

# MARKETING PLAN

2023-2026

Presented March 2024



# WHERE ARE WE?

Digital  
Media

Traditional  
Media

Other  
Media  
Sources



# BARTON COUNTY TARGET MARKETS

- 🐾 Traditional Students *(ages 13-19)*
- 🐾 Influencers *(Parents, Grandparents, Teachers+)*
- 🐾 Non-Traditional Students
  - Awareness of Barton as a trustworthy 'brand'
  - Top-of-Mind awareness with service area schools
  - Promote Early College Opportunities
  - Promote career and technical education options
  - Focus messaging on affordability, quality, and student support
  - Exposure to the Barton Experience
  - Visit/Experience Days: Junior Day, Senior Day, Career Day, etc
  - Use of success testimonials from current and past students

- Digital Media
- Traditional Media





# 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
- Engagement with Community events
- Active participation with the GB Chamber of Commerce and GB Economic Development

- Digital Media
- Traditional Media
- News Releases
- Event Sponsorships





# FORT RILEY TARGET MARKETS

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- Military Personnel
- Military Families
- Military Leadership
- Regional Military Training

- Generate top-of-mind awareness of the Barton 'brand'
- Communicate the availability and affordability of services for active military and dependents, while emphasizing quality
- Extend specialized training opportunities to regional military units



- Partnerships with DFMWR
- Partnerships with local chambers
- Sponsorships of local events
- Digital Media
- Traditional Media



# FORT LEAVENWORTH TARGET MARKETS

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- 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
- Digital Media
- Traditional Media



# GRANDVIEW PLAZA TARGET MARKETS

- Military Personnel
- Military Leadership
- Local employers for continuing education
- Regional Military and Industry training

- Generate top-of-mind awareness of the Barton 'brand'
- Communicate the availability and affordability of technical education and continuing education for local industry



- Partnerships with DFMWR
- Partnerships with local chambers
- Sponsorships of local events
- Digital Media
- Traditional Media



# 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
- Behavioral marketing with Motimatic



## Early College Online Savings

- Focus on flexibility, affordability and transferability
- Digital Media platforms
- Print and Digital advertising partnerships with high school student publications



## Degree Seeking Students

- Focus on flexibility, affordability and career development
- Promote 100% online degree programming
- Digital Media platforms
- Behavioral marketing with Motimatic



# ***BARTON***

***COMMUNITY COLLEGE***

## **THE BARTON BRAND**

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# QUESTIONS?

