

Marketing Collateral

YOUR BEST ADMISSIONS ASSISTANT

PRESENTED BY JENN LYLES
FACILITATED BY LEADSQUARED



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JENN LYLES | MARKETING COLLATERAL: YOUR BEST ADMISSIONS ASSISTANT



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YOUR BRAND.
YOUR BUSINESS.
YOUR MONEY.

WHAT IS MARKETING COLLATERAL?

**DRAW INSPIRATION
ELSEWHERE.**

PART ONE

EASY-TO-FIX

PART TWO

ADVANCED, NEXT LEVEL

5 QUESTIONS TO CONSIDER

QUESTION #1

Do the **photos**
represent my school
demographic?

QUESTION #2

Do the photos
accurately show what a
lead will see when they
enter your doors?

QUESTION #3

Is your **branding**
consistent?

QUESTION #4

Are the **words** used
easy to understand?

QUESTION #5

Is it professionally
printed?

gotprint.com

1,000 postcards = \$80.50

1,000 business cards = \$29.05

2,500 rack cards = \$145.80

Retractable banner (from floor) = \$92.79

16x20 Poster = \$10.33

PART TWO

NEXT LEVEL

BUILD YOUR OWN PACKET

Create collateral for
every single demographic

2019 Content Marketing Predictions:
What you need to Know to Make You Successful

Customers expect more
personalized content
experiences

GENERATION Z (born 1995 – 2012)

- 72% say they want to start their own business someday*  • Industry stats about self-employment
- 60% say they want their jobs to impact the world*  • Share your philanthropy efforts
- They've grown up with the student loan debt crisis and they're afraid of it  • Don't hide from it. Get in front of it and be the expert!

*<https://fairygodboss.com/articles/gen-z-statistics>

OTHER DEMOGRAPHICS

- Military
- Millennials
- Gen X
- Moms
- Specific careers
- Traditional college students
- College dropouts
- Men

PERSONALIZE
A LETTER
FROM
THE OWNER

ADDITIONAL IDEAS

- List of daycares in the area
- Available scholarships
- Bus Routes
- Apartments
- A list of career opportunities for each specific program
- Testimonials specific to the lead
- Blog content

5 QUESTIONS RECAP

1. Do the photos represent my school demographic?
2. Do the photos accurately show what a lead will see when they enter your doors?
3. Is your branding consistent?
4. Are the words used easy to understand?
5. Is it professionally printed?

NEXT LEVEL RECAP

Customers expect more
personalized content
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