



El Camino College Public Relations & Marketing Department Advertising/Marketing Campaign Summer/Fall 2015 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.

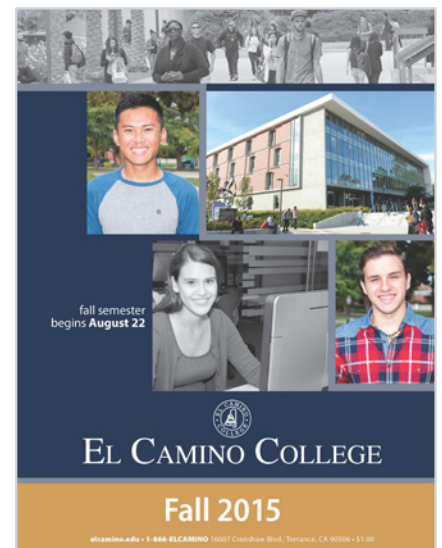
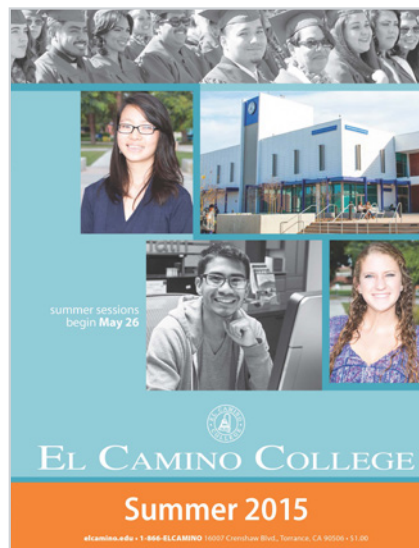
FREE MEDIA

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

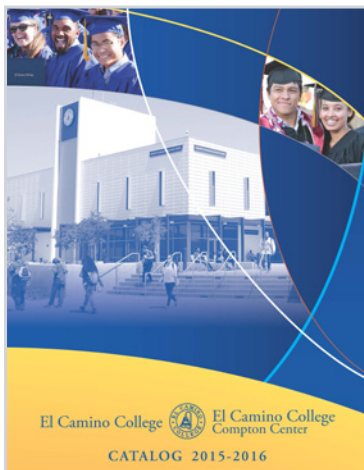
WEBSITE



CLASS SCHEDULES



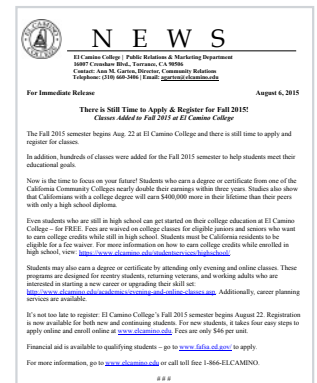
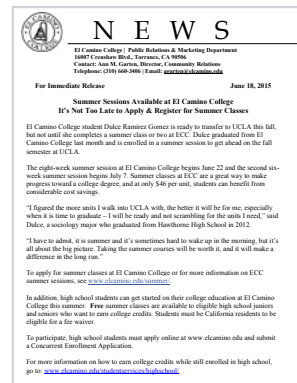
CATALOG



COMMUNITY NEWSLETTER



NEWS RELEASES

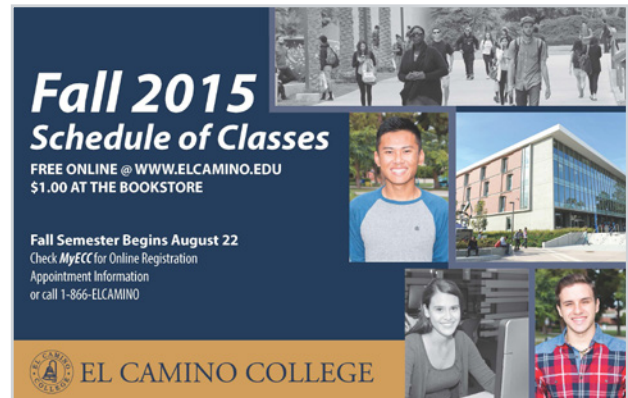


FREE MEDIA (continued)

ONLINE SOCIAL NETWORKS: Facebook, Twitter, Instagram, YouTube and Flickr



POSTCARDS

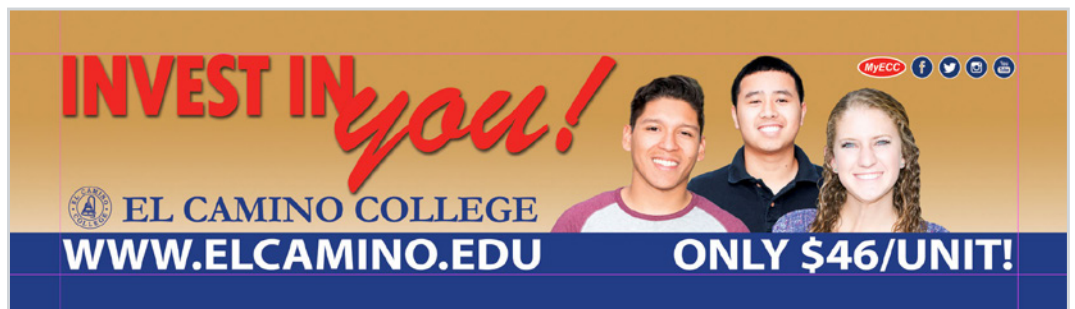


PAID MEDIA

El Camino College bus ads, print ads, Facebook ads, Twitter Card ads, radio ads, and movie theater ads

BUS ADS:

Full Wrap Ads and Lowback - Routes throughout Los Angeles County



PAID MEDIA (continued)

MOVIE THEATER ADS:

Del Amo 18, Galleria South Bay 16,
Promenade 13, and Rolling Hills 20



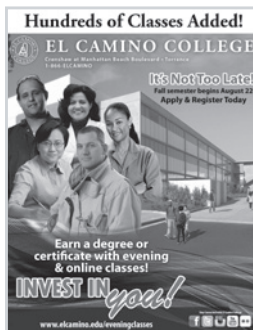
RADIO ADVERTISING:

Audio/broadcast and online banner ads:
KFWB, KNX 1070, Power 106 and Pandora



PRINT ADS:

Herald Publications –
El Segundo, Torrance,
Hawthorne, Lawndale,
and Inglewood

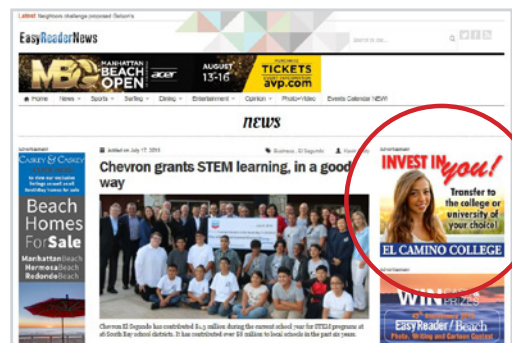


Daily Breeze – BEST of
the South Bay issue

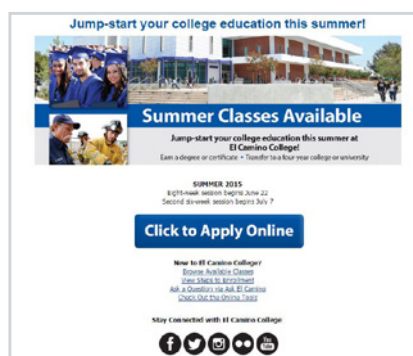


ONLINE NEWSPAPER ADS

Easy Reader – homepage and banner ads



UC/CSU Newspapers and Hawthorne,
Inglewood, Redondo Beach, Torrance &
Wiseburn School/News Ads



PAID SOCIAL MEDIA ADS

FACEBOOK

El Camino College Sponsored · 19

Achieve transfer or career success at El Camino College. Apply Now!



Invest in You!

www.elcamino.edu Sign Up

El Camino College Sponsored · 42

Jump start your college career at El Camino College. Classes are only \$46/unit!



Save \$\$\$ this summer!

www.elcamino.edu Sign Up

El Camino College Sponsored · 19

Jump start your college career at El Camino College. Classes are only \$46/unit!




Register Now!

www.elcamino.edu

El Camino College Sponsored · 42

Achieve transfer or career success at El Camino College. Apply Now!




Invest in You!

www.elcamino.edu Sign Up

El Camino College Sponsored · 19

Register now for fall at El Camino College.




It's Not Too Late!

www.elcamino.edu Sign Up

El Camino College Sponsored · 42

Advance your career with evening and online classes at El Camino College.



Invest in You!

www.elcamino.edu Sign Up

TWITTER

El Camino College @ECC_Online 26 Jun 2015

Invest in you! Six-week summer classes available at El Camino College for only \$46/unit. Apply & Register today!
cards.twitter.com/cards/k178g/oa...



Invest in You! 100s of Classes Added at ECC
elcamino.edu
Apply here

El Camino College @ECC_Online 24 Jun 2015

Invest in you! Six-week summer classes available at El Camino College for only \$46/unit. Apply & Register today!
cards.twitter.com/cards/k178g/ny...



Invest in You! 100s of Classes Added at ECC
elcamino.edu
Apply here

El Camino College @ECC_Online 26 Jun 2015

Achieve transfer or career success at El Camino College. Invest in you! Hundreds of classes added for summer.
cards.twitter.com/cards/k178g/oa...



Invest in You! Apply online today at El Camino College
elcamino.edu
Apply here

El Camino College @ECC_Online 17 Jul 2015

Invest in you! Fall semester begins August 22. Only \$46/unit. Apply & Register today!
cards.twitter.com/cards/k178g/q...



Invest in You! 100s of Classes Added at ECC
elcamino.edu
Read more

El Camino College @ECC_Online 17 Jul 2015

Achieve transfer or career success at El Camino College. Hundreds of classes added for fall.
cards.twitter.com/cards/k178g/qj...



Invest in You! Apply online today at El Camino College
elcamino.edu
Register now

El Camino College @ECC_Online 3 Jul 2015

Transfer to your school of choice. Classes are only \$46/unit. Jump start your college career at El Camino College.
cards.twitter.com/cards/k178g/p0...



It's Not Too Late to Register!
elcamino.edu
Apply here