



LAKE AREA
TECHNICAL INSTITUTE

It's your world.

2016-2017 Social Media Marketing Plan

Platforms: Google Ad Words, Facebook – Non-traditional age, counselors, Instagram, Snapchat – Prospective traditional-age students, Pinterest, Mail Chimp, YouTube, Twitter

Notes: Use 360 camera, Facebook Recipe ads

1. Low Enrollment Programs

- a. High Performance Engine Machining: Videos, Race Track
- b. Environmental Technology: Field trips, Careers
- c. Ag (Swine and Dairy): Dairy, Swine, SDSU

Notes: Feature non-traditional gender, minority populations; promote careers & wages

Media: Snap Chat, Google Ad Words, Instagram, Facebook (Boost Posts)

Success = Increased # of inquiries, tours, applications, accepted students in these programs, Analytics

2. Non-traditional Age Students: Include grant disclaimer

- a. Health Care
- b. Advanced Manufacturing
- c. Employer Campaigns: Advertise their role in student success (LinkedIn)

Notes: Use grant funds; feature impact partners, alumni; promote careers & wages

Media: Linked In, Facebook, Google Ad Words, Pinterest, Twitter

Success = Increased # of inquiries, tours, applications, and accepted students of non-traditional age in targeted programs, Analytics

3. Events and Outreach

- a. Foundation Events
- b. New Student Events
- c. Christmas Card

4. Build Dakota

Target out-of-state, feature scholarship program