Launching a new academic program is an exciting and time-intensive undertaking. This checklist can serve as a guide in helping you attract and enroll the right students.

**INITIAL PLANNING**

**Determine Goals/Objectives**
Envision what success looks like (in one year and five years) and determine your goal(s) for this marketing campaign. Is it to raise awareness, generate a certain number of inquiries or applications, etc.? How will you measure progress and success?

**Build a Persona**
A persona is a fictional representation of your ideal student. Why is this important? By knowing your target audience, you can craft effective messages and place them in the right channels, at the right times, to attract your ideal student.

Think about the ideal students for your program: What are their interests, abilities, strengths? What is a typical day like for them? Where do they go for information? Why are they pursuing this degree? What do they hope to get out of the program?

**Develop Value Statements**
What sets your program apart; what makes it distinctive? In addition to uncovering the unique features of the program, it’s important to describe how they benefit the student. (Think about your persona; how can your program help them achieve their goals?)

**Plan Your Budget**
There is no “magic” number to spend on marketing your program’s launch. Some of this decision depends on how much competition is in the marketplace, how “high-demand” your program is, etc.

**Sample Budget**
- Facebook ads (for one year) = $10,000
- AdWords (for one year) = $10,000
- Video = $5,000
- Brochure (quantity: 500) = $315
- Handout (quantity: 500) = $220
- Direct mail (e.g., 500 postcards, printing and mailing) = $300

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**PRE-LAUNCH**

**Build Website**
In today’s connected world, your web presence is more important and more complicated than ever. Many prospective students will find your site organically (through online searches), and the materials you develop will also drive your audience to your website to learn more. Thus, it’s critical that you have an informative, user-friendly site that makes a good impression.

Having a good website involves intuitive navigation and helpful and engaging content. In addition, you need to keep SEO (search engine optimization) in mind — using relevant keywords, tags and visual elements that help search engines find your site (and rank it highly!).

Once your program is “on the books” with the Registrar and you have created the program website, the program can be added to the main academic program listing (see Page 13).

**Create a Content Calendar**
Develop a yearlong content calendar that highlights all communications you plan to use to promote your program. The calendar helps you visualize how content is distributed throughout the year, allowing you to see where you may have gaps — and adjust accordingly.

**Potential Channels**
When considering what channels (print, direct mail, digital ads, social media, etc.) to use to share your message, more is not always better. Consider your persona — where (and when) are they likely to be viewing information? Focus on those channels and avoid ones that may not be a good fit.

**Potential Messages**
- Awareness (announcing new program and start date)
- Benefits (highlighting what the program offers to your audience)
- Faculty expertise/research/scholarship
- Event invitation (promote events like an open house)
- Deadline reminder

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**Generate Materials**
Now that you have a plan, you need to create the materials listed on your content calendar. This toolkit offers information on self-service templates, brand-approved freelancers and other resources available to help you create the materials.

- Digital ads can be developed to reach your target audience. Some ads, such as Facebook ads, can be developed on your own (see Pages 14-15), or you can work with University Marketing to implement IP targeting, geotargeting and/or retargeting ads (see Pages 16-17). Depending on budget, we recommend posting new ads every two to three weeks; results of previous campaigns should be used to inform future improvements.

- Consider developing a video that highlights the values and benefits of your program. The video can be embedded on your website, highlighted in social media, promoted in digital ads, sent to prospective students via email, etc.

- If appropriate for your target audience (consider how your persona likes to receive information), develop printed material that gives a high-level overview of your program. The content should focus on the benefit and value to the student and drive them to your website to learn more.

**Partner with University Marketing and Communications**
Ensure that University Marketing and Communications is aware of your new program. It might be possible for our team to create a press release for the news media; announce the new program via internal communication channels; promote program in the *UD Magazine*; and/or share information about your program on the University social media channels.
It takes several touchpoints before someone is ready to take the “next step” and inquire about your program or submit an application. Pursuing a degree is a big investment, and many people take months to make a decision. As such, it’s important that you continue reaching out to your target audience on a regular basis.

**POST-LAUNCH**

*Monitor Performance*
Use metrics to monitor the performance of your campaign — and compare with your initial goals/objectives. As needed, make adjustments to your content calendar, messages and/or channels to improve performance.

*Continue Generating Leads and Building Awareness*
Use the content calendar you created to guide ongoing communication for the year. Your calendar should be considered a fluid document or guide — so you can (and should!) make adjustments based on performance, questions you receive from your audience, new information you have to share, etc.

*Build and Nurture Relationships*
Once inquiries come into the system, it’s important that you build a relationship with them through personalized communication. For example, respond to questions in a timely manner, follow up with incomplete applicants, congratulate accepted students on their admission, etc.

**MONITOR YOUR BUDGET**

While you set a budget during the planning phase, it’s important to make adjustments, as needed, during the marketing campaign. For example, if a particular digital ad is performing very well, consider spending more to garner additional visibility. Conversely, if a particular ad is not doing well, you will want to remove it from your plan — and use that money in another place. You may also find new opportunities arise during the year, and you’ll want to have funding available to take advantage of them.
MARKETING TOOLKIT

PROMOTING EVENTS, PROGRAMS, ETC.

Whether you’re hosting an event or promoting a particular activity or program, this checklist can serve as a guide for your marketing and communication efforts.

INITIAL PLANNING

**Determine Goals/Objectives**
Envision what success looks like for this event or program; determine your goal(s) for this marketing campaign. Is it to raise awareness, generate a certain number of RSVPs, etc.? How will you measure progress and success?

**Build a Persona**
A persona is a fictional representation of your target audience. Why is this important? By knowing your target audience, you can craft effective messages and place them in the right channels, at the right times.

Think about your target audience: What are their interests, abilities, strengths? What is a typical day like for them? Where do they go for information? Why should they attend this event, program or activity?

**Develop Value Statements**
What sets your event or program apart; what makes it distinctive? In addition to uncovering the unique features of the program, it’s important to describe how they benefit the audience. (Think about your persona; how can your program help them achieve their goals?)

**Plan Your Budget**
There is no “magic” number to spend on marketing your event or program. Some of this decision depends on how much competition is in the marketplace, how long you plan to promote the event or program, how far (geographically) you want to promote it, etc.

**Sample Budget**
- Facebook ads (per month) = $500
- AdWords (per month) = $500
- Video = $5,000
- Brochure (quantity: 500) = $315
- Handout (quantity: 500) = $220
- Direct mail (e.g., 500 postcards, printing and mailing) = $300

**PRE-LAUNCH**

**Update Your Website**
In today’s connected world, your web presence is more important and more complicated than ever. Your audience will visit your website to learn more about you, so it’s critical that you have an informative, user-friendly site that makes a good impression.

Having a good website involves intuitive navigation and helpful and engaging content. In addition, you need to keep SEO (search engine optimization) in mind — using relevant keywords, tags and visual elements that help search engines find your site (and rank it highly!).

**Create a Content Calendar**
Develop a content calendar that highlights all communications you plan to use to promote your event or program. The calendar helps you visualize how content is distributed, allowing you to see where you may have gaps — and adjust accordingly.

**Potential Channels**
When considering what channels (print, direct mail, digital ads, social media, etc.) to use to share your message, more is not always better. Consider your persona — where (and when) are they likely to be viewing information? Focus on those channels and avoid ones that may not be a good fit.

**Potential Messages**
- Awareness (sharing an overview of the program or event)
- Benefits (highlighting what the program offers to your audience)
- Faculty expertise/research/scholarship
- Event invitation (promote events like an open house)
- Event reminder

**Generate Materials**
Now that you have a plan, you need to create the materials listed on your content calendar. This toolkit offers information on self-service templates, brand-approved freelancers and other resources available to help you create the materials.

- Digital ads can be developed to reach your target audience. Some ads, such as social media ads, can be developed on your own (see Pages 14-15), or you can work with University Marketing to implement IP targeting, geotargeting and/or retargeting ads (see Pages 16-17). Depending on budget and timeline, we recommend posting new ads every two to three weeks; results of previous campaigns should be used to inform future improvements.

- Consider developing a video that highlights the values and benefits of your event or program. The video can be embedded on your website, highlighted in social media, promoted in digital ads, sent via email, etc.

- If appropriate for your target audience (consider how your persona likes to receive information), develop printed material that gives a high-level overview of your event or program. The content should focus on the benefit and value to your audience and drive them to your website to learn more.

**Partner with University Marketing and Communications**
Ensure that University Marketing and Communications is aware of your event or program. It might be possible for our team to create a press release for the news media; announce it via internal communication channels; promote it in UD Magazine; and/or share information on the University social media channels.
DEVELOPING YOUR MARKETING PIECE

To create your piece, you may use the self-service marketing templates or work with a freelancer.

If you use the self-service templates (see Pages 7-11), you can easily create branded materials from your computer; no special software, fonts or design skills are needed. There is no cost to create the piece, but you are responsible for any printing and/or mailing costs.

If you work with a freelancer, he or she can develop an original, branded piece that meets your needs. You will be responsible for paying the freelancer’s contracted rate, plus any printing and/or mailing costs.

Note: To comply with Section 504, a civil rights law, the University is committed to ensuring individuals with disabilities can acquire information and perform tasks online. Content owners are responsible for ensuring any materials — including PDFs, Word documents or PowerPoint presentations — posted online or distributed electronically are accessible.

BRAND-APPROVED FREELANCERS

Tricia Barger  
tricia@poppytreedesign.com

Kathy Kargl  
kwkargl@woh.rr.com

Kim Swigart  
dezignhive@hotmail.com

Misty Thomas-Trout  
misty.thomastrout@gmail.com

TIPS ON WORKING WITH A FREELANCER

Before contacting a freelancer, it is highly advantageous to create a roadmap or overview of the project. Having this document will ensure you and the freelancer are on the same page regarding your needs and expectations. This step will also save you time and money, as it eliminates confusion, clarifying conversations and extra rounds of revision — all of which equate to billable hours saved.

When you contact a freelancer, share your project overview, as well as your deadline, budget parameters and required deliverables (e.g., Do you need a printed piece or a digital one? Is a certain size required? Do you need a certain file format?). Most freelancers charge on an hourly basis, so it’s helpful to ask for their hourly rate — and an estimate of how many hours it will take to complete the project.

Even when working with a brand-approved freelancer, it is your responsibility to ensure the University Marketing and Communications policy is met.

If you plan to print the finished piece, the freelancer will provide you with design files that can be shared with a print vendor of your choice.
Before printing any pieces, it is important to ask whether printing is necessary. For some communications — and some audiences — other communication channels are more effective, efficient and budget-friendly. Consider the needs and preferences of your target audience when making this decision. Digital communication options include the website (including blogs), social media, email (including the University’s e-newsletter), Porches, etc.

CHOOSING A PRINTER

The Dayton area has many high-quality printers. Each has varying specialties, and prices may vary depending on the size and type of piece, quantity, etc. To receive the best price, you can request quotes from multiple vendors. While this list is not comprehensive, it can be used as a guide for selecting the right printer for your project.

HIGH-END PROJECTS

These projects typically involve original designs and special treatments (e.g., die cuts, foil, varnish/gloss, complicated folds). Please note: Not all vendors have identical capabilities and specialties, and costs can vary based on this. We recommend getting quotes from multiple vendors to make an informed decision.

**Progressive Printers**
937-222-1267
Contact: Allen Haverkos | ahaverkos@progressiveprinters.com

**Promotional Spring**
937-866-2872
Contact: Wayne Funk | wfunk@promotionalspring.com

**Think Patented**
937-353-2299
Contact: Dale Lunce | dlunce@thinkpatented.com

**Westendorf Printing**
937-235-5678
Contact: Jim Westendorf | jim@westendorfprinting.com

STANDARD PROJECTS

These printers are best for traditional print pieces (e.g., postcards, posters, handouts, brochures, invitations) without any extra bells and whistles. Note: The vendors listed in the high-end projects section can also complete standard projects.

**Creative Impressions**
937-435-5296
Contact: Ed Carter | ed@creativeimpressions.biz

**Globus Printing**
419-628-2381 or 800-968-0797
Contact: Larry Luebke | lluebke@globusprinting.com

**Meyers Printing & Design**
937-461-6000
Contact: Greg Meyers | info@mpdink.com

**Oregon Printing**
937-222-9418
Contact: Mike Green | mike@oregonprinting.com

**UD Print and Copy Services**
937-229-4126
Contact: Tommy Kettlehake | printandcopyservices@udayton.edu

SPECIALTY PROJECTS

These printers specialize in large or unique pieces, like lamppost banners, large banners and signs, and vehicle wraps. For other specialty projects, please contact Doug Stone (dstone1@udayton.edu) in University Marketing and Communications for a printer recommendation.

**Designs Now**
937-293-7545
Contact: Andy Suittor | designsnow@hotmail.com

**Fleet Graphics**
937-252-2552
Contact: Bob Brogan | bbrogan@fleetgraphicsinc.com

**Graphics Terminal**
937-222-9400
Contact: Ed Grant | graphicsterminal1@sbcglobal.net
DETAILS

Through the self-service marketing site, you can create a professional, branded program brochure, personalized with copy and images related to your program.

Visit udayton.edu/universitymarketing/templates.php to read the template user guide and create your brochure.

If the self-service templates do not meet your needs, you may also opt to work with a freelancer or design a piece on your own, as long as it complies with the Marketing and Communications Policy.

Visit udayton.edu/universitymarketing/templates.php
Through the self-service marketing site, you can create professional, branded handouts, personalized with copy and images related to your program.

Visit udayton.edu/universitymarketing/templates.php to read the template user guide and create your handout.

If the self-service templates do not meet your needs, you may also opt to work with a freelancer or design a piece on your own, as long as it complies with the Marketing and Communications Policy.
Through the self-service marketing site, you can create professional, branded posters, personalized with copy and images related to your program. These could even be laminated and affixed with an easel to be used as a tabletop display.

Visit udayton.edu/universitymarketing/templates.php to read the template user guide and create your poster.

If the self-service templates do not meet your needs, you may also opt to work with a freelancer or design a piece on your own, as long as it complies with the Marketing and Communications Policy.
**SELF-SERVICE TEMPLATES: POSTCARD**

**Postcard style 1 (8"x5.75")**

**Interior headline style could go here and continue here.**

**University of Dayton**
Office Name
300 College Park
Dayton, Ohio 45469-xxxx

**Nemodipsunt provid ea per voluptatem molestiae nostrum aliquid in perspicillum officiis voluptates consectetur porro aut doloquis, sita dolorio. Nem dolorio et aliquam veniam et aspita qui et.**

**Big headline goes here and could go here.**

**DETAILS**

Through the self-service marketing site, you can create a professional, branded postcard, personalized with copy and images related to your program. This postcard could have a preprinted message — or be printed blank to allow for a handwritten note.

Visit [udayton.edu/universitymarketing/templates.php](http://udayton.edu/universitymarketing/templates.php) to read the template user guide and create your postcard.

If the self-service templates do not meet your needs, you may also opt to work with a freelancer or design a piece on your own, as long as it complies with the Marketing and Communications Policy.
Through the self-service marketing site, you can create classic notecards personalized for your program, allowing you to write handwritten notes to inquiries, accepted students or others.

Visit udayton.edu/universitymarketing/templates.php to read the template user guide and create your notecard.

If the self-service templates do not meet your needs, you may also opt to work with a freelancer or design a piece on your own, as long as it complies with the Marketing and Communications Policy.
SPEAKS LIGHT UP THE WORLD.

Our spirit ignites a boundless curiosity that drives us to search we make discoveries. To use our knowledge to make an impact.

TOTAL, WE PASSIONATELY STRIVE TO CREATE A BRIGHTER TOMORROW.

University of Dayton is proud to sponsor DCDC's 50th Anniversary Touring Initiative.

The arts teach us to discover ourselves, expand our perspective and imagine new futures. To learn about UD's vibrant arts opportunities, open to the entire community, visit UDAYTON.EDU/ARTS.

University of Dayton is a top-tier Catholic research university with our doors open to the world, and we're proud to support the National Association for the Advancement of Colored People.

If you plan to pursue print or digital ads that are placed in a specific publication, ensure that the publication is a good match for your target audience. In addition, think about how you will measure the impact (ROI) of this piece; how will you know if it was a success/worth the cost? Digital ads typically offer detailed analytics that measure reach and engagement.

Because every publication has different ad specs, self-service templates are not available for ads. You will need to work with a freelancer or design the piece on your own, and ensure it complies with the Marketing and Communications Policy.
Departments should regularly review and update content on their website to ensure pages are relevant and of high value to external visitors. Google Analytics is ideal for evaluating content, navigation and user experience.

Once a new program has been formally approved and is “on the books” in Banner, the department should update their division’s website and create a “learn” page for the new program. Once those pages are in place, please contact University Marketing to have the program added to the academic programs listing.

**Note:** To comply with Section 504, a civil rights law, the University is committed to ensuring individuals with disabilities can acquire information and perform tasks online. Content owners are responsible for ensuring any materials — including PDFs, Word documents or PowerPoint presentations — posted online or distributed electronically are accessible.
On Facebook, you have two options for generating awareness and driving engagement.

The first is to “boost” an existing post from your social media account. Boosted posts appear higher in the Facebook News Feed and on Instagram, increasing the likelihood that your audience will see them.

The second option is to create a traditional digital ad. Facebook offers ad placement within the Mobile News Feed, Desktop News Feed, Right Column and on Instagram. Each ad has slightly different requirements for text and imagery.

When placing an ad, you have two options for identifying your target audience. You can use your own customized list — or you can use Facebook’s targeting tool to select users based on their behavioral and demographic traits. Typically, your ads will drive viewers to your website, so you want to make sure your website is optimized for ad traffic (e.g., make sure visitors can easily find the information they’re looking for).

Your budget can be tailored to your specific campaign, but planning to spend $500/month is a good starting point.

For the most current ad guidelines visit facebook.com/business/ads-guide.
LinkedIn offers a variety of advertising options. University Marketing has found that sponsored content is the most effective in raising awareness and generating engagement. Sponsored content can be targeted based on demographic traits available to LinkedIn. Popular traits include city, education level and career.

Your budget can be tailored to your specific campaign, but a good starting point is $500 per month.

For the most current ad guidelines visit https://business.linkedin.com/marketing-solutions/ads.
IP Targeting and Geotargeting Ads allow you to reach a specific audience — based on their location. IP targeting directly connects you with a specific person, based on their IP address. Geotargeting allows you to reach an audience who is in a certain location (e.g., at an event, building, neighborhood, etc.).

Because of the design and technical requirements, University Marketing will support departments who want to pursue this option. Your budget can be tailored to your specific campaign, but planning to spend $1,000/month is a good starting point.
RETargeting Ads

Sample ad 1

Sample placement

Retargeting is a way to display ads to people who have already visited your website. When they are surfing other sites, retargeting ads appear that encourage them to come back to your site. (In the sample above, an ad about UD's research prowess appears on U.S. News and World Report). The University does not select what site the ads appear on; that is determined by the viewer's browsing habits.

Because of the design and technical requirements, University Marketing will support departments who want to pursue this option. Your budget can be tailored to your specific campaign, but planning to spend $500/month is a good starting point.
GENERAL UD DIGITAL CONTENT

Videos

The University of Dayton YouTube channel (youtube.com/universityofdayton) offers videos on a variety of topics, from a general overview of UD to discipline-specific content. Videos from the official channel may be used on your website, emails or other promotional materials.