

HHEC Marketing

Hamilton Higher Education Center can be marketed through several channels, including direct mailing, posters and brochures, newspaper advertisements, and radio advertisements. There may be opportunities for low-cost marketing opportunities as well, such as educational fairs, community presentations, and press releases.

Direct Mailing

Extended Learning Services (XLS) currently has a mailing list of more than 1,000 people. The list is comprised of current and former HHEC students, current UM students residing in the Bitterroot Valley, residents of the Bitterroot Valley who had applied to UM within the last year but did not attend, and people who had requested information about HHEC.

In January 2009, XLS sent a postcard highlighting Spring courses, the upcoming Open House and Orientation, and online course offerings. A similar postcard could be sent prior to each term, inviting students to register for HHEC courses.

Annual expense for design, printing, and postage for two mailings (one mailing for each term): \$1800

Posters and Brochures

If strategic locations can be identified, displaying posters and brochures can be fairly inexpensive ways to promote HHEC.

Annual expense for design and printing (50 posters, 500 brochures): \$1000

Newspaper Advertisements

Newspaper advertisements are quite expensive, but may be used effectively for short-term campaigns. In December 2008/January 2009, advertisements in Bitterroot Valley newspapers invited community members to attend the Open House and Orientation event. The ads ran for two weeks before the event. It is recommended that HHEC use newspapers advertisements conservatively.

Annual expense for two two-week runs in both Bitterroot papers (one run for each term): \$2000

Radio Advertisements

Thirty-second ads can be aired on Hamilton-specific stations. The most effective campaign would be to run ads for several weeks before an open house/orientation and registration. Cost will vary based on contract, and can run between \$5 and \$20 per spot.

Annual expense for two three-week run, 15 ads per week (one run for each term): \$2000

No-Low Cost Marketing Opportunities

Educational fairs, community presentations, and press releases are typically no- or low-cost marketing opportunities that can generate word-of-mouth marketing. The challenge for fairs and presentations involves identifying where HHEC's audience will be. Press releases can be an effective way to "tell the story" of HHEC, but there is not a guarantee that media outlets will run the story. HHEC will need to identify strategic topics and times to have a higher chance of getting a story to publish.