

# AUGMENTING BRAND ENGAGEMENT THROUGH MULTI-CHANNEL MARKETING

How Clarion Events Fire & Rescue Group helped effectively increase awareness and identify prospective students interested in Columbia Southern University's Fire Science and EMS programs by tapping into the reach of their media portfolio and employing various marketing tools in a year-long campaign.

## CHALLENGE

Columbia Southern University is continually looking to expand their pool of prospective students from the fire & EMS industry to inform them about their programs and drive enrollment.



## GOALS

1. Generate & increase **brand awareness**
2. **Lead generation** for their fire and EMS programs
3. Establish CSU as an **industry authority** in fire education



## SOLUTION

Year-long, multi-channel marketing campaign to drive and maintain awareness of Columbia Southern University's degree programs and identify prospective students interested in them.



"CSU's longstanding media partnership with Clarion continues to support its mission to build a stronger fire and emergency services community. Through its comprehensive and targeted campaigns with Clarion, CSU has strengthened its reputation as a leader in fire education. Clarion's partnership in reaching CSU's prospective students and goals has proven invaluable."

— KAY JENKINS, MEDIA MANAGER, MARKETING, COLUMBIA SOUTHERN UNIVERSITY

# APPROACH

As a portfolio of industry-leading media brands in the Fire & Rescue industry, we gave Columbia Southern University a wide, yet targeted reach to source new leads and keep their programs top of mind.



# TIMELINE



JANUARY	FEBRUARY	APRIL	MAY	JUNE
<b>FACEBOOK BOOST</b> <ul style="list-style-type: none"> <li>• Fire Engineering</li> </ul> <b>WEBCAST</b> <ul style="list-style-type: none"> <li>• Fire Engineering</li> </ul>	<b>FACEBOOK BOOST</b> <ul style="list-style-type: none"> <li>• Fire Engineering</li> <li>• Firefighter Nation</li> <li>• JEMS</li> </ul> <b>TARGETED EMAIL</b> <ul style="list-style-type: none"> <li>• Fire Engineering</li> </ul> <b>WEBCAST</b> <ul style="list-style-type: none"> <li>• Fire Engineering</li> </ul>	<b>FACEBOOK BOOST</b> <ul style="list-style-type: none"> <li>• Fire Engineering</li> <li>• Firefighter Nation</li> </ul> <b>WEBCAST</b> <ul style="list-style-type: none"> <li>• Fire Engineering</li> </ul>	<b>FACEBOOK BOOST</b> <ul style="list-style-type: none"> <li>• JEMS</li> </ul> <b>TARGETED EMAIL</b> <ul style="list-style-type: none"> <li>• Fire Engineering</li> <li>• JEMS</li> </ul>	<b>FACEBOOK BOOST</b> <ul style="list-style-type: none"> <li>• Fire Engineering</li> <li>• Firefighter Nation</li> </ul>
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER
<b>WEBCAST</b> <ul style="list-style-type: none"> <li>• Fire Engineering</li> </ul>	<b>FACEBOOK BOOST</b> <ul style="list-style-type: none"> <li>• JEMS</li> </ul> <b>TARGETED EMAIL</b> <ul style="list-style-type: none"> <li>• Fire Engineering</li> <li>• Firefighter Nation</li> </ul> <b>FDIC: BOOTH VIDEO</b>	<b>FACEBOOK BOOST</b> <ul style="list-style-type: none"> <li>• Fire Engineering</li> <li>• Firefighter Nation</li> </ul> <b>TARGETED EMAIL</b> <ul style="list-style-type: none"> <li>• Fire Engineering</li> </ul> <b>EMAIL AUTOMATION PROGRAM (SURVEY PROMOTION)</b> <ul style="list-style-type: none"> <li>• Fire Engineering</li> </ul>	<b>FACEBOOK BOOST</b> <ul style="list-style-type: none"> <li>• Fire Engineering</li> <li>• JEMS</li> </ul> <b>INSTAGRAM BOOST</b> <ul style="list-style-type: none"> <li>• Fire Engineering</li> </ul> <b>EMAIL AUTOMATION PROGRAM (SURVEY PROMOTION)</b> <ul style="list-style-type: none"> <li>• Fire Engineering</li> </ul> <b>PRODUCT SHOWCASE NEWSLETTERS</b> <ul style="list-style-type: none"> <li>• Fire Engineering</li> </ul>	<b>EMAIL AUTOMATION PROGRAM (SURVEY PROMOTION)</b> <ul style="list-style-type: none"> <li>• Fire Engineering</li> <li>• JEMS</li> </ul>

# RESULTS

Through the year-long, multi-point marketing campaign, Columbia Southern University was successful in raising brand awareness and generating new leads for their Fire Science & EMS degree programs through 2021.



**1.5M+** SOCIAL MEDIA IMPRESSIONS

**2K+** WEBCAST ATTENDEES

**500** SURVEY RESPONDENTS