

# 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**