



Oklahoma College Public Relations Association



## Mico-Campaign Guide

### Campaign Details

- Purpose of the campaign.
  - Who will this serve?
  - What background information can be added here to ensure the strategy is aligned with the goals?

### Target Audience

- Determined by research and campaign goal
- Determine Persona vs. Audience

### Campaign Goal (3-5 measurable goals)

- Applications, Inquiries, and Enrollment
- Unearned Media- No Cost
- Followers, Clicks, Engagement
- Conversions (form fill, opt-in, complete intended action)
- Testing

### Messaging/Imagery

- 3-5 message concepts to align with goals
- Consider Student Journey, Consumer Behavior Survey/Media Preferences, and Internal research
- Determine Persona vs Audience

### Tactics

- Consider Consumer Behavior Survey/Media Selections
- Detail assets that can be sliced and diced
- Confirm Tracking (benchmark, during, and after)

### Campaign Collateral (Design and Campaign elements needed to implement)

- Campaign JPEGs
  - Horizontal 1080x720- Doubles as Email Header and Social Graphic
  - Vertical doubles as "stories" content
- Campaign copy to support Paid, Email, PR, Landing Page, and Social
- REAL Campus and Student photos
- Landing Page with Tracking

### No-Cost

- Consider Student Journey, Consumer Behavior Survey/Media Preferences, and Internal research
- Review connected custom audiences (APNR, SO, like programs)
- Add any other lists available- Parents, Current Students, Graduates, etc)
- Integrate PR (external)
  - Press Releases
  - Blogs
  - Social Campaign
- Integrate Comms (internal)
  - Email campaigns
  - Campus Signage/Monitors
  - Canva, Student Login Pages
- Cross-promote between college pages and division page, if applicable
- Review of the website Landing Page
- Streaming Events - YouTube, Facebook, Instagram
- Confirm Tracking (benchmark, during, and after)

### Paid

- Consider Student Journey, Consumer Behavior Survey/Media Selections, and Internal research
- Review connected custom audiences (APNR, SO, like programs)
- Confirm Tracking (benchmark, during, and after)
- Consider # of platforms, duration, and budget

### Confirm Tracking (benchmark, during, and after)

- Web, Platforms, Revisit the same data points to see the change

## Mico-Campaign Template

### Campaign Overview:

Details

Target Audience:

Campaign Goal (3-5 measurable goals):

Messaging/Imagery:

### Tactics

Campaign Collateral (Design and Campaign elements needed to implement)

No-Cost

Paid

Confirm Tracking