



El Camino College
Compton Center

El Camino College Public Relations & Marketing Department Advertising/Marketing Campaign Spring 2015 Enrollment

Objectives:

To promote ECC Compton Center student success; to increase enrollment and awareness through messaging and continued branding of Compton Center in the community.

Audience:

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

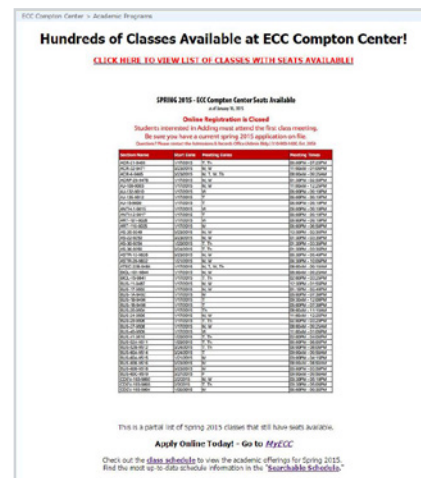
FREE MEDIA

ECC Compton Center website, community newsletters, class schedules, catalog, online social media outlets, online newsletters, and news releases

WEBSITE



WEB PAGE



ONLINE SOCIAL NETWORKS: Facebook, Twitter and Instagram

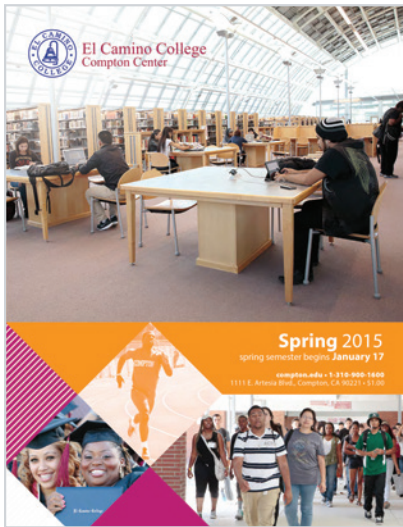


SOCIAL MEDIA GRAPHICS

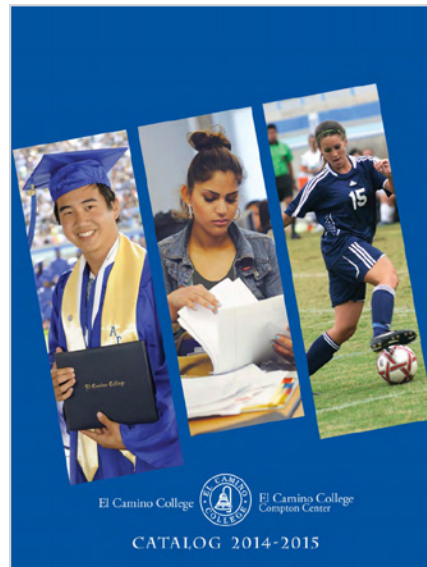


FREE MEDIA (continued)

CLASS SCHEDULE



CATALOG



COMMUNITY NEWSLETTER



KIOSK POSTER



POSTCARD



THREE-YEAR REPORT TO THE COMMUNITY



PAID MEDIA

ECC Compton Center bus ads, Metro Blue Line Rail Card, print ads, and radio ads

BUS ADS

Full Wrap Ads and Lowback - Routes throughout Los Angeles County



METRO BLUE LINE RAIL CARD

RADIO ADS:

iHeart Radio, KJLH and Power 106



PAID MEDIA (continued)

TWITTER PAID ADS:

 **ECC Compton Center** @Compton_Center 6 Dec 2014
Achieve transfer & career success at ECC Compton Center.
Classes begin January 17. cards.twitter.com/cards/nlot8/90...

 Invest in You!
[bit.ly](#)
[Apply here](#)

 **ECC Compton Center** @Compton_Center 6 Dec 2014
ECC Compton Center provides veterans & active military resources to earn degrees leading to good-paying jobs.
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ECC Compton Center offers degrees and certificates for in-demand jobs. cards.twitter.com/cards/nlot8/90...

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EMAIL BLAST AD

Power 106



**Every Student is a Success Story
at El Camino College
Compton Center!**

**Apply & Register NOW for Spring
at www.compton.edu/power**

Transfer, earn a degree or certificate, or train for a career at ECC Compton Center.
ECC Compton Center is your **best value** for a college education!

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Spring Semester begins January 17



WWW.COMPTON.EDU/MOVIES