



QUICK START **GUIDE: ADVANCED** **IMPLEMENTATION**

NORTHERN ARIZONA UNIVERSITY

HOW TO USE THIS QUICK START GUIDE

This Quick Start Guide outlines an example of an integrated marketing campaign designed to support awareness, engagement, and action for a specific academic initiative. It highlights how a mix of digital, traditional, and experiential tactics can work together to reach defined audiences and support institutional goals.

This guide is intended as a reference—not a prescription—and can be adapted based on unit priorities, timelines, and available resources.

Quick Start Guides

Quick Start Guides showcase real-world examples of marketing campaigns used across Academic Affairs. Each guide outlines how a mix of tactics—digital, traditional, and experiential—can work together to support awareness, engagement, and action for a specific academic initiative.

These guides are designed to help units understand *how campaigns are structured*, *why certain tactics are used*, and *how approaches can be adapted* to fit different goals, audiences, and resources. They are not prescriptive plans, but practical references you can tailor to your unit's needs.

What you'll find in a Quick Start Guide

Each Quick Start Guide presents a campaign-level snapshot, including:

- Campaign overview and strategic framing
- Program(s) or initiative(s) supported
- Primary objectives and success focus
- Key audience segments
- Integrated marketing tactics across channels
- Considerations related to budget, timing, and coordination

Together, these elements illustrate how multiple tactics work in concert to support academic momentum, student persistence, and program visibility.

When to use a Quick Start Guide

Quick Start Guides are especially helpful when you want to explore *how* a campaign might come together before building a detailed plan. Use a Quick Start Guide when you want to:

- See examples of integrated marketing campaigns
- Understand how different channels support different stages of engagement
- Explore campaign ideas before committing resources
- Adapt proven approaches for your own academic programs or initiatives

How Quick Start Guides work with Playbooks

Quick Start Guides and Playbooks serve different—but complementary—purposes.

- **Quick Start Guides** show *what a campaign can look like in practice*.
- **Playbooks** provide step-by-step guidance for planning, execution, and measurement across platforms.

Many teams start with a Quick Start Guide to explore campaign structure, then use a Playbook to build, execute, and assess their own initiative.

Campaign considerations

- **Budget** – does the department have the budget to execute?
- **Distribution** – how will materials be distributed?
- **Project Sponsor** – who will be responsible for coordinating/sponsoring various campaigns and projects?
- **Timeline** – what is the deadline for the CTA?

Marketing Campaign: Educational Leadership graduate programs

The Educational Leadership campaign is built as an integrated mix of digital, traditional, and experiential marketing tactics that guide educators from early awareness to program exploration and application. Each channel plays a unique role in supporting working teachers, aspiring principals, and future district leaders as they look for flexible, respected, and advancement-ready graduate pathways. Digital storytelling and platform-specific outreach introduce the programs through authentic voices and real-world success. Faculty features, alumni stories, and district-based partnerships highlight how NAU prepares educators for meaningful leadership roles across Arizona and beyond.

Traditional and community-based tactics reinforce this visibility through presence in schools, district offices, alumni publications, and professional associations. These touchpoints help connect NAU's programs to the daily lives and aspirations of educators already embedded in the K–12 system. Finally, experiential tactics—such as open houses, leadership panels, and campus pop-ups—create authentic moments of connection with faculty, alumni administrators, and current students. These immersive experiences build clarity and confidence for educators evaluating their next step.

Together, these tactics create a cohesive ecosystem of awareness, engagement, and action. With consistent messaging, accessible touchpoints, and a reputation for preparing high-impact leaders, NAU's Educational Leadership programs position themselves as the most practical, flexible, and professionally relevant pathway for educators ready to make a broader impact in schools and communities.

Campaign focus

Programs

- [Educational Leadership – Principal Certification K-12, Master of Education](#)
- [Educational Leadership – Instructional Leadership K-12 School Leadership, Master of Education](#)
- [Educational Leadership – Educational Foundations, Master of Education](#)
- [Educational Leadership – Community College/Higher Education, Master of Education](#)
- [International Educational Leadership, Master of Education](#)
- [Educational Leadership – Community College / Higher Education Administration](#)
- [Educational Leadership – K-12 Administration](#)
- [Community College Teaching and Learning, Graduate Certificate](#)
- [Principal Pre K-12, Graduate Certificate](#)
- [Superintendent, Graduate Certificate](#)

Objective: The campaign aims to increase awareness and enrollment in NAU's Educational Leadership programs by highlighting their flexibility, career relevance, and alignment with the needs of today's schools and districts. Through targeted digital outreach, strategic traditional marketing, and high-impact experiential engagement, the campaign guides current educators from initial interest to action—positioning NAU as a leading pathway for teachers and staff ready to move into leadership roles.

Audience Segments

- Primary, current K–12 educators - teachers, instructional coaches, specialists, and teacher leaders preparing for roles such as assistant principal or principal.
- Secondary, school and district professionals - Deans, coordinators, department chairs, and district staff seeking administrative or superintendent certification.
- Tertiary - higher education professionals - Community college and university staff pursuing leadership roles within postsecondary settings.
- Emerging - early-career educators - Recent graduates and new teachers exploring long-term leadership pathways.

Marketing tactics: digital marketing

Digital marketing anchors this campaign by meeting educators where they already research graduate programs, seek professional development, and build their leadership identity. Through targeted social content, optimized landing pages, streamlined inquiry pathways, and thought-leadership posts, the digital ecosystem introduces prospective students to clear program benefits and flexible degree and certificate options. By pairing authentic alumni stories with data-driven conversion tactics, digital marketing ensures that awareness seamlessly leads to inquiry, providing working teachers and aspiring administrators with quick, accessible ways to learn more and take the next step.

Channel	Social media marketing
Platform	Instagram
Tactic	Student/alumni spotlights, principal takeover reels
Audience	Prospective students, teachers, aspiring leaders

Channel	Social media marketing
Platform	LinkedIn
Tactic	Share leadership-focused posts, alumni career updates, district partnership highlights, and faculty thought leadership
Audience	Teachers, aspiring principals, district leaders, graduate students

Channel	Social media marketing
Platform	YouTube
Tactic	Faculty interviews, program explainers, leadership journeys
Audience	Working teachers, grad prospects

Channel	Website optimization
Platform	Content optimization
Tactic	Clarify program pathways, eligibility, cohort options, FAQs
Audience	Teachers, counselors

Channel	Website optimization
Platform	Conversion rate optimization
Tactic	Strengthen CTAs and embed inquiry buttons
Audience	Prospective students

Marketing tactics: traditional marketing

Traditional marketing expands campaign visibility into the professional spaces where educators already operate—schools, district buildings, alumni communities, and statewide associations. Print materials, sponsorships, alumni magazine features, and trade-journal placements position NAU’s Educational Leadership programs as trusted, respected, and rooted in service to Arizona’s K–12 ecosystem. These high-credibility touchpoints reinforce the value of NAU’s pathways and provide educators with tangible, shareable reminders that leadership advancement is within reach.

Channel	Broadcast advertising
Platform	KNAU or Arizona Public Radio
Tactic	Spotlight alumni success, faculty research, district partnerships
Audience	Public, NAU community

Channel	Community and network promotion
Platform	Professional industry networks
Tactic	Share program updates through industry newsletters (e.g., AASBO, ASA, AERA, NAESP)
Audience	Teachers, principals, district leaders

Channel	Community and network promotion
Platform	Community events and public listings
Tactic	Sponsor youth sports, district events, family STEM nights, community programs
Audience	Teachers, district staff, aspiring leaders

Channel	Print marketing, advertising, earned media
Platform	Feature story pitching and editorial placements
Tactic	Pitch regional leadership development stories to local media outlets such as <i>Arizona Daily Sun</i> and Great Circle Media.
Audience	Local educators, community

Channel	Print marketing, advertising, earned media
Platform	Press releases and media advisories
Tactic	Spotlight alumni success, faculty research, district partnerships with on-campus media outlets such as <i>NAU Review</i> and <i>The Lumberjack</i>
Audience	Public, NAU community

Channel	Print marketing, advertising, earned media
Platform	Print advertising and features
Tactic	Feature alumni leaders shaping Arizona schools in <i>Pine</i> alumni magazine
Audience	Alumni, donors, partners

Channel	Print marketing, advertising, earned media
Platform	Print advertising and features
Tactic	Ad placements in <i>ASA Journal</i> , <i>AASBO Report</i> , <i>School Administrator</i>
Audience	School leaders, district staff

Marketing tactics: experiential marketing

Experiential tactics bring the Educational Leadership campaign to life through personal interactions, authentic dialogue, and hands-on exploration. Whether through coffee-chat Q&A sessions, interactive “leadership scenario” pop-ups, faculty-led panels, or collaborative events with school districts, these experiences help educators visualize themselves in future leadership roles. These in-person moments build trust, create community, and support educators in understanding how NAU’s programs align with their professional goals—turning curiosity into clarity and clarity into action.

Channel	Event marketing
Platform	Academic and program-focused events
Tactic	Showcase leadership pathways at district and regional hiring events
Audience	Teachers ready for advancement

Channel	Event marketing
Platform	Academic and program-focused events
Tactic	Host meet-the-faculty events featuring alumni principals and superintendents
Audience	Teachers, graduate students

Channel	Event marketing
Platform	Academic and program-focused events
Tactic	Promote programs within Education clubs and student organizations
Audience	Preservice teachers

Channel	Event marketing
Platform	Topic-specific information sessions and workshops
Tactic	Highlight global leadership perspectives and culturally responsive leadership at study abroad and service-learning fairs
Audience	Education majors, grad students

Channel	Live marketing
Platform	Live Q&A or panel interactions
Tactic	Host casual faculty Q&A, coffee chats, certificate overview discussions
Audience	Teachers, current NAU students

Channel	Guerilla marketing
Platform	Creative stunts or visual installations
Tactic	Create interactive scenarios: “Make the Principal Decision,” whiteboard dilemmas
Audience	Education majors

Conclusion

Together, these tactics work as a unified system that guides educators from initial awareness to meaningful engagement and, ultimately, enrollment. Digital channels build momentum and visibility; traditional marketing reinforces credibility across school and district communities; and experiential moments forge personal connections that inspire educators to take the next step. With cohesive messaging, strong district partnerships, and a student-centered approach, the campaign positions NAU’s Educational Leadership programs as accessible, aligned with real-world leadership demands, and ready to support the next generation of principals, instructional leaders, and superintendents.