



QUICK START GUIDE: LIGHT 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: Bachelor of Science, Nursing

The Bachelor of Science in Nursing (BSN) campaign is built as a fully digital, social-first strategy designed to reach prospective nursing students where they already spend their time—online, on mobile, and across visual storytelling platforms. Through coordinated content on Instagram, TikTok, Facebook, LinkedIn, YouTube, and student ambassador channels, the campaign brings NAU’s nursing experience to life with authentic student stories, hands-on simulation highlights, and clear, supportive pathways into the program. Each touchpoint introduces prospective students to the rigor, community, and career readiness of NAU Nursing while guiding them deeper into discovery and connection. By centering real student voices and platform-specific storytelling, this campaign ensures the BSN program feels visible, relatable, and accessible to the next generation of healthcare professionals.

Campaign focus

Program: [Nursing, Bachelor of Science in Nursing](#)

Objective: Increase awareness, inquiry, and enrollment for the BSN program by showcasing NAU’s simulation-driven training, strong clinical partnerships, student support systems, and outstanding workforce outcomes. Through a strategic mix of digital content, social storytelling, and targeted engagement across platforms used by students and parents, the campaign guides prospective nursing students from early discovery to confident next steps.

Audience Segments

- Primary – prospective nursing students: high school students, transfer students, and career-changers seeking a clinically rigorous, high-quality BSN program.
- Secondary – parents and family support networks: families looking for reputable, accredited nursing programs with strong career outcomes.
- Tertiary – counselors and advisors: high school counselors, academic advisors, and community college partners who influence program guidance.
- Emerging – adult learners: individuals shifting into nursing from related or unrelated fields who need clarity on program structure and admissions requirements.

Marketing tactics: digital marketing

Digital marketing—specifically social media—drives the entire BSN campaign by placing NAU Nursing’s stories, experiences, and student voices directly in front of prospective applicants and their families. Through platforms like Instagram, TikTok, Facebook, LinkedIn, and YouTube, the campaign showcases what nursing school actually looks like: hands-on simulation labs, clinical rotations, cohort culture, student success, and the supportive environment NAU offers. Short-form reels and TikToks build energy and visibility, longer YouTube videos deepen engagement, and Facebook and LinkedIn provide reassurance and clarity for families and career-focused audiences. Every post, clip, and spotlight contributes to a unified digital journey that makes NAU’s BSN program feel real, inspiring, and within reach.

Channel	Content marketing
Platform	Blog posts
Tactic	Feature student clinical stories, simulation lab spotlights, faculty Q&A, myth-busting articles (“Nursing isn’t just bedside care”), and admissions guidance
Audience	Prospective students, transfers, counselors

Channel	Content marketing
Platform	Video content
Tactic	Short video clips of skills checkoffs, simulation exercises, longer stories about preceptorships and NCLEX prep
Audience	Prospective students, parents

Channel	Content marketing
Platform	Infographics, study boards, “Nursing School Essentials,” wellness tips
Tactic	Feature short stories of current students who added certificates to enhance their major
Audience	Prospective students, Student planners

Channel	Social media marketing
Platform	Facebook
Tactic	Promote info sessions, parent-focused messaging, event reminders, community partnerships
Audience	Parents, community members

Channel	Social media marketing
Platform	Instagram/YouTube/TikTok
Tactic	Reels and Stories showing nursing labs, day-in-the-life content, student spotlights, cohort celebrations, simulation lab tours, faculty interviews, NCLEX prep advice, full student vlogs, student takeovers, simulation walk-throughs, nursing humor/trends, quick “day on rotation” clips.
Audience	Prospective students, transfers

Channel	Social media marketing
Platform	LinkedIn
Tactic	Alumni spotlights, employer partnerships, workforce development outcomes, faculty expertise
Audience	Healthcare employers, alumni, parents

Channel	Social media marketing
Platform	Pinterest
Tactic	Feature short stories of current students who added certificates to enhance their major
Audience	Prospective students, transfers

Channel	Social media marketing
Platform	Reddit/Discord
Tactic	Quick updates, application FAQs, study tips, admission reminders
Audience	Transfer students, Peer applicants

Channel	Web optimization
Platform	Content optimization
Tactic	Update program pages for clarity: admissions requirements, clinical placement process, semester-by-semester roadmap
Audience	Prospective students, counselors

Channel	Web optimization
Platform	Conversion rate optimization
Tactic	Add info-session sign-ups, “Talk to an Advisor,” downloadable checklists, embedded inquiry forms to improve conversion rates
Audience	Prospective students, parents

Conclusion

Together, these tactics create a cohesive and compelling narrative about NAU’s BSN program—one that is grounded in student experience, clinical excellence, and clear career pathways. Digital outreach builds curiosity and engagement; social storytelling brings the program to life; and supportive content across web, email, and community channels reinforces trust and credibility. Each touchpoint is designed to guide students and families toward a deeper understanding of the nursing profession and the value of beginning that journey at NAU. With consistent messaging, strong visuals, and student-centered storytelling, this campaign positions NAU as a leading choice for the next generation of nurses.