

Marketing and Recruiting Strategies

Lower Cost
Lower Time Demand

- **Traditional Advertising**
 - Student/Campus Newspaper
 - Flyers and Brochures
 - Event Booths on Campus
- **World Federation of Athletic Training & Therapy Membership**
- **Interprofessional Education**
- **National Athletic Training Month Promotion**
- **Social Media**
 - Paid
 - Reels
 - Public Service Announcements

Higher Cost
Lower Time Demand

- **Traditional Advertising**
 - Sideline Tent
 - Billboards and Buses
 - Movie Theater
- **Advertise Through NATA and Other Organizations**
- **Promotional Items and Swag**
- **Graduate Fairs** (out of town)

Lower Cost
Higher Time Demand

- **Website Optimization**
- **Graduate Fairs** (local)
- **Articulation Agreements with Other Institutions**
- **Relationship Building**
 - High School Guidance Counselors
 - Academic Advisors in Higher Education
 - Advisors of Health Professions
 - Interprofessional Education
- **Respond Promptly and Personally to Program Inquiries**
- **Social Media** (presence)

Higher Cost
Higher Time Demand

- **Develop an Undergraduate Feeder Program** (pre-AT track in another program)
- **Geotargeting Digital Advertisements**