

PASSPORT MARKETING TARGET AUDIENCES AND MESSAGES

Target Audiences

1. Primary

Students
Recruiters
Advisors

2. Secondary

Administration
Parents
High School Counselors
Four-year Institutions
Community Colleges
Faculty
Financial Aid Office
Scholarship Office

Messages

1. Credits transfer as a block instead of individually
2. Simplifies the transfer process
3. Helps student retain credits and avoid repeating coursework and incurring extra costs
4. Increases your chances of completing your degree.
5. Bring your credits with you

Social Media Example Posts

- Want to earn your degree on time and avoid extra costs? Ask an advisor about the Interstate Passport!
- The transfer process doesn't have to be difficult – the Interstate Passport can simplify your transfer to another institution. Stop by Your Institution's booth at the upcoming college fair to learn more!
- Earning your degree can be challenging enough – don't let the transfer process bog you down! Let the Interstate Passport simplify the process for you!
- Don't waste those well-earned credits – take them with you when you transfer! Ask an advisor how the Interstate Passport can help you!