



# Turn Interest Into Enrollment with Integrated Campaigns.

COMMUNITY COLLEGES: DATA-DRIVEN, AUDIENCE-CENTRIC SOLUTIONS



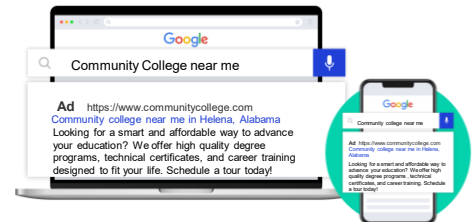
## Our Approach:

- We prioritize what we know about your audience and goals to deliver full-funnel, data-driven marketing solutions.
- We harness the power of analytics to develop platform-agnostic media strategies that reach the right potential students at the right time.



## Activation Opportunities:

- Drive awareness with **CTV, DOOH, and digital** with key target audiences within the radius you're most likely to acquire new students.
- **4-page shared mail inserts** can provide more detailed program and registration information to help boost consideration and response within the communities that matter most.
- Use **paid social** to reach highly targeted audiences and increase your local following.
- **Direct mail** can deliver timely and relevant information about open house events and registration to targeted recipients.
- Use **search engine marketing** to reach audiences searching for specific keywords, like 'Community college near me,' or convert them later with **display ad keyword retargeting**.



Let's Discuss the Audiences That Drive Your Results.

Get started today at [mspark.com/contact](https://mspark.com/contact)



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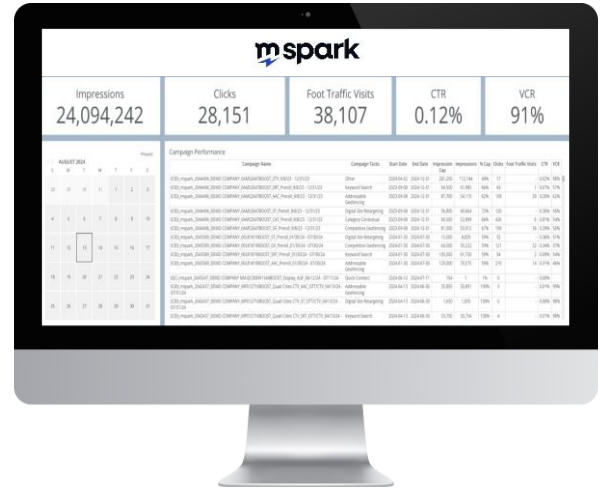


# Actionable Results.



**Our campaign reporting brings your strategic story to life.**

- 01. Continuous Improvement:** We analyze performance across media, audiences, and geographies to enhance it further.
- 02. Collaborative Data Sharing:** Sharing data, like CRM, store performance, or redemption data, helps us understand how your campaigns are performing.
- 03. Enriched Insights:** By allowing us to enrich your data with our resources, we uncover who's engaging with your campaigns, who isn't, and how to refine our strategies for greater impact.



### ONGOING DATA INTELLIGENCE



Analysis



Profile Recommendation



Campaign Execution



Post-Campaign Evaluation



Profile Optimization

## ABOUT US:

**Mspark** is a results-driven media company that delivers measurable campaigns with guaranteed ROI. We enable audience-based targeting through multichannel marketing with full-device attribution for precise insights. Our full-funnel approach ensures that our clients optimize their marketing budgets while driving profitable growth.

### 37 years

Founded in 1988, we've spent 37 years building audiences and customer relationships.

### 30,000+

Audience data points for use in reaching and creating target audiences for your campaigns.

### 135M+

Targeted reach across 135+ million households through our digital and mailbox solutions.

### 3,000+

Over 3,000 clients trust us to build full-funnel campaigns and achieve their marketing goals.

[MSPARK.COM](https://mspark.com)

# Get Credit Where It Counts. Let's Get Started Today.

