



## CAPA Program Customized Marketing Support

As CAPA strives to provide varying levels of personalized support to each institutional partnership, our Marketing team can develop and implement customized marketing solutions for study abroad, internship, and faculty-led programming. We can create marketing collateral such as tailored student recruitment emails, customized websites, institution-branded brochures, presentation templates, and more.

### Email

CAPA can create email content to be sent directly to students from your study abroad office, from CAPA or both. CAPA can develop a single email, or an email campaign to assist in the recruitment process. Emails can be customized to meet your needs with some of the following:

- Co-branded CAPA and your Institution logo-header
- Tailored content for your program, including:
  - Program offerings
  - Course and credit information
  - Program inclusions and activities
  - Personalized graphics and photos
  - Institution deadlines and contacts
  - Link to the program-specific microsite

### Marketing Materials

#### Brochures (Digital and/or Print)

CAPA can modify our brochure to meet your university's CAPA program offerings. Your university logo, unique program offerings, and photos are all options in customizing the brochure to provide advisors, students, and faculty with material that is true to your partnership with CAPA.

#### Flyers

Digital and print one-page flyers and/or postcards can be created to promote your specific program to assist in student recruitment. Flyers are customized to highlight important aspects of your program, including course and credit offerings, activities and excursions, dates, price, and more.

#### On-Campus Advertising

CAPA can develop advertising materials to be utilized on your campus—such as on digital signage boards. Unique QR codes are used on these ads to provide students quick access to program websites and information.

#### Study Abroad Website Landing Pages

CAPA will work collaboratively with your study abroad office to develop content for university landing pages (such as TerraDotta or ViaTRM). This can include custom program information, location details, photos, and more.

#### Videos

Short videos highlighting the program can be developed to use across multiple platforms.

### Presentations

PowerPoint presentations to promote the program at info sessions, to faculty, and other recruitment sessions can be designed.

### Social Media

Utilize social media toolkits created by CAPA to advertise on your university study abroad office's social media pages. This can include Instagram photos and copy, story videos, and Facebook posts with photos and copy.

### Website

CAPA can develop a unique website for your program, also referred to as a "microsite." The website provides a one-stop location for students to learn about the program, start an application, and find contact information for your institution and CAPA.