



Education is opportunity.

a different brand of thinking

martin.

HVCC leads

...as the place for best-in-class education.

...as a major economic driver.

...as the creator of the workforce of tomorrow.



Our Agenda

Our experience

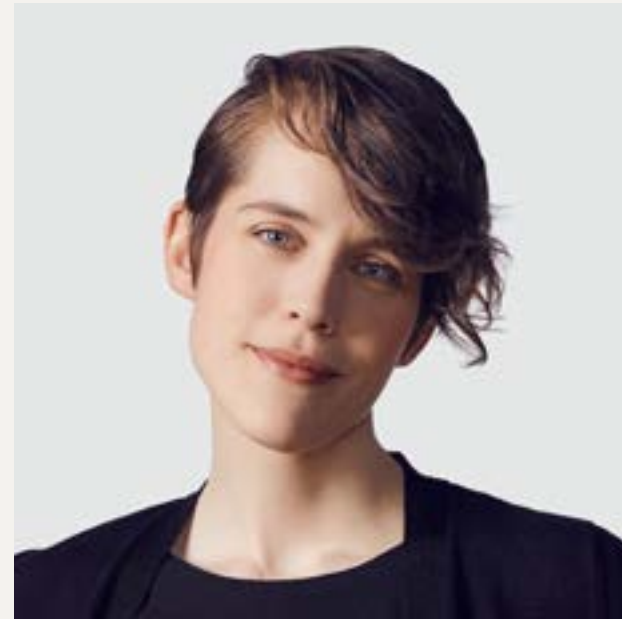
Higher ed in 2023

Micro-campaign

Working with us

Why us?

our proposed team



Jen Hunold
ACCOUNT SUPERVISOR



Bayley Ward
ACCOUNT MANAGER



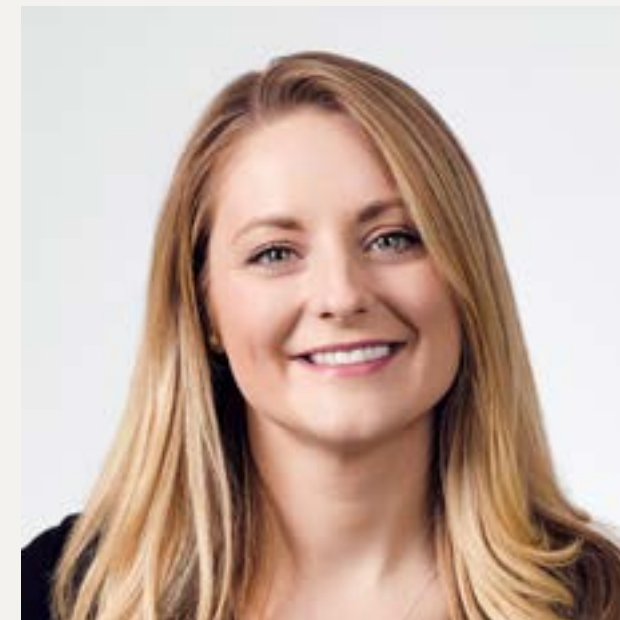
Paul Hook
CONSULTANT



Kelli Putney
VP OF BUSINESS DEVELOPMENT



Michael Tsanis
SVP OF CREATIVE



Jillian Gallagher
ASSOCIATE CREATIVE DIRECTOR



Darwin McPherson
COPY EDITOR



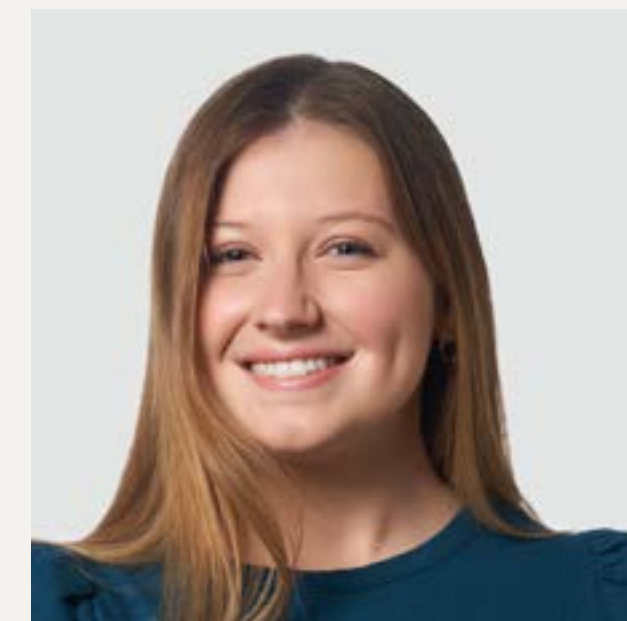
Jim Lynch
VP OF MEDIA



Lisa Aiello
ASSOCIATE MEDIA DIRECTOR



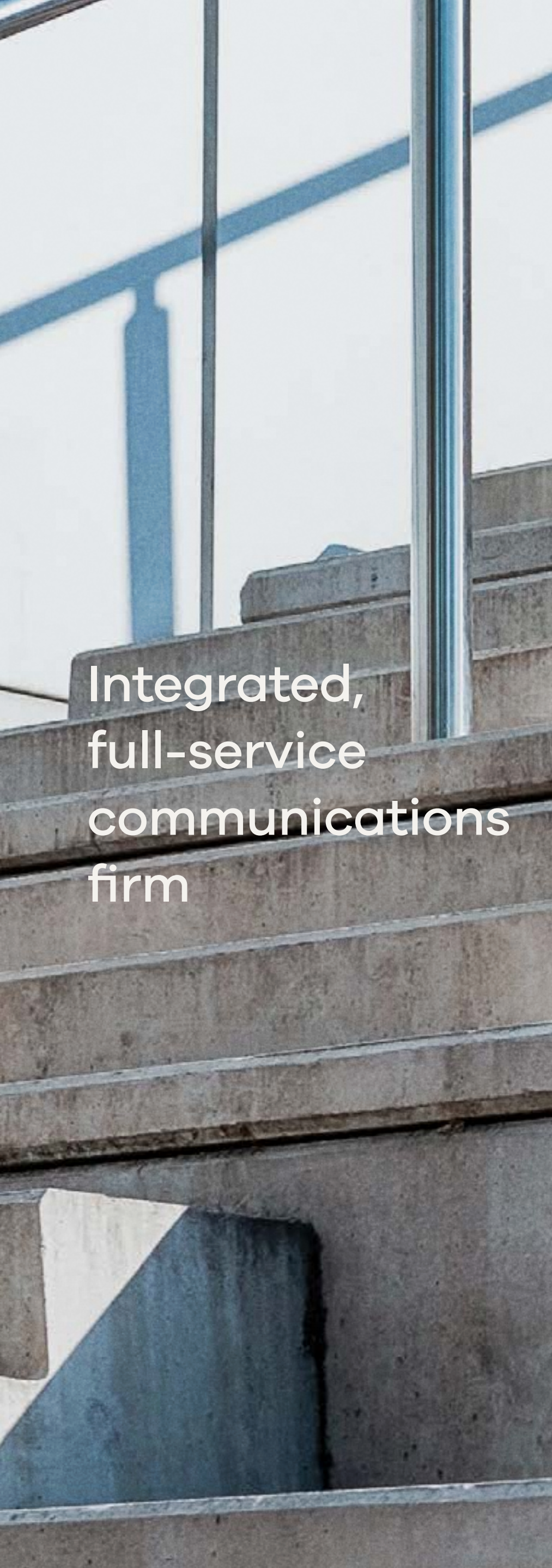
Chris Colton
PUBLIC RELATIONS DIRECTOR



Marley Gleason
DIGITAL MARKETING MANAGER



Andrew Mangini
VP OF PUBLIC AFFAIRS



Integrated,
full-service
communications
firm



Founded
2001,
a Hearst
investment
2020



Partner to
regional,
national, and
global brands

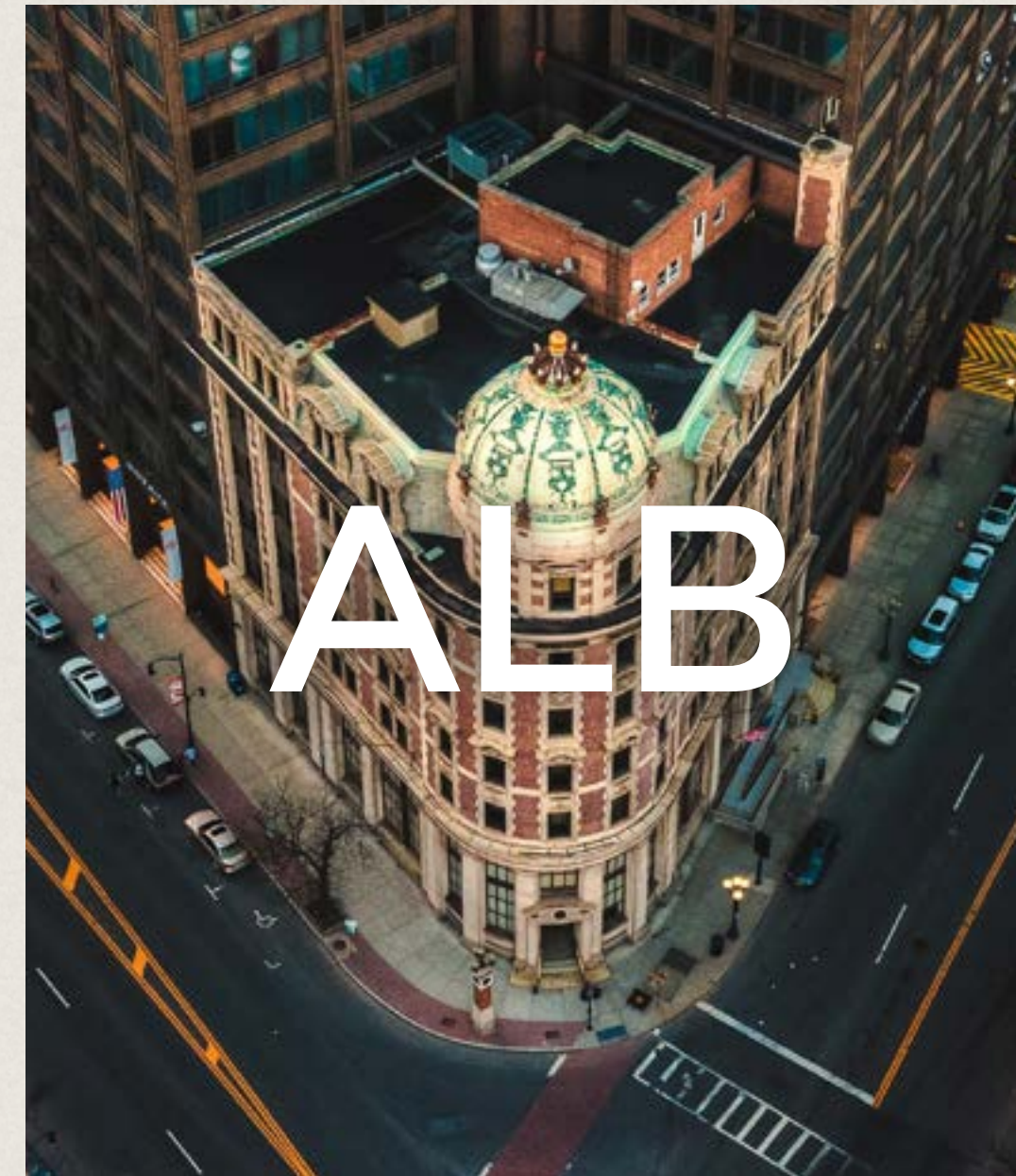


Recognized
for industry
excellence



In-depth
higher ed
marketing
experience

The Martin Group's statewide footprint and keen understanding of the diverse people, communities, and regional nuances that comprise the Empire State position us well to grow brands who call NYS home.



ALB



BFL

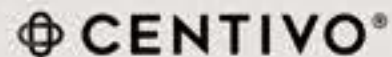
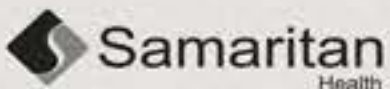
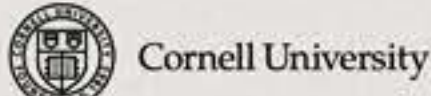
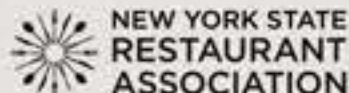
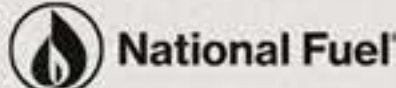
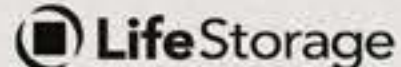
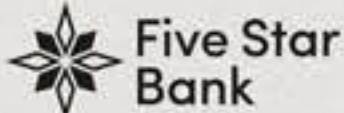
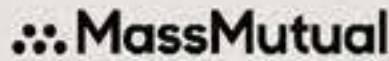


ROC

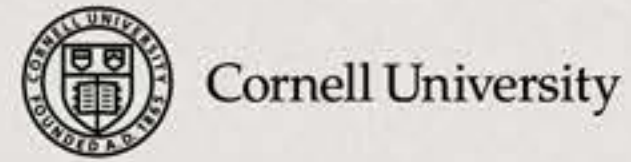


NYC

Client Experience



Our Higher Education Experience

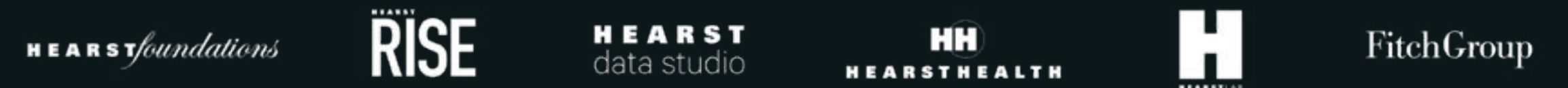


ALBANY LAW SCHOOL





→ A leading diversified business information and media powerhouse



→ Recognized as one of the largest, sophisticated drivers of data alongside brands like Google, Apple, and The Walt Disney Company

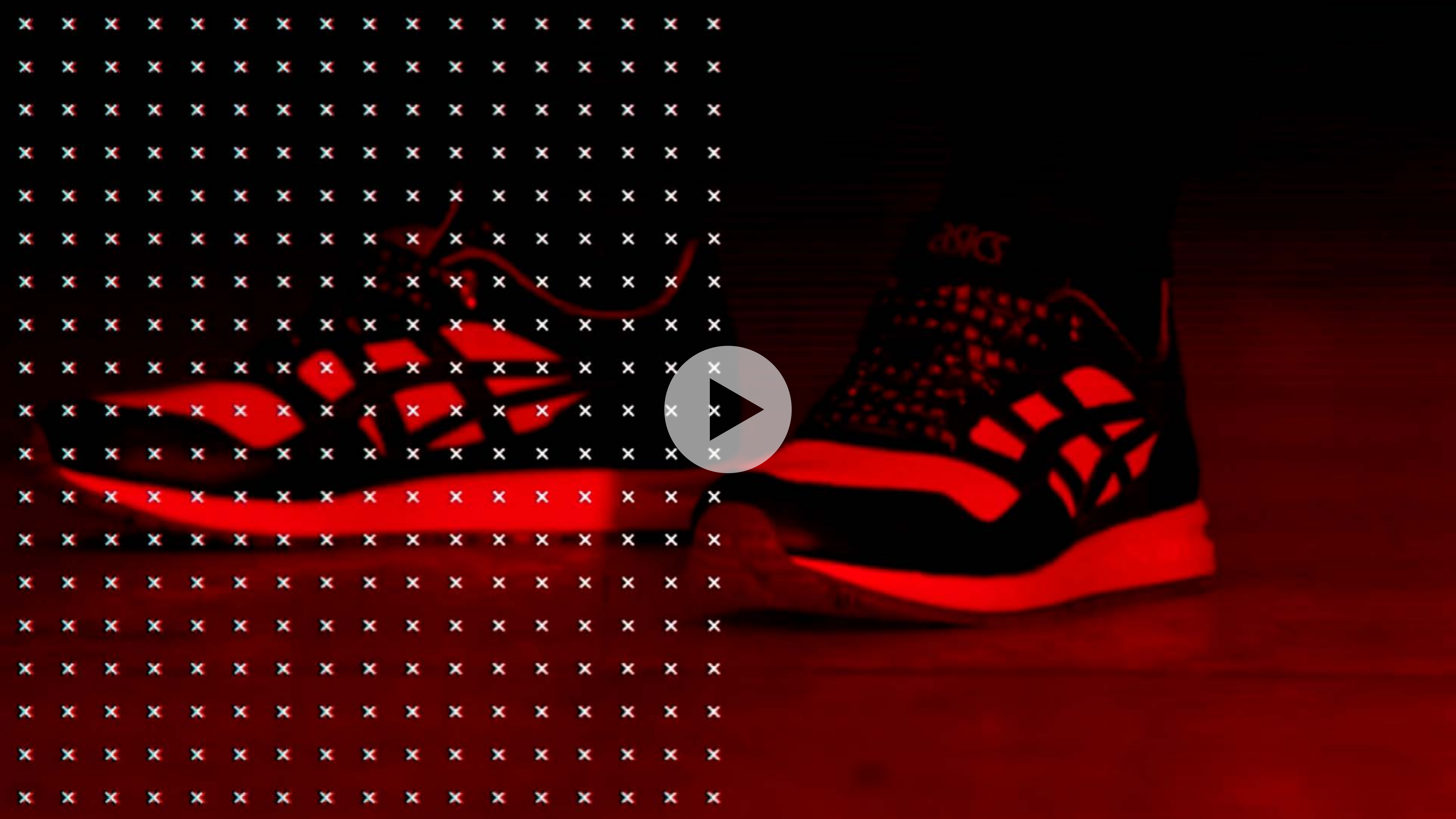
→ Premium portfolio of brands





the difference is
making one

martin



A stack of several light-colored, textured papers or documents, slightly offset from each other, creating a sense of depth and layering. The papers are set against a solid, muted grey background.

Excelsior College Case Study

YOU CAN COMPLETE YOUR DEGREE—WHILE YOU KEEP UP WITH LIFE.

Learn more at excelsior.edu.

30+ ONLINE PROGRAMS
MAXIMUM TRANSFER CREDIT
REGIONALLY ACCREDITED
NOT-FOR-PROFIT

EXCELSIOR COLLEGE
Life Happens. Keep Learning.™

EXCELSIOR COLLEGE

LIFE HAPPENS. KEEP LEARNING.

Transfer more credit | Complete your degree faster | Lower your total cost

YOU'VE GOT THIS

Program Level:

Expected Start:

EXPLORE ONLINE PROGRAMS

GET MAXIMUM CREDIT FOR YOUR NAVY TRAINING

Choose from 50+ online degree programs

GET STARTED

EXCELSIOR COLLEGE

YOUR WHOLE FAMILY IS IN THE MILITARY

That Means Shared Sacrifice —and Benefits

EXCELSIOR COLLEGE

LIFE HAPPENS. KEEP LEARNING.

More transfer credit for faster degree completion

EXCELSIOR COLLEGE
excelsior.edu

Excelsior College
January 18, 2018

Excelsior College Degrees at Work: See how Terry Evans, Cybersecurity graduate is putting his four degrees to work running his own business and see the advice he has for his fellow Excelsior students.

DEGREES AT WORK

CEO of Cybersleuth Investigations, Inc.
TERRY EVANS

Degrees At Work: How Terry Evans Turned Four Excelsior Degrees Into a Career Fighting International Cybercriminals

3 Shares



THE BUFFALO NEWS

LIFE HAPPENS. KEEP LEARNING.

With credit for past education and professional training

GET STARTED TODAY

MIKE HARRINGTON: IN DISMISSING PHIL HOUSLEY, JASON BOTTERILL PUT HIMSELF ON THE CLOCK

Know It Now

1. Housley advised to buy a dark suit.
2. When will explain Housley on the suit.
3. How Housley took Housley on the suit.
4. Housley's plan to Housley.
5. Housley's plan to Housley.

10 Tips to Get More Out of Your Online MBA Program

1. Start with more credit

2. Work around your schedule

3. Start with more credit

4. Work around your schedule

Master of Business Administration

36-45 CREDITS

Start with more credit

Work around your schedule

Program Outcomes

Program Educational Objectives

FOUNDATION COMPONENT (Required)	Credit Hours	CONCENTRATION COMPONENT	Credit Hours
Business	3	Accounting	3
Organizational Behavior	3	Business Law	3
Quantitative Analysis	3	Business Statistics	3
TOTAL CREDITS FOR FOUNDATION	9	CONCENTRATION COMPONENT	27
CORE COMPONENT (Required)	Credit Hours	Accounting	3
Accounting for Managers	3	Business Law	3
Global Business & Environment	3	Business Statistics	3
Information Technology	3	TOTAL CREDITS FOR CORE COMPONENT	27
Leadership	3		
Management Process	3		
Marketing	3		
Operations Management	3		
Project Management: Concepts and Applications	3		
Strategy and Policy Choices	3		
TOTAL CREDITS FOR CORE COMPONENT	27		

Excelsior College results

2.2M+

impressions from brand awareness campaign

56%

conversion increase year over year

80%

CPL decrease year over year

3.7K

new enrollments

50+

media campaigns

56.6K

clicks

A graduate in a black cap and gown with long dark hair, standing outdoors with trees in the background.

the higher
education
landscape
in 2023



higher education nationally

The enrollment
cliff is real

More support
services are needed
for students

Politicization grows
across higher ed

Students question
higher ed's ROI

higher education in the capital region

Friendly
competition in
a crowded field

Enrollment
declines amid
hot-spot
population
growth

Contractions
and
expansions

New leaders and
new approaches

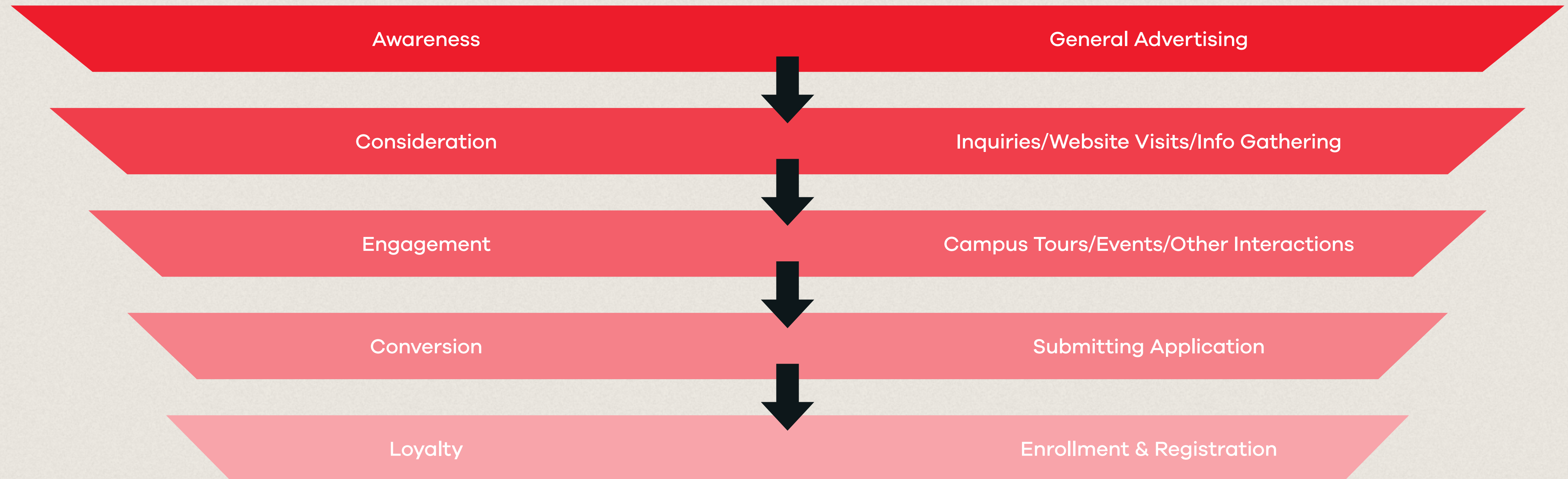
All-in on
semiconductors

the student journey

Nurturing prospective students from awareness to enrollment

FULL MARKETING FUNNEL

STUDENT JOURNEY



the student timeline

Fall 2023

New student applies

By January 1st

Accepted into HVCC

**January 2nd –
March 26th**

Limbo period (No
specific actions can
be taken by accepted
students)

**March 27th –
June 30th**

Lock in Registration

April 3rd

New Student

Orientation begins

July 3rd –

August 27th

Before start of
semester (Finish
Enrollment)

August 17th

Tuition due

August 28th

Semester starts

the problem

How can we increase the number of accepted students who actually enroll—especially with the long lead time?

the solution

A three-month campaign from January to March to keep accepted students engaged and “warm” as they prepare to enroll when registration opens.



media strategy

We considered local consumer data for the target audience (18- to 24-year-old admitted students) to gather media usage habits and insights on attitudinal data.

target audience media research

Media Consumption - Two Highest Indexes

- Newspaper - lightest (193 index) & average (142 index)
- TV - light (182 index) & average (158 index)
- Outdoor - lightest (142 index) & light (107 index)
- Radio - lightest (265 index) & light (76 index)
- Internet - average (149 index) & heaviest (136 index)

Top Online/Social Media Platforms used in last 30 Days:

- Google - 86.9% (108 index)
- Facebook - 78.3% (110 index)
- Instagram - 65.3% (161 index)
- Twitter - 40.8% (161 index)
- TikTok - 35.3% (155 index)
- Snapchat - 30.8% (209 index)
- LinkedIn - 26.6% (115 index)

target audience media research

Top audio/TV streaming services used in the last 30 days:

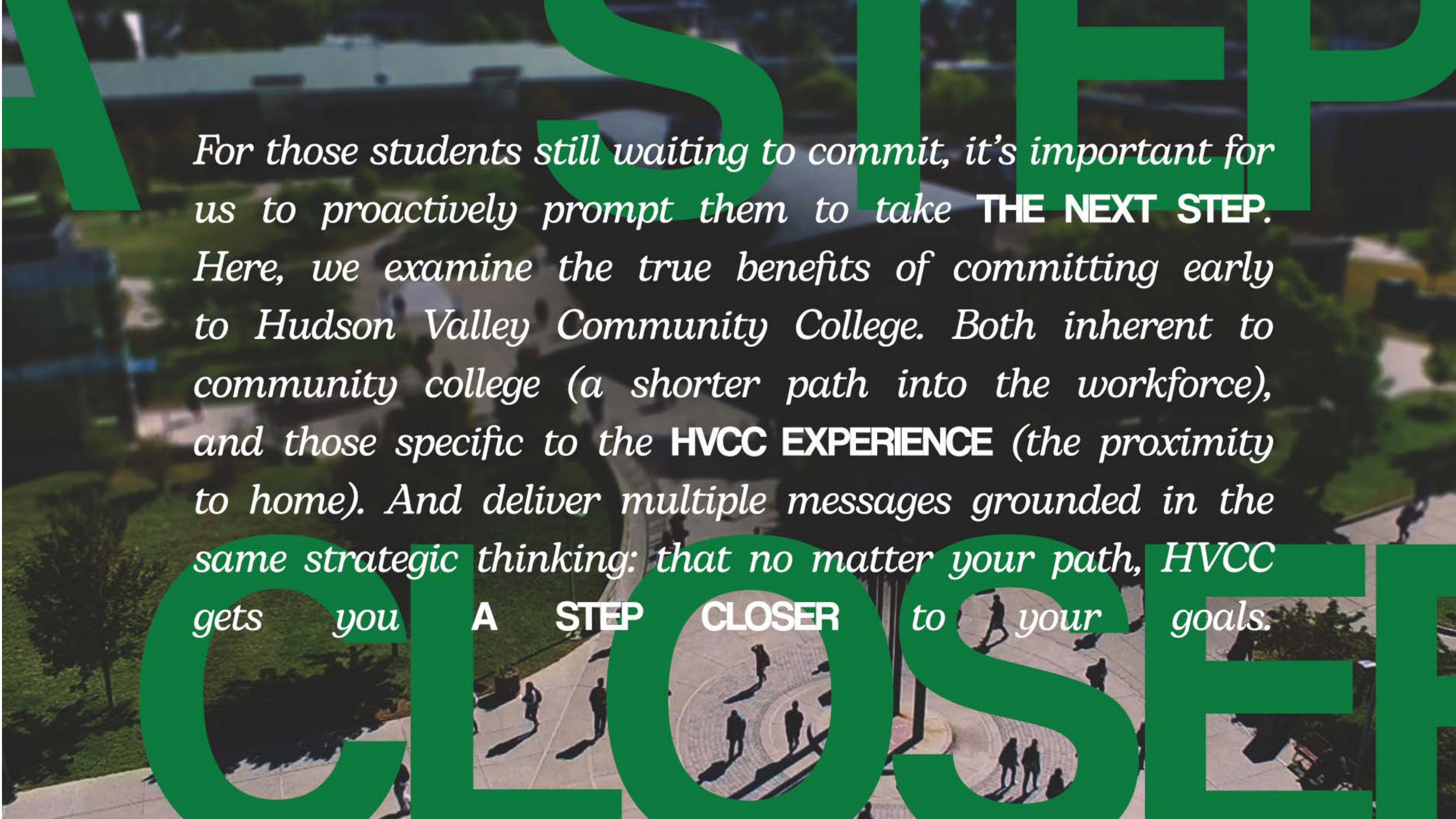
- Netflix - 71.7% (124 index)
- Hulu - 60.4% (77 index)
- YouTube - 59.6% (144 index)
- Spotify - 51.0% (236 index)
- Pandora - 9.8% (59 index)

Attitudinal – Ways the internet was used on any kind of device in the last 30 days:

- Takes online classes – 27.3% (183 index)
- Education: research schools, applications, financing – 26% (209 index)

recommended media tactics

- Email Drip Campaign
- Content Engagement Campaign to support the email drip campaign
- Campaign Landing Page
- Paid Social – TikTok, Instagram, Snapchat
- Out-of-Home – Billboards (digital and/or traditional)
- Streaming Audio – Spotify
- Video - YouTube
- Geofence targeting/retargeting – Targeting prospects who visit or have recently visited the college campus for an open house, campus tour, or other special event
- Programmatic Display Ads – CRM list targeting, in-market prospects, website retargeting and competitor targeting on select websites, apps and YouTube watch pages
- Google SEM – Non-brand keywords, such as programs, brand differentiators (such as college cost, best SUNY transfer programs, transferring college credits), competitors

An aerial photograph of a university campus with a large green path leading through green spaces and buildings. Large, semi-transparent green letters are overlaid on the image. The word 'AHEAD' is at the top, 'CLOSES' is at the bottom, and 'GETS YOU A STEP CLOSER TO YOUR GOALS' is in the middle. The text is in a mix of white and green colors.

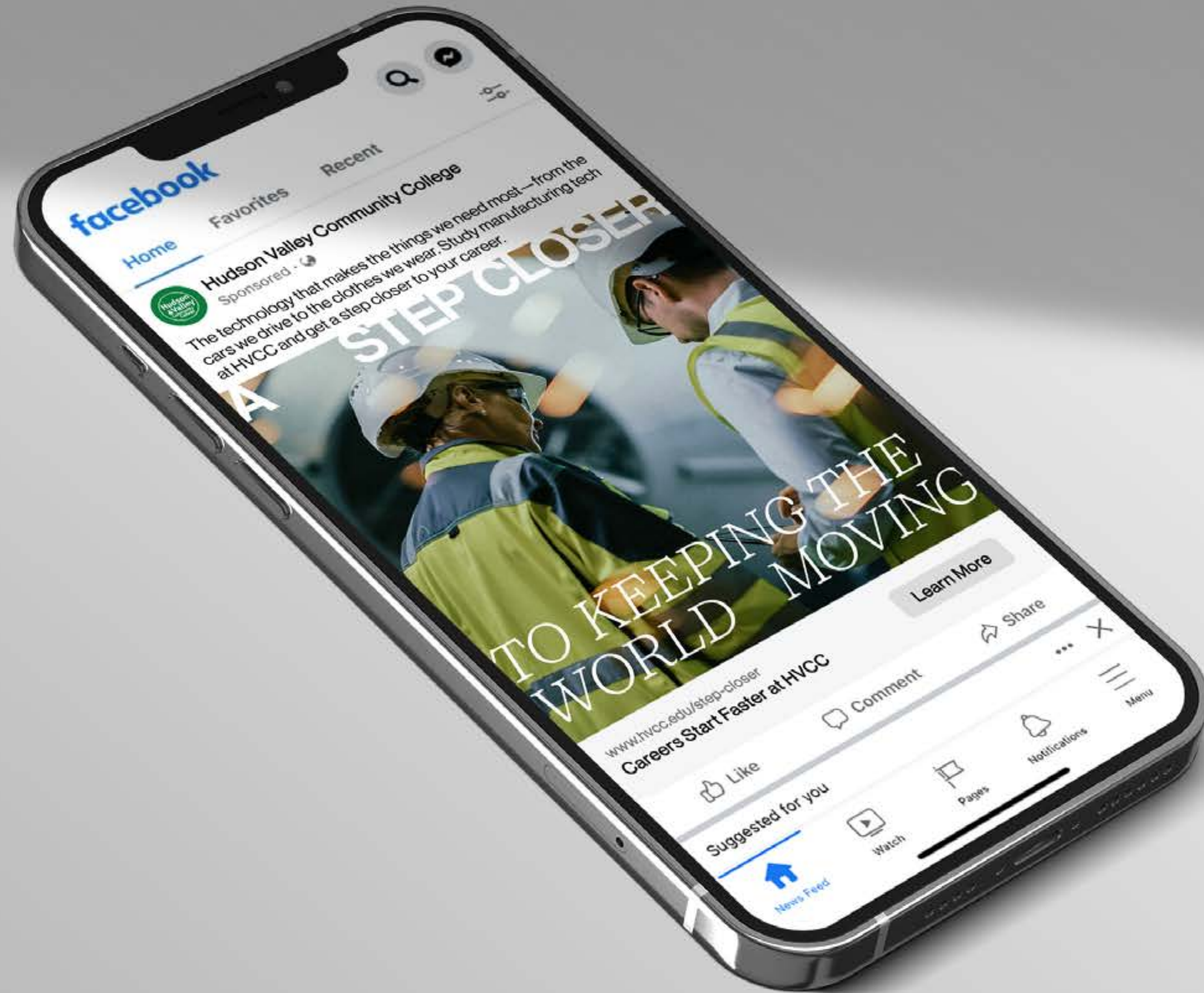
*For those students still waiting to commit, it's important for us to proactively prompt them to take **THE NEXT STEP**. Here, we examine the true benefits of committing early to Hudson Valley Community College. Both inherent to community college (a shorter path into the workforce), and those specific to the **HVCC EXPERIENCE** (the proximity to home). And deliver multiple messages grounded in the same strategic thinking: that no matter your path, **HVCC** gets you **A STEP CLOSER** to your goals.*



**A STEP CLOSER
TO HANDS ON.**

Careers Start Faster → **HVCC**





The image shows a tablet displaying the howstuffworks website. The website has a dark blue header with the logo and a search bar. Below the header is a navigation menu with categories: Health, Science, Home & Garden, Auto, Tech, Culture, Money, Lifestyle, Entertainment, Animals, Quizzes, and Coupons. The main content area features a large banner for Hudson Valley Community College (HVCC) with the headline "A STEP CLOSER TO HOME." and the sub-headline "Careers Start Faster → HVCC". A green button labeled "LEARN MORE" is positioned on the left side of the banner. Below the banner is a section titled "In the News" with a list of articles. To the right of this section is a featured article titled "Can't Read Roman Numerals? We Can Teach You" with a clock face image. Further right is a "Did You Hear?" section with several small article thumbnails. The tablet is placed on a white surface, with a white AirPod case and earbuds on the left and a white pen on the right.

howstuffworks


Search...

Health Science Home & Garden Auto Tech Culture Money Lifestyle Entertainment Animals Quizzes Coupons

A STEP CLOSER TO HOME.

LEARN MORE


Careers Start Faster → HVCC



In the News

- Why a Blue Moon's Not Really Blue
Aug. 2 • By Mark Mancini
- Saturn's Rings Will Exist for Just a Blip in Time
Aug. 2 • By Ian O'Neil, Ph.D.
- The Presidential Records Act Is Essential for the National Archives
July 28 • By Shannon Bow O'Brien
- Is Earth the Only Planet With Tectonic Plates?
July 26 • By Mark Mancini
- Why Are Planets Almost Spherical?
July 26 • By Mark Mancini
- River-bottom Dones: The Strange World of Underwater Fossil Hunting
June 9 • By Mark Mancini


Can't Read Roman Numerals? We Can Teach You



Did You Hear?

- Mokele-Mbembe: The Truth Behind Africa's Mythical...
- Can You Get a Money Order Online?
- Uncovering Champy, a Beloved Lake Monster
- Can a Bag of Water Keep Flies Away?
- Mongolian Death Worm: The Gobi Desert's Deadliest Cryptid

Coast Guard Rescue Swimmers Risk All to Save Lives





The Advanced Manufacturing Technology Program at HVCC

Designed for students who want to start their careers upon graduation, this program has a high job placement rate of almost 95%, with local companies providing scholarships covering books, tuition, and related fees to eligible students. Take a look at helpful insights into the world of manufacturing technology including financial data and job market outlook for dozens of careers.

Get closer to your goals! → **HVCC**

LEARN MORE

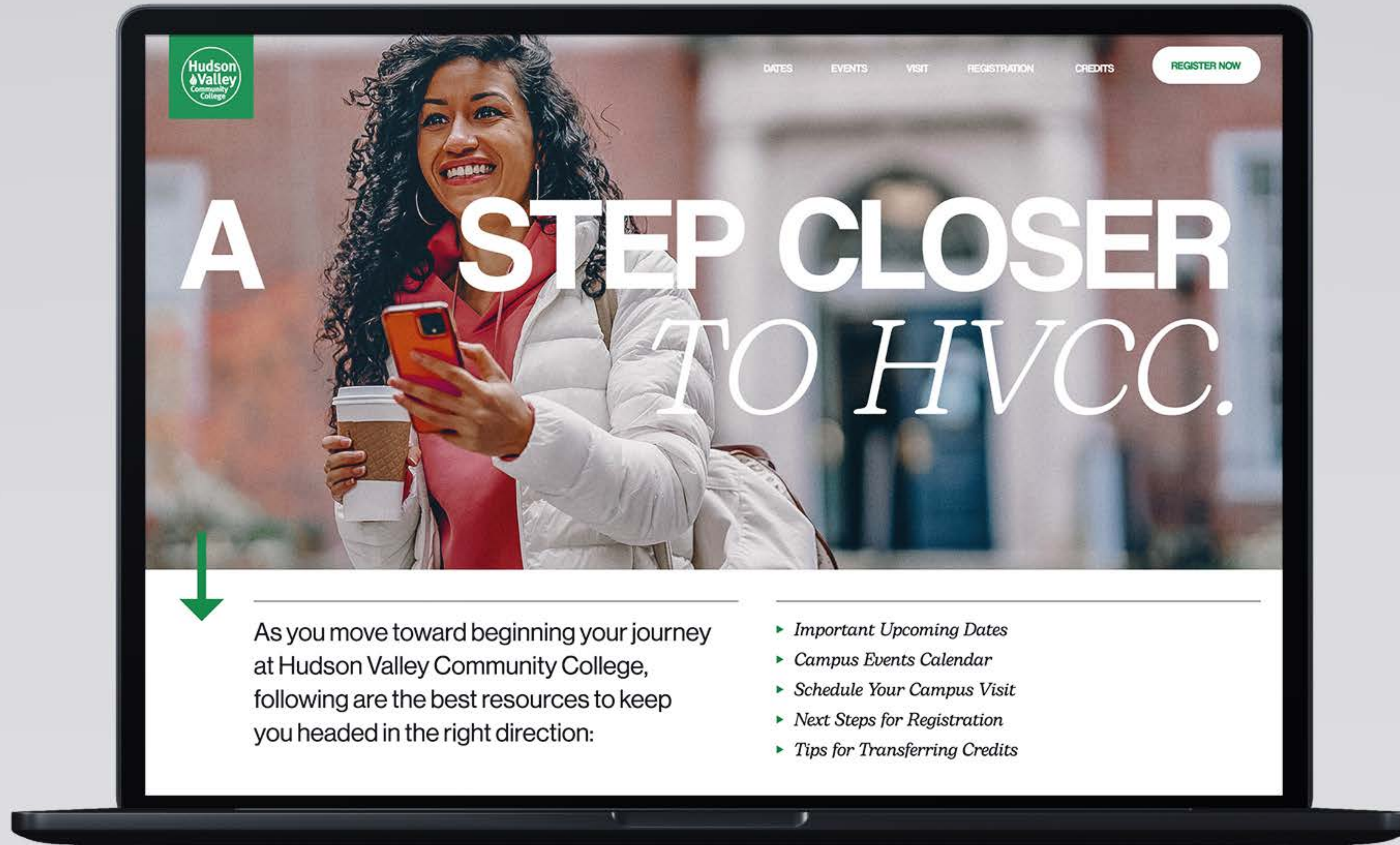


Registration is Now Open!

As you prepare for the next step in your academic journey, now is the perfect time to begin planning for the semester. If you've already completed a registration plan, now is the time to put it into action. If not, take a look at what steps you need to take the next step toward your career.

Get closer to your goals! → **HVCC**

REGISTER NOW



[DATES](#) [EVENTS](#) [VISIT](#) [REGISTRATION](#) [CREDITS](#)

[REGISTER NOW](#)

A STEP CLOSER TO HVCC.



As you move toward beginning your journey at Hudson Valley Community College, following are the best resources to keep you headed in the right direction:

- ▶ [Important Upcoming Dates](#)
- ▶ [Campus Events Calendar](#)
- ▶ [Schedule Your Campus Visit](#)
- ▶ [Next Steps for Registration](#)
- ▶ [Tips for Transferring Credits](#)

working with us





We are an
agency
focused
on client
service

- Our Account Management team is detail-driven, responsive, innovative, and easy to work with
- Each client has a dedicated Account Manager (AM)
 - The AM serves as your primary point-of-contact and conduit to the rest of the agency team
 - Your AM ensures projects are on strategy, on schedule, and on time
- We begin each engagement with our user-friendly “onboarding process” to ensure your expectations are met
- We use project management software specifically designed for agencies to streamline our processes, track projects, and manage budgets and schedules

WORKING WITH US

flexible approach

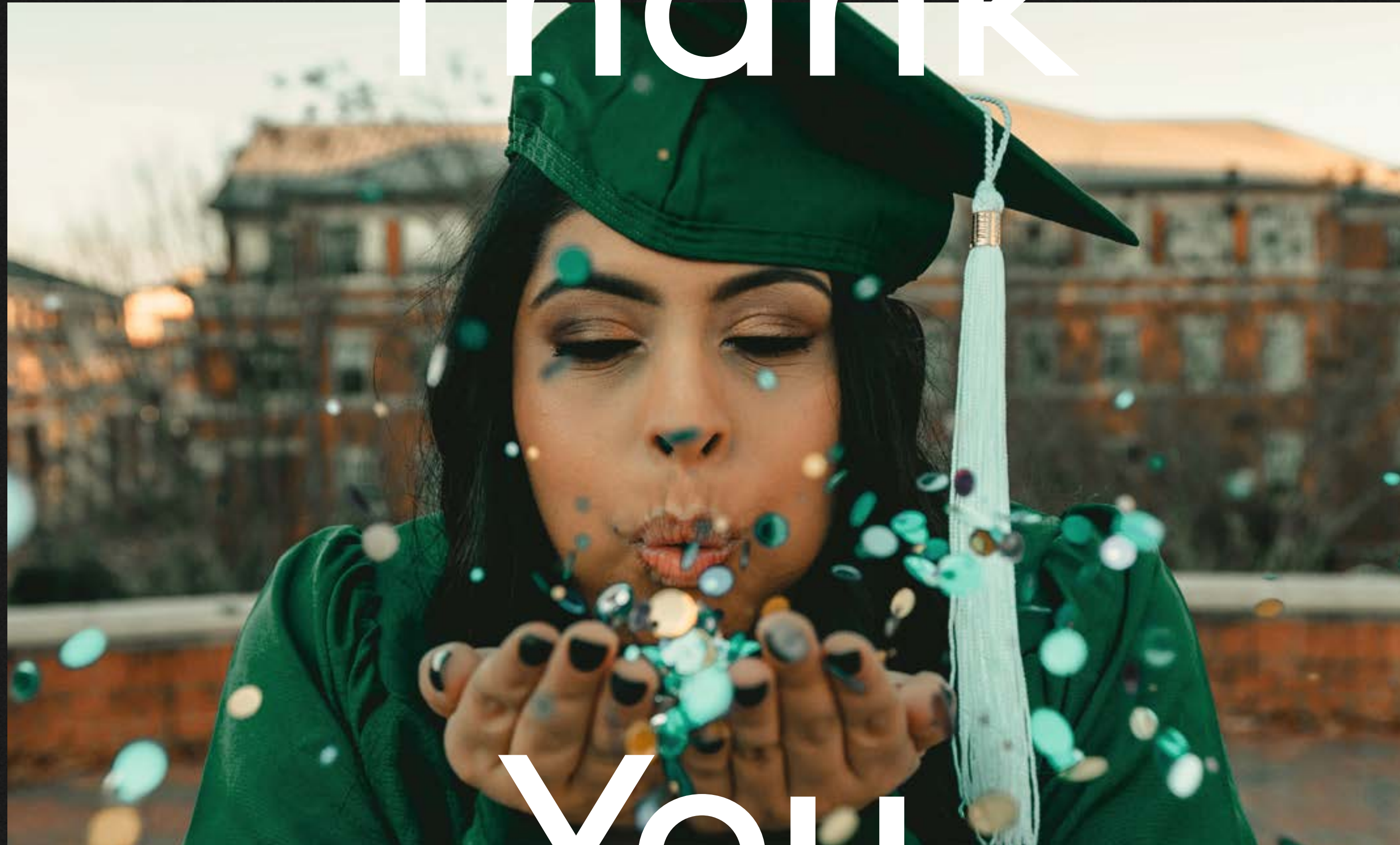
- We believe a monthly retainer is the most cost effective and efficient way to structure an Agency of Record relationship
- Our billing is based on a blended hourly rate, which provides consistency and a high level of attention from our entire team
- We take a number of steps to ensure our rates are fair to our clients and to us—and will determine the exact hourly rate collaboratively based on volume
- Media services are also billed at industry standard rates of commissions
- Travel costs are always billed net and any outside costs are estimated for your review and approval before any costs are incurred



Why TMG?

- Sophistication of big brand expertise with local knowledge and presence
- Robust higher ed experience and fully integrated solutions that deliver ROI
- Creative prowess and digital expertise to reach your prospects wherever they are
- Passion for HVCC and telling your story!

Thank

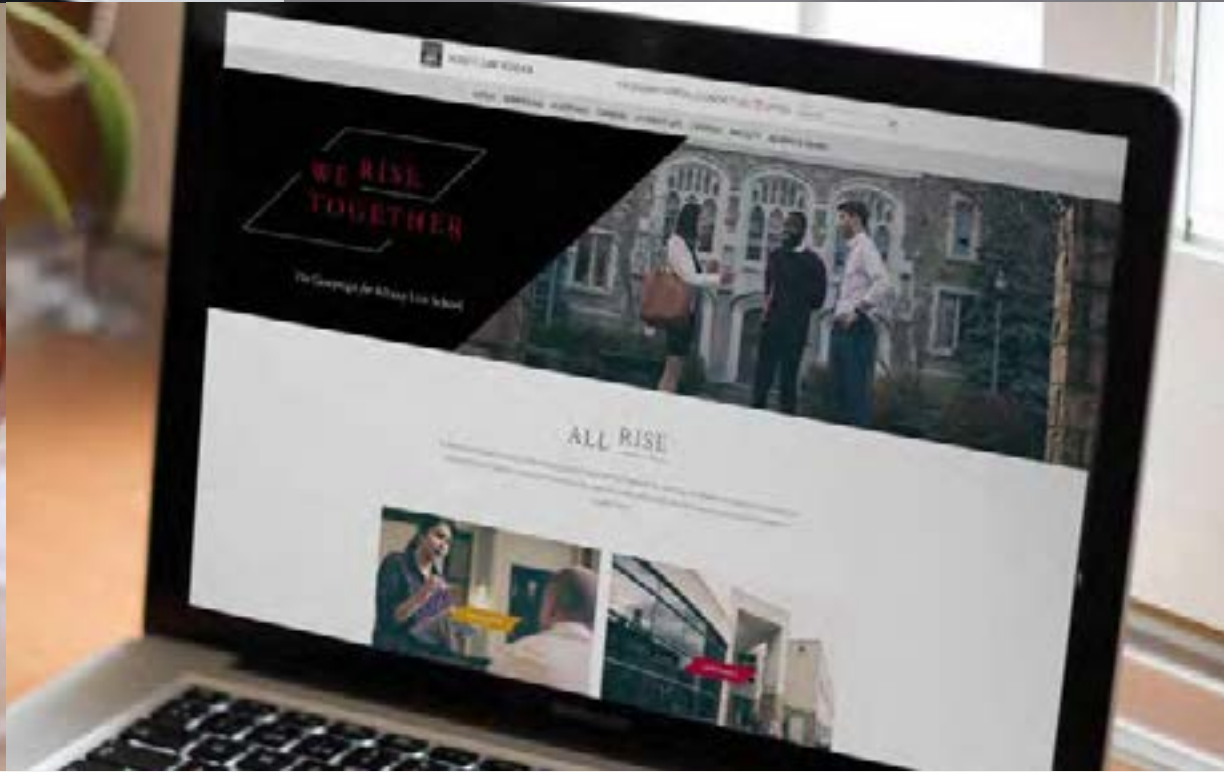


You

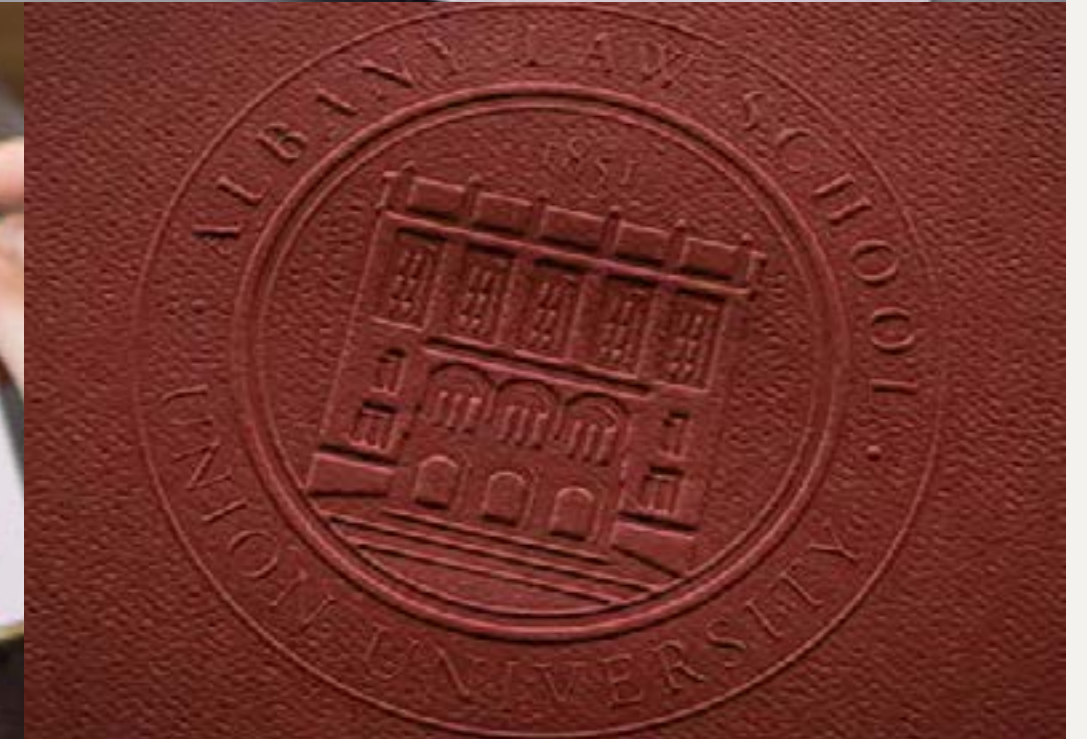
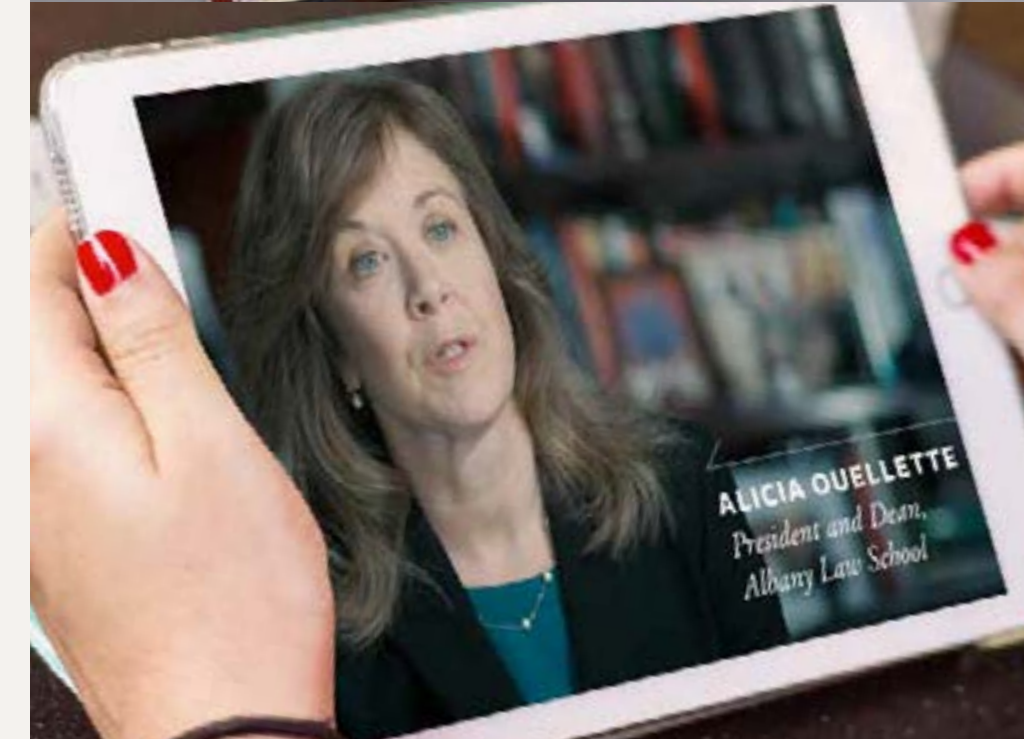
work addendum



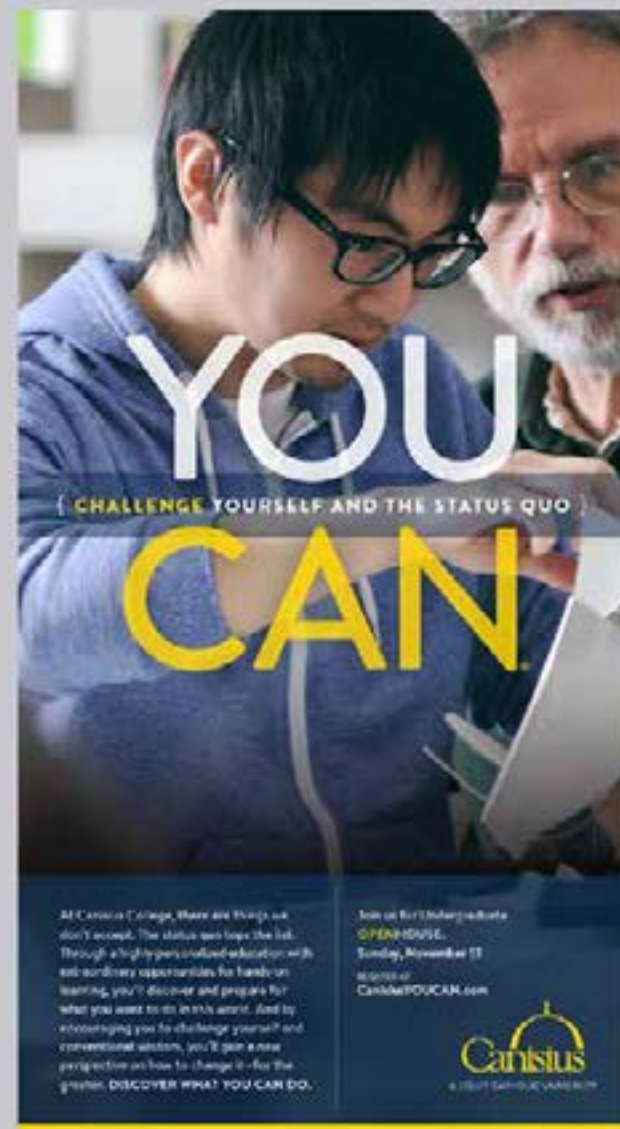
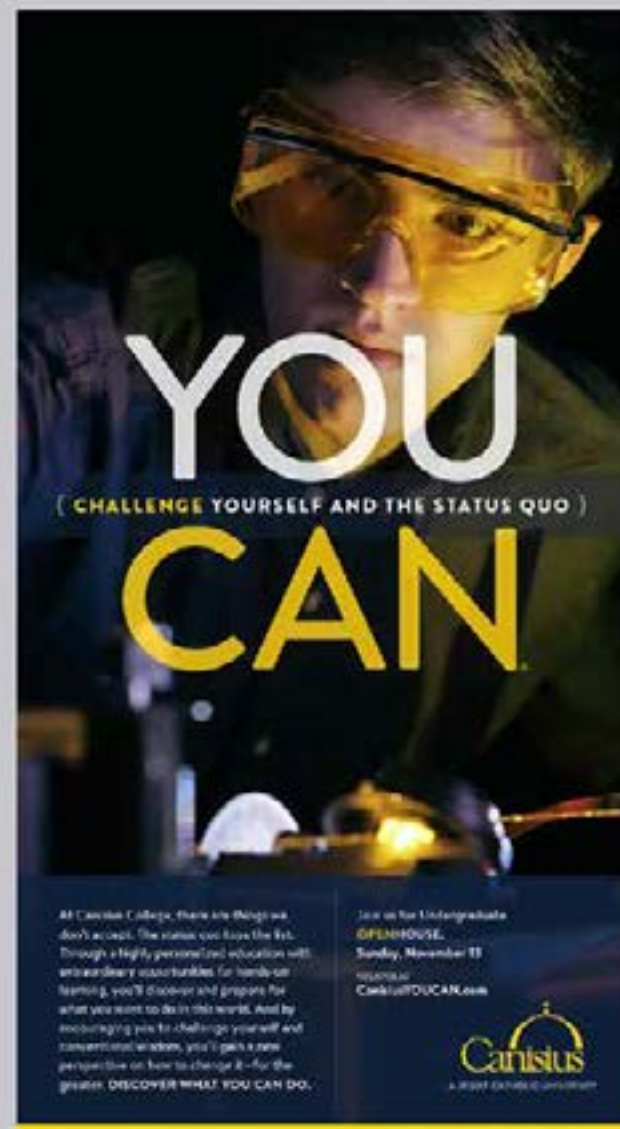
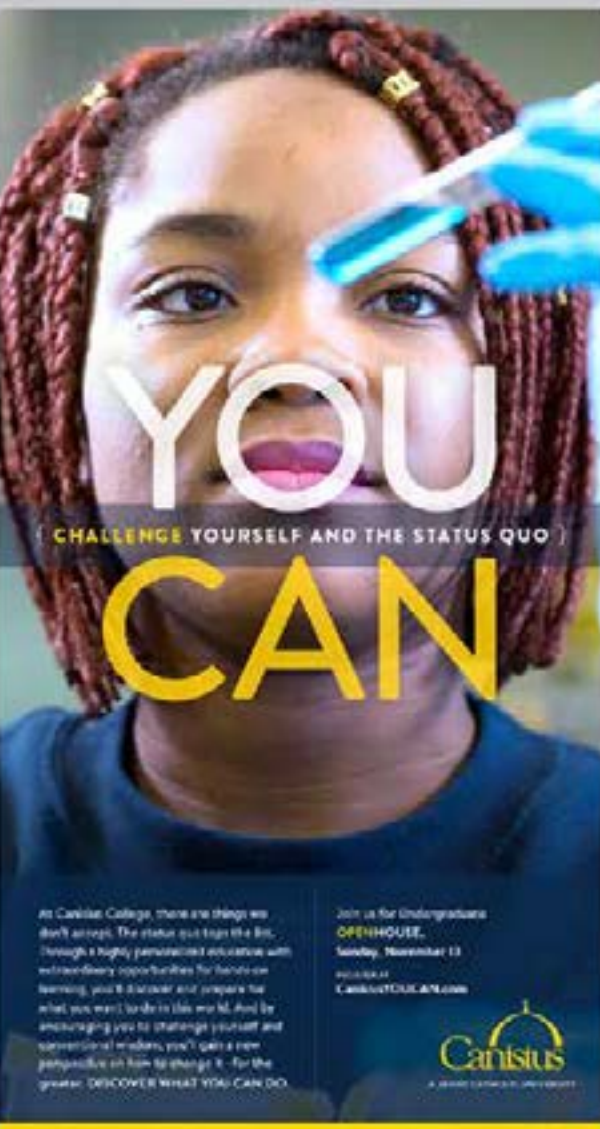
ALBANY LAW SCHOOL // DEVELOPMENT CAMPAIGN



ALBANY LAW SCHOOL // DEVELOPMENT CAMPAIGN







SYRACUSE UNIVERSITY // 150 YEAR ANNIVERSARY CAMPAIGN



UNIVERSITY AT BUFFALO // INNOVATION HUB CAMPAIGN

