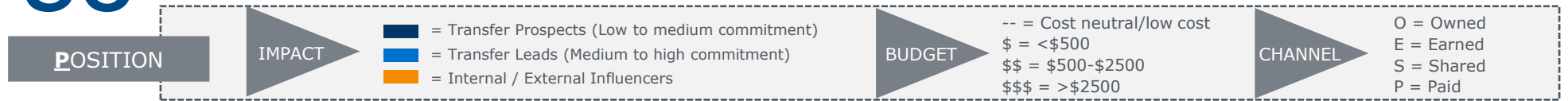


35 Market-Winning Transfer Portal Promotion Ideas



AWARENESS CONSIDERATION INFLUENCE

Go-to-Market Essentials

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| <p>Portal Identity -- O</p> <p>Enfranchise staff in selecting a name and logo/icon to visually identify portal</p> | <p>Partner Portal Placement -- E</p> <p>Locate portal icon in key transfer areas of 2-yr partner websites to guide referral traffic</p> | <p>Website Portal Placement -- O</p> <p>Locate portal prominently throughout institution on transfer-centric webpages</p> | <p>Recruitment Marketing -- O</p> <p>Incorporate portal into transfer admissions materials and highlight benefits and URL</p> | <p>Campus Communication -- O</p> <p>Build communication plan to create broad awareness, excitement, and portal support</p> | <p>Faculty/Staff Messaging -- O</p> <p>Create portal messaging for use by faculty and staff in support of prospect, student, and constituent interactions</p> |
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Jump-Start Early Impact

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| <p>On-Hold Messaging -- O</p> <p>Include reference to portal in student and prospect facing on-hold messaging</p> | <p>Co-Branded Material \$\$ O</p> <p>Develop marketing piece that highlights portal benefits; co-brand with 2-yr partners</p> | <p>Direct Mail Campaign \$\$\$ O</p> <p>Collect graduation lists from 2-year partners and send targeted messages to encourage portal use</p> | <p>Outreach Materials -- O</p> <p>Target non-portal inquiries with timely testimonials to reinforce use and nurture relationships.</p> | <p>2-Yr Advisor Training -- O</p> <p>Provide portal training to 2-yr partner advisors; support with portal reference material and a central contact for questions</p> | <p>Public Relations Plan -- E</p> <p>Implement PR plan to position and bring attention to the portal among the institutions external constituents</p> |
| <p>YouTube/Facebook -- S</p> <p>Build profiles and provide portal use and benefit focused content for social sharing</p> | <p>Print Advertising \$\$ P</p> <p>Co-brand print ads in 2-yr partner publications to promote portal & transfer program</p> | <p>Digital Ads \$\$\$ P</p> <p>Position portal in on-line ads to promote portal in channels that best reach targeted prospects</p> | <p>Campus Tour -- O</p> <p>Include references to and resources around portal throughout transfer campus visit</p> | <p>Portal Training -- O</p> <p>Provide portal training to faculty and staff and reinforce with self-paced portal webinars</p> | <p>Portal Champions -- O</p> <p>Create ambassador program that recognizes 2-year partners that encourage high portal use</p> |
| <p>Branded Swag \$\$ P</p> <p>Support recruitment events with portal branded free stuff that transfers love (e.g. pens, highlighters, thumb drives; stress balls)</p> | <p>Partner Recruitment Events \$\$\$ O</p> <p>Use transfer events hosted at 2-yr partners as "demo days" to highlight portal and transfer program</p> | <p>SEO Strategy \$\$\$ O</p> <p>Create portal content around keywords that matter most to transfers (e.g. transfer, credit, time to degree, cost, career, academic programs)</p> | <p>Infographic \$\$ O</p> <p>Create a portal-centric illustration featuring transfer, time, and cost benefits of portal for transfer prospects in graphic format and place on website</p> | <p>We love best practice sharing!</p> <p>Do you know of other high-impact campaigns that effectively support transfer student enrollment? Simply email TransformTransfer@eab.com to share your top transfer-friendly innovations and insights</p> | |

Enduring Strategies for Sustained Growth

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| <p>Club Presentations -- O</p> <p>Visit 2-yr partner student clubs to promote portal</p> | <p>Outdoor Boards \$\$\$ P</p> <p>Deliver compelling portal calls-to-action via billboards co-branded with 2-yr partners and placed near college entrances</p> | <p>Cinema Advertising \$\$\$ P</p> <p>Leverage precision targeting of cinema advertising to promote the portal and transfer at theatres in 2-yr partner markets</p> | <p>Social PR -- E</p> <p>Encourage accepted students to share portal testimonials and distribute across channels to reinforce portal impact</p> | <p>Best Practice Sharing -- O</p> <p>Share best practices around leveraging portal with prospects and influencers</p> | <p>2-Yr Faculty/Staff Dev \$ O</p> <p>Identify opportunities to sponsor and present the transfer program and portal at summer faculty and staff development session</p> |
| <p>Referral Program \$\$ E</p> <p>Target portal users that apply and enroll and solicit referrals for outreach</p> | <p>Vehicle Graphics \$\$\$ P</p> <p>Promote portal by wrapping admissions counselor vehicles on and around 2-yr campuses</p> | <p>TV/Radio Ad Sponsorship \$\$\$ P</p> <p>Include Portal Identity as a sponsor in news, sports, traffic or weather in media outlets with coverage in 2-yr partner markets</p> | <p>Transfer Prospect Blog \$\$ O</p> <p>Develop a series of transfer blog posts that highlight the portal as a helpful resource for transfer planning and admissions process</p> | <p>Influencer Content \$ O</p> <p>Create flyers with 2-yr partner portal data for partner faculty and staff that highlight portal efficacy and build confidence in advocating for transfer</p> | <p>Conference Presentations \$ O</p> <p>Bring visibility to the portal's role in support of your transfer program by collaborating with 2-yr partners to present at higher education conferences</p> |
| <p>Sponsorships \$\$ P</p> <p>Include Portal Identity as a sponsor at 2-yr partner (extra)curricular events</p> | | | | | |