



CREATE HUMAN CONNECTIONS

ONLINE RECRUITMENT SOLUTIONS

Blue Hue's solutions speak to students — they are personal, meaningful and call your students by name. They bring your campus to life and make your school real. All together, they help students decide if your school is a good fit.

Blue Hue's unparalleled range of communication services support your current recruitment efforts. We can help attract the specific students you seek, reduce the administrative burden on your staff, and track each student's behavior throughout the admissions process — telling you which ones are most likely to enroll.

LET US HELP YOU DEVELOP A CAREFULLY COORDINATED PROGRAM



ADMISSIONSGENIE®

Personalized Admissions Web Site and Email Communication System



STUDENT SEARCH CAMPAIGNS

Integrated Print, Email and Web Communication Campaigns



VIDEO

Marketing and Recruitment Videos



PRINT COMMUNICATIONS

Viewbooks, Postcards and Program Brochures



EMAIL MARKETING

Targeted, Dynamic and Trackable Campaigns



WEB DESIGN + CONTENT MANAGEMENT

EDU Site Strategy, Design and Implementation



SOCIAL MEDIA MARKETING

Tools to join and lead online conversations



STRATEGY + BRANDING

A unique identity and cohesive brand story

For more information contact Blue Hue at:



www.bluehueeducation.com



877.233.0774



info@bluehueinteractive.com



ADMISSIONSGENIE®

- Build student connections using the Internet for two-way communications.
- Tell your unique story, and increase student comfort levels with community-building tools like message boards and student-authored profiles.
- Manage communications and respond quickly based on real-time feedback.
- Deliver content tailored to individual student's admission status and interests.

VIDEO

- Drive students to your site and showcase your campus in an engaging format.
- Use existing media from your video or photo library or create new material.
- Enhance existing communication flow with dynamic content.

EMAIL MARKETING

- Deliver personal and targeted HTML messages based on audience demographics.
- Trigger emails based on a student's enrollment status.
- Track how many prospects opened the email, how soon they opened it, who clicked through and more.

PRINT COMMUNICATIONS

- Capture your campus spirit with vivid pictures and copy.
- Extend your brand through unique design elements specific to your institution.
- Feature your students' and alumni success stories.

STUDENT SEARCH CAMPAIGNS

- Target students by class year, major, geography or other demographic.
- Automate your campaigns and free up admissions staff.
- Let students connect via multiple response channels — email, texting, reply mail, Web sites, community portals and toll-free phone numbers.

WEB DESIGN + CONTENT MANAGEMENT

- Enhance your online brand with a dynamic Web site that meets user expectations.
- Obtain Web site consultation, architecture, design, implementation and content management services — a complete EDU site — from a single vendor.
- Update your campus Web site at any time, from most Web browsers.

SOCIAL MEDIA MARKETING

- Create a sustainable social media presence for your recruitment operation
- Drive prospective students to your Web site
- Integrate social media tactics into your overall admissions marketing strategy

STRATEGY + BRANDING

- Build your brand and visual identity
- Target your messaging and copy tone
- Establish style guidelines and design standards

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