

Head of the Class:

Marketing Materials for Schools

Reach Your Community

Just like top students, schools need to stand out to succeed. According to a Hanover Research study, a greater competition for enrollment and ever-more elaborate consumer marketing efforts have created **an increased demand for high-end marketing** and branding materials by educational institutions today.

Custom printed promotional products are a great way to reach students and families! The same Hanover Research study recommended printed, physical “off-line” marketing materials to complement websites and social media, and a Higher Ed Marketing blog post states that **72% of consumers** want that mix of materials. It’s a great way to make a small non-profit budget go further.



Eye-catching presentation folders, booklets and mailers will **inform and impress potential students** and their parents, especially with options like:

- › Printing in one, two or four colors
- › Foil stamping
- › Embossing or debossing
- › Numerous paper colors and textures
- › Flash drive holder for rich media (e.g., video tours)

Connect and Engage

Experts agree that student success is closely related to engagement. Consider these ways to make current students and alumni feel special:

- › **Awards, honors, certificates and photographs** can be opportunities to connect and engage when they are beautifully presented in **special holders**.
- › Boost **special event** attendance with **tent cards, door hangers, posters and banners**.
- › Entice and thank volunteers, supporters and donors with custom thank-you gift **packaging**.

With our help, you can create connections that will last far beyond the academic year!

SEE EXAMPLES OF OUR PRINTED SOLUTIONS AT WWW.FOLDERIDEAS.COM.