

MARKETING PLAN

2023-2026

Presented March 2023



PLATFORMS

Digital Media

- Facebook
- Instagram
- TikTok
- Spotify
- YouTube
- Digital Ads
- Google Search

Traditional Media

- Print
- Television
- Radio
- Billboards

Other

- Sponsorships
- High School -
yearbooks, other
publications
- Outliers

BARTON COUNTY TARGET MARKETS

Traditional Students *(ages 13-19)*

- Awareness of Barton as a trustworthy 'brand'
- Top-of-Mind awareness with service area schools
- Promote career and technical education options
- Exposure to the Barton Experience
- Visit/Experience Days: Junior Day, Senior Day, Career Day, etc

- Instagram (Reels)
- TikTok
- YouTube
- Spotify
- Google Search



BARTON COUNTY TARGET MARKETS

Influencers (Parents, Grandparents, Teachers+)

- Awareness of Barton as a trustworthy 'brand'
- Exposure to new opportunities
- Focus messaging on affordability, quality and student support
- Visit/Experience Days: Junior Day, Senior Day, Career Day, etc

- Facebook
- Television
- Radio
- Print (news releases, ads)
- Google Search



BARTON COUNTY TARGET MARKETS

Non-Traditional Students *(ages 16-55+)*

- Awareness of Barton as a trustworthy 'brand'
- Focus messaging on affordability, flexibility, quality and student services
- Exposure to financial aid resources
- Promote the potential for new career opportunities with technical education
- Exposure to the Barton Experience
- Promote GED offerings

- Facebook
- Television
- Radio
- Print (news releases, ads)
- TikTok
- Instagram
- YouTube
- Google Search



BARTON COUNTY TARGET MARKETS

Current Students, Faculty and Staff

- Awareness of Barton as a trustworthy 'brand'
- Generate a community of Barton Pride
- Encourage promotion of the Barton Experience through social media engagement
- Use of success testimonials from current and past students

- Facebook
- TikTok
- Instagram
- YouTube
- Television
- Radio
- Print (news releases, ads)



BARTON COUNTY TARGET MARKETS

Community, Voters, Local
Government

- Awareness of Barton as a trustworthy 'brand'
- Communicate the economic benefit Barton provides to the area
- Messaging on the impact on the quality of life for graduates in the area through success testimonials
- Community education through the arts
- Outreach and professional development opportunities for community members and area businesses

- Facebook
- TikTok
- Instagram
- YouTube
- Television
- Radio
- Print (news releases, ads)



FORT RILEY TARGET MARKETS

- Military Personnel
- Military Families
- Military Leadership
- Generate top-of-mind awareness of the Barton 'brand'
- Communicate the availability and affordability of services for active military and dependents, while emphasizing quality



- Partnerships with DFMWR
- Sponsorships of local events
- Facebook
- TikTok
- Instagram
- YouTube
- Television
- Radio
- Print (news releases, ads)
- Google Search

FORT LEAVENWORTH TARGET MARKETS

- Military Personnel
- Military Families
- Military Leadership
- Generate top-of-mind awareness of the Barton 'brand'
- Communicate the availability and affordability of services for active military and dependents, while emphasizing quality



- Partnerships with DFMWR
- Sponsorships of local events
- Facebook
- TikTok
- Instagram
- YouTube
- Television
- Radio
- Print (news releases, ads)
- Google Search

GRANDVIEW PLAZA TARGET MARKETS

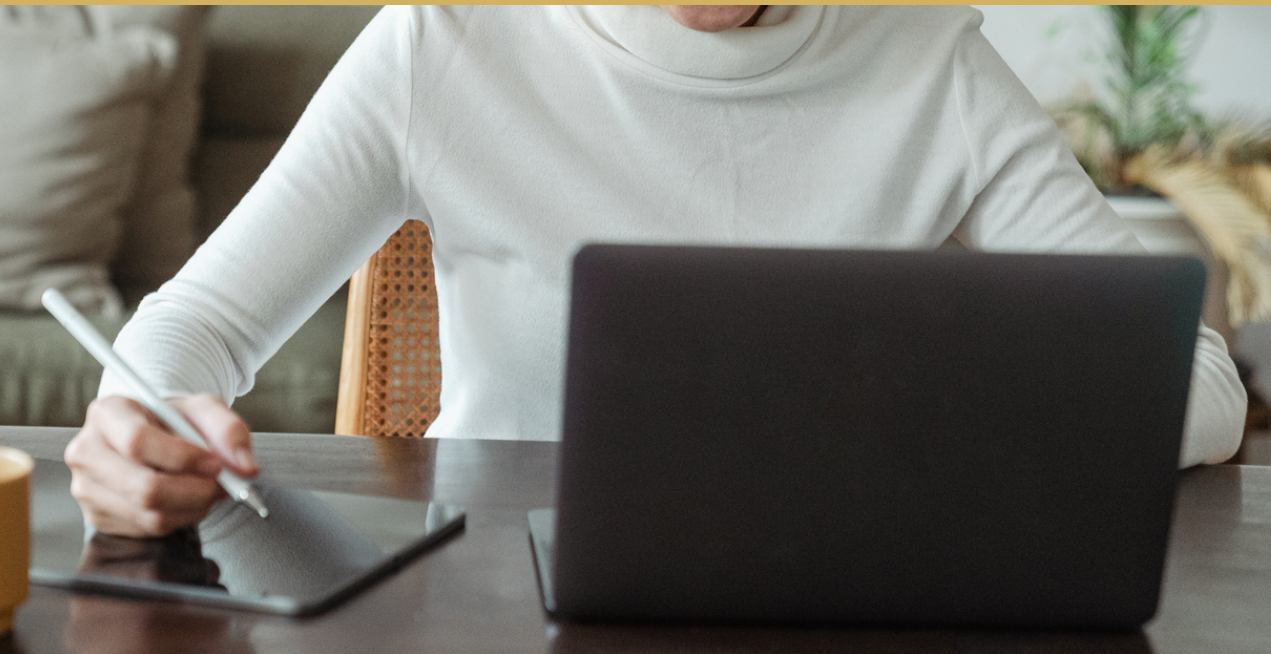
- Military Personnel
- Military Leadership
- Local employers for continuing education
- Generate top-of-mind awareness of the Barton 'brand'
- Communicate the availability and affordability of services for emergency response education and continuing education for local industry



- Facebook
- TikTok
- Instagram
- YouTube
- Television
- Radio
- Print (news releases, ads)
- Google Search

BARTON ONLINE TARGET MARKETS

- Transient Students
- Early College Online Savings
- Degree Seeking Students



Transient Students

- Focus on flexibility, affordability and transferability
- Digital Media platforms
- Print and Digital advertising partnerships with institutional student publications
- Google Search

Early College Online Savings

- Focus on flexibility, affordability and transferability
- Digital Media platforms
- Print and Digital advertising partnerships with institutional student publications
- Google Search

Degree Seeking Students

- Focus on flexibility, affordability and career development
- Promote 100% online degree programming
- Digital Media platforms
- Google Search

PLANNING

Priority Programs

**Priority List updated each
Spring/Summer**

In-Need Programs

**New Academic/Career
Technical Programs**

Barton Online

**Creative focused on the
transient student.**

**Campaign development
for objective semester
takes place 2 semesters
in advance.**

Annual

Fine Arts Programming

Campus Events

College Initiatives

QUESTIONS?

