MARKETING PLAN

2023-2026 Presented March 2024





WHERE ARE WE?

Digital Media

Traditional Media

Other Media Sources

BARTON COUNTY TARGET MARKETS

Carter 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

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



- military units

- Digital Media
- Traditional Media

• 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

• Partnerships with DFMWR • Partnerships with local chambers • Sponsorships of local events

FORT LEAVENWORTH TARGET MARKETS

- Military Personnel
- Military Families
- Military Leadership

- emphasizing quality



- Digital Media
- Traditional Media

• Generate top-of-mind awareness of the Barton 'brand' • Communicate the availability and affordability of services for active military and dependents, while

• Partnerships with DFMWR • Sponsorships of local events

GRANDVIEW PLAZA TARGET MARKETS

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

- industry



- Digital Media
- Traditional Media

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

• Partnerships with DFMWR • Partnerships with local chambers • Sponsorships of local events

BARTON ONLINE TARGET MARKETS



Transient Students

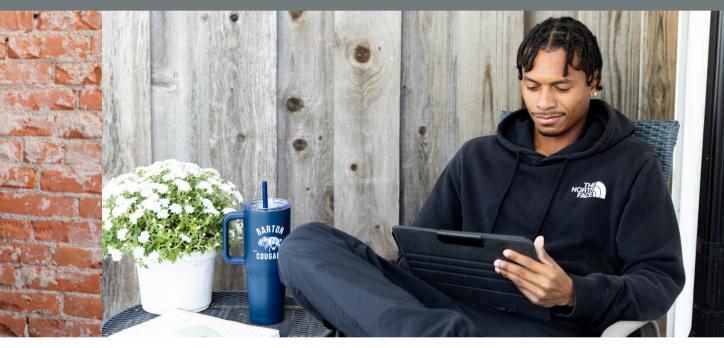
- Focus on flexibility, affordability and transferability
- Digital Media platforms
- Print and Digital advertising partnerships with institutional student publications
- Behavioral marketing with Motimatic

Early College Online Savings

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

• Transient Students

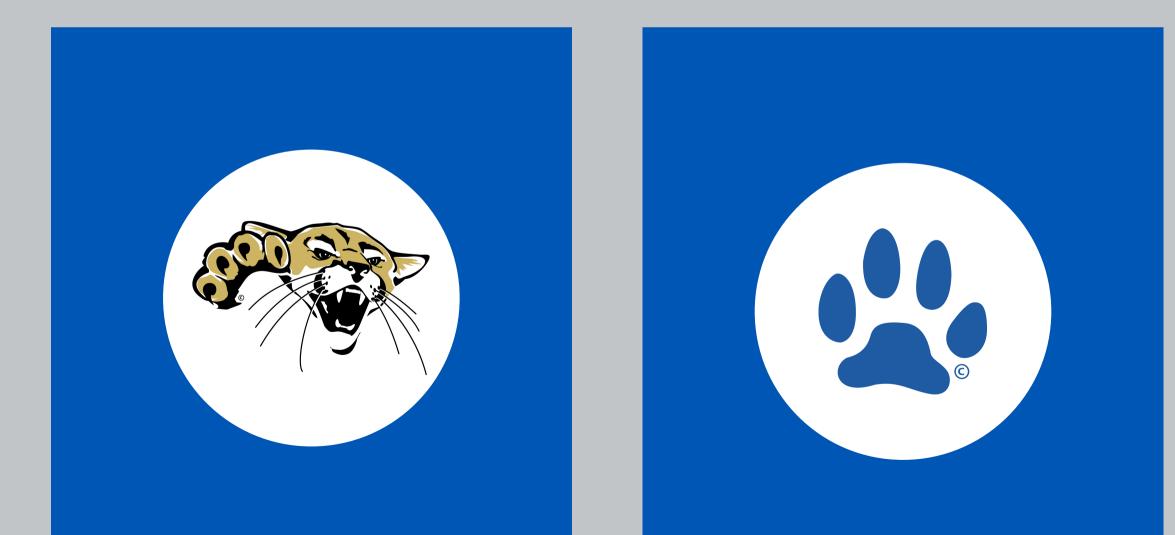
- Early College Online Savings
- Degree Seeking Students



Degree Seeking Students

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







QUESTIONS?



