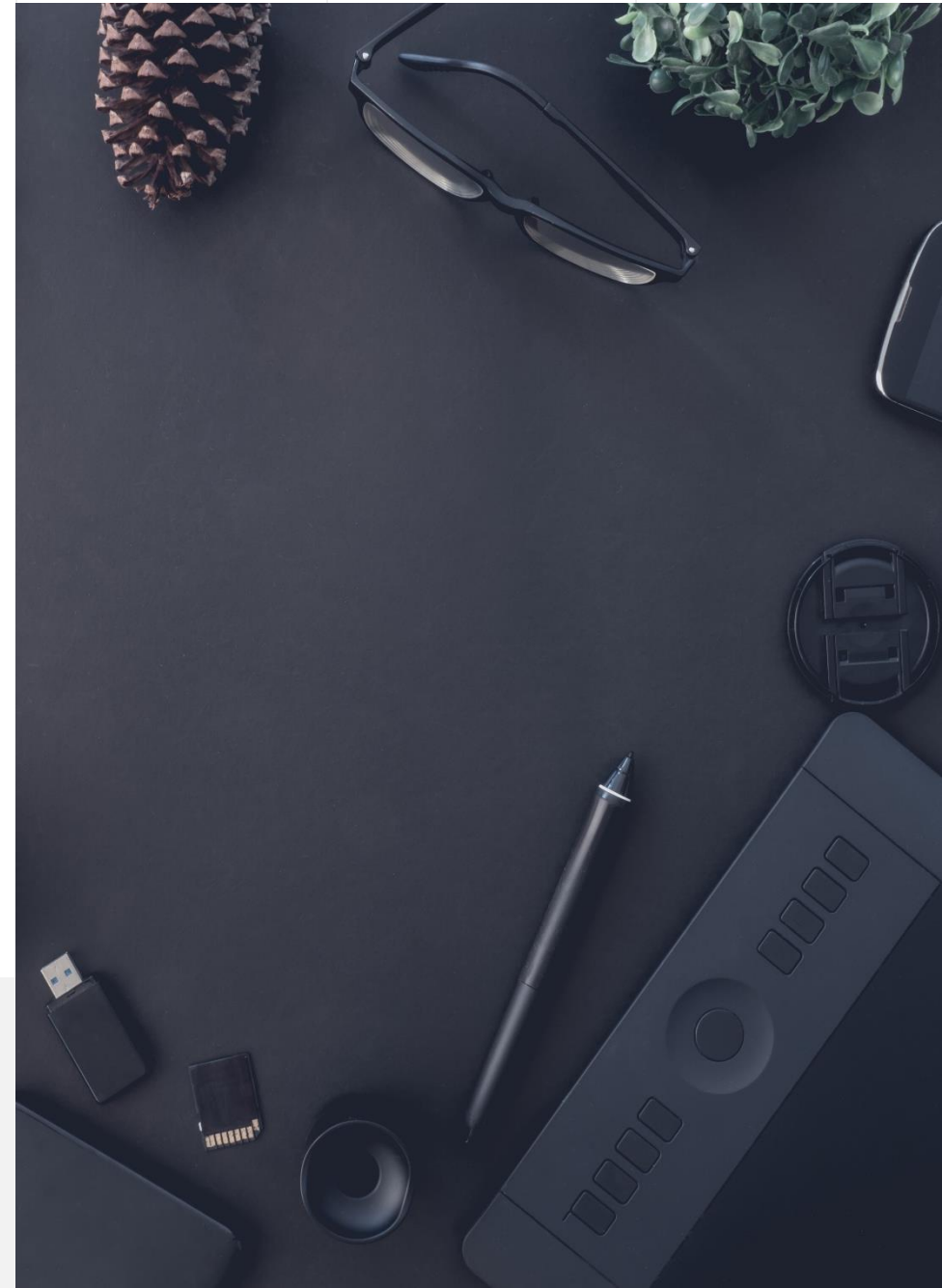# FREECity

Three-Year Marketing Campaign Project

Free City's current challenges and opportunities

- Inconsistent branding and marketing

- A lack of continuity between Free City and CCSF messaging

- Very few educational marketing creatives or outreach materials

- Availability of innovative, cutting edge and effective technology to complement traditional marketing strategies

- Implement digital marketing for Free City

Marketing Process

Research

Provide strategic marketing and advertising analysis, consultation and planning

Collaborate

Utilize partnership between Free City and City College

- Work with City Colleges' Institutional Research Department

ASIR Marketing Approach

Branding

Social Media

Work with the college to identify a diverse group of current Free City students

- Highlight actual Free City students in branding deliverables, videos and creatives

Provide designs for social media platforms (organic and/or paid ads)

Marketing Strategies

Design, develop and execute all traditional graphic design and creatives

- Bus ads, billboards, pole banners, social media, videos, photography, commercial and radio ads, flyers, brochures, and more

Digital marketing growing due to flexibility, reachability and real-time data and analytics

- Instagram, SnapChat, TikTok, Facebook, Twitter, Google, Netflix, Hulu, Pandora, Spotify, etc.

Leveraging Data Analytics and Technology

Geofencing

Technology

Utilize targeted advertising through geofencing

- Provides real-time data and analytics

- Increase in effectiveness and reach deliverables

Infuse and implement new and cutting-edge technology

- Use new tech such as AI for digital design for increase data analysis

- Use augmented reality (AR) and virtual reality (VR) in designs to provide more impactful experience and interactions

Next Steps

1. Develop co-branding including complementary Free City College Program Logo

2. Design and execute traditional marketing & promotional materials for outreach and inreach to enhance awareness about the Free City College Program

3. Develop an evergreen "Digital Marketing" campaign

THANK YOU