

The Media Company

Update:

# OMI RECRUITING

**The Media Company  
Sacramento & San Francisco, CA**

**11/13/23**

# Our Mission

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**Elevate** last year's recruitment with applicant tracking and data collection

**Amplify** OMI name recognition and promote "College Prep" messaging

**Streamline** OMI recruitment process and build foundation for future recruitment campaigns

# Overview

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## Phase 1

- Budget and strategy development
- Cadets meetings

## Phase 2

- Paid advertising begins
- Event “swag” and collateral available

## Phase 3

- Tracking method refinement
- On the ground recruitment efforts with cadets

# Paid Media

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## Print

- Mailers ensure exposure to targeted households
- Necessary collateral for in-person communication
- Flyers and mailers highlight key OMI promotional areas
- Brochure provides on-hand detailed information

## BART Advertisements

- Bart Ads give potential candidates a first look at OMI
- Emphasis on key information

# Tracking

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## Landing Page

- Emphasizes “College Advantage”, extracurriculars, and academic excellence
- Captures email, phone number and basic information
- Funnels to OMI website for more detail
- Utilizes the QR codes to help track where interest is coming from

## Information Capture/ QR Codes

- QR Codes included on each piece of marketing material
- Provides bridge to more detail and tracking by directing to Landing Page

# Upcoming

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## OMI “Swag”

- OMI branded gear to be made available for major events
- Stickers, Totes etc. increases promotional capacity of cadets and parents

## Digital Marketing

- Online OMI Ads create additional targeted exposure
- Will also funnel to Landing Page and OMI Website for further information capture and detail

# Next Steps

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## Finalize Digital and Print outreach

- TMC to continue digital and print outreach material production.

## OMI Events

- TMC to support events with “swag”, print materials and digital outreach

## Data Collection Assessment

- TMC will assess collected data and optimize tracking methods