

# **Handout 5**

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## **Technical High School Marketing Plan**

## Technical High School Marketing Tools

Type	Description
<b>Branding</b>	School name, logo, tagline
<b>Print Marketing</b>	Brochures (2,000), feather flags (4), banners (2), 3x5 postcards (15,000) mailed to households of students in grades 6-11 west of US 41, fliers (printed in house)
<b>TV Ads</b>	Scripted video spot that generates impressions and engagement. It can be produced in house or by Spectrum for an additional cost. Target area: west of SR 41
<b>Website, Social media organic and paid advertising (Facebook, Instagram)</b>	Rotating stills, videos and graphics; new website and social media pages for RHS. Various videos that chronicle development of the school, unveil name and logo, talk about programs, and feature students involved in tech education.
<b>Google Adwords (search engine optimization)</b>	Google ads that put us at the top of relevant searches and generate traffic to the new RHS website.
<b>Radio ads</b>	Scripted radio ads that generate impressions and engagement. Wild 94.1 (premier radio station for youth, teens, and young adults). Target area: west of SR 41
<b>Guerilla marketing</b>	Parent nights, community workshops, partnerships with local businesses, advocacy from rotary clubs, local developers, and other community organizations, and tables at local business and education events