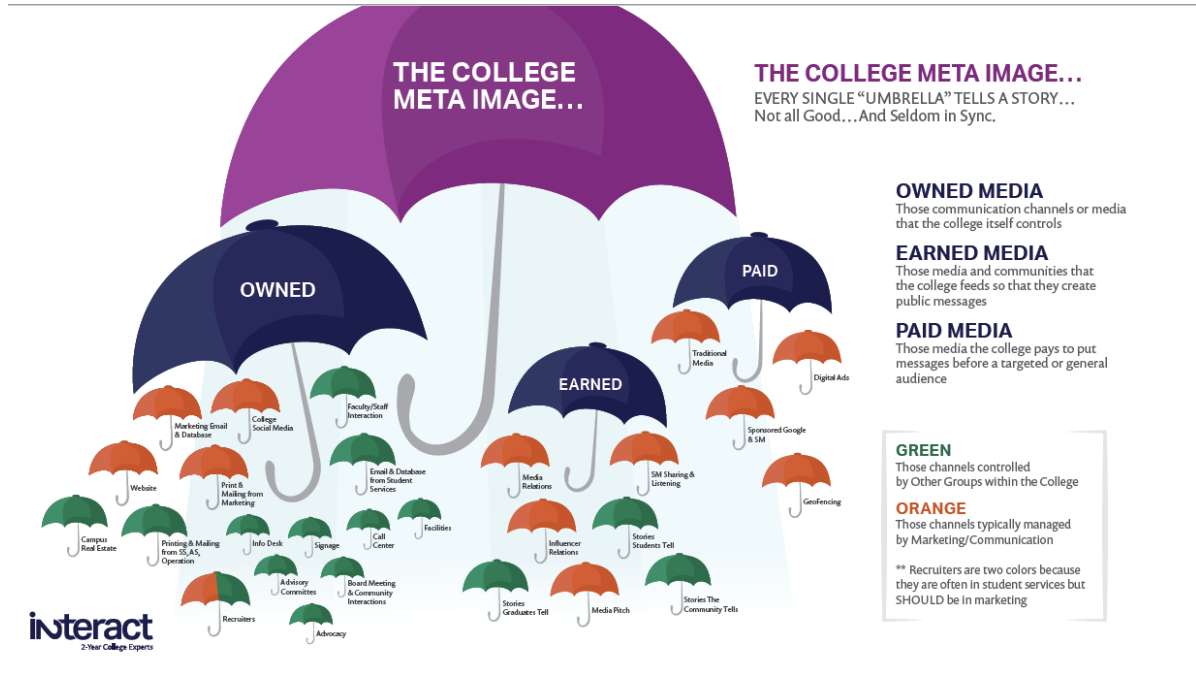
Channels are split into 2 pieces:

Targeted and Mass Media (includes digital and traditional media)

Personalized Media



The channels are either Paid channels, Owned Channels, or Earned channels. For a brief explanation of the difference between owned earned, and paid, please see below:



Targeted and Mass Media Channels Include:

Social and Digital Media –PAID

- Facebook
- Instagram
- YouTube
- Display
- Pay Per Click
- Snapchat
- TikTok

Traditional media –PAID

- Radio
- TV
- Paper

Outdoor –PAID

- Billboards
- Bus Ads

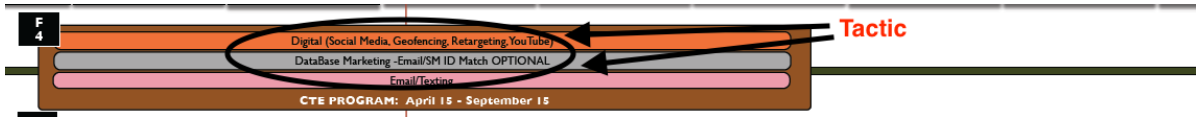
On Campus Communications – OWNED

Email/Text/Social Media –OWNED

Direct Mail/Email/Phone/Text

College App DataBase Marketing. – Email/Direct/SM ID

Within each channel block, the channel is identified along with the tactic to be utilized for implementation. within the channel



For additional questions, please contact Interact Account Representative, Alana Villemez @ alana.villemez@Interactom.com