



# El Camino College Public Relations & Marketing Department Advertising/Marketing Campaign Spring 2014 Enrollment

## Objectives:

To promote El Camino College student success; to increase enrollment and awareness through messaging and continued branding of the college in the community.

## Audience:

High school students, graduates and their parents; current students; potential students; community leaders/influencers; and the general public.

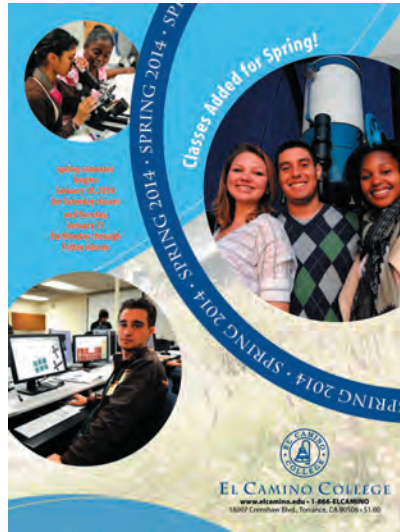
## FREE MEDIA

El Camino College website; community newsletters, electronic signboard; class schedules; catalog; online social media outlets; online newsletters, and news releases

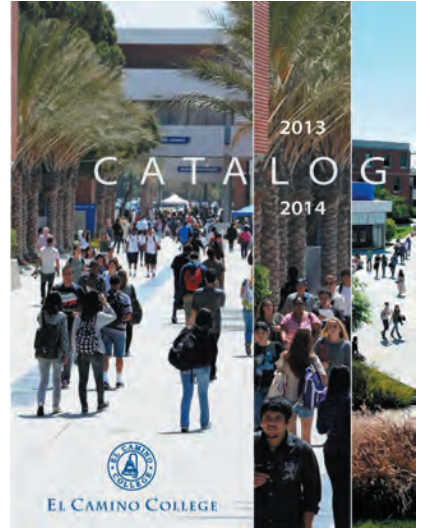
### WEBSITE



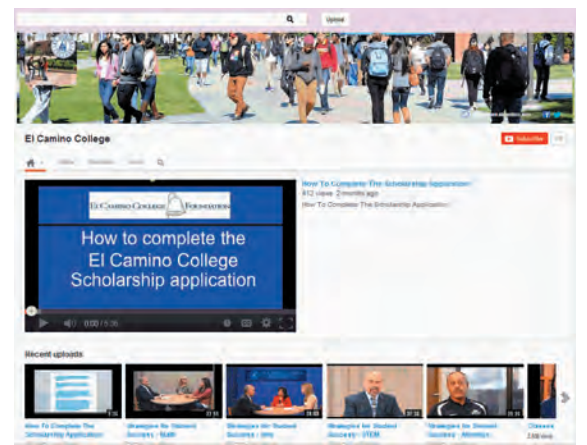
### CLASS SCHEDULE



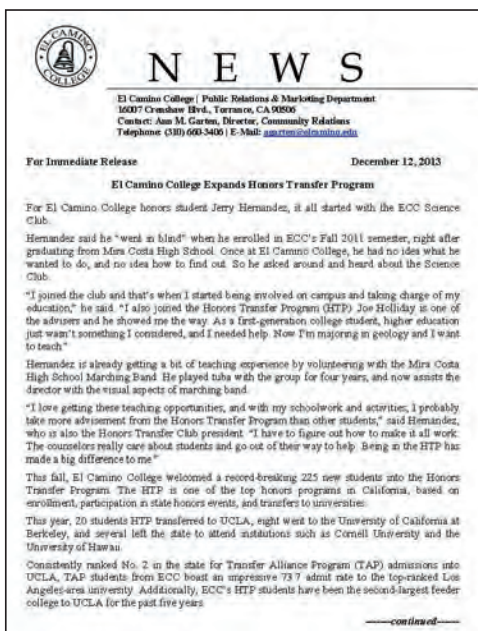
### CATALOG



## ONLINE SOCIAL NETWORKS: Facebook, Twitter and YouTube



## NEWS RELEASE



## H.S. OUTREACH FLIER

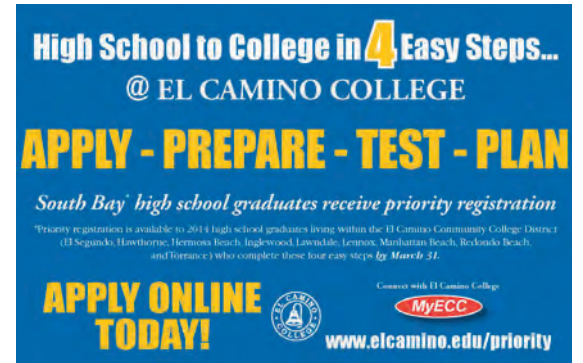


## COMMUNITY NEWSLETTER





SOCIAL MEDIA GRAPHICS



PAID MEDIA

BUS ADS:

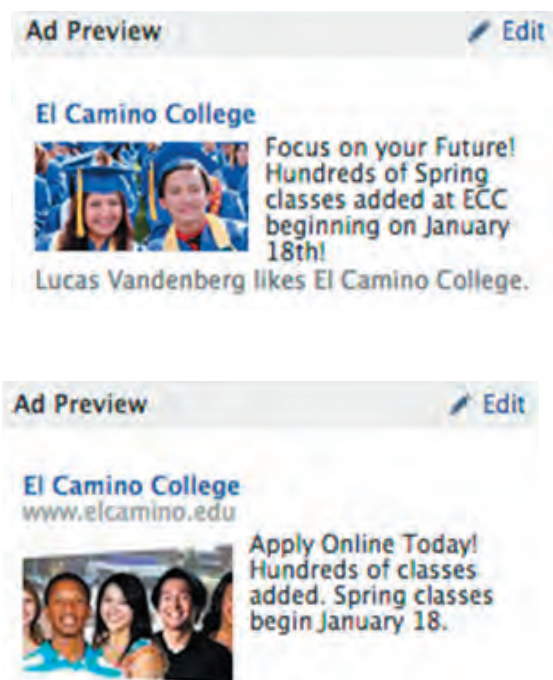
Lowback and Full Wrap Ads - Routes throughout Los Angeles County



PRINT ADVERTISING: Beach Reporter, Daily Breeze, Easy Reader, LA Times, Torrance Magazine, and UC/CSU newspapers



FACEBOOK PAID ADS



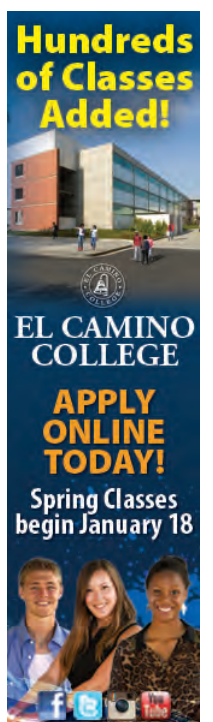
MOVIE THEATER SCREEN AD:

Del Amo 18, Galleria South Bay 16, Promenade 13, Rave 18 and Rolling Hills 20 Plus online Movie Directory Banner Ads



RADIO STATION ONLINE BANNER ADS:

KJLH, KROQ, KIIS, Alt 98.7, KFVB/KNX, & Power 106 15-, 30- and 60-second on-air ads and online banner ads



TWITTER PAID ADS

