

"Visibility Campaign" Highlights CSP

Marketing with a Plan

By Christian Muters

Over the past few years there have been many changes within Concordia, St. Paul. Holst Hall was built, President Reis came into office, and now the tuition reset. With all of these changes the Department of Marketing and Communications decided that CSP needed a face-lift so they came up with a marketing plan. The goal was to increase the awareness of the school and what Concordia St. Paul was before the tuition reset: a value investment. Jason DeBoer-Moran, the Director of Marketing and Communications, was able to peel back the curtains to show who is in control of the marketing plan and what the future may bring.

In a general sense, the plan is to get out and increase visibility to let people know what kind of university Concordia is: the "Visibility Campaign." This includes web-based ads, like YouTube or the advertisement section on certain blogs. Also a large number of billboards placed throughout the Twin Cities. There are even advertisements at the Mall of America, on the radio, and in magazines and newspapers. Of course, they still have their social media sights that help to spread the news as well. This has been the biggest marketing push that CSP has ever done.

One main focus of the "Visibility Campaign" is to become noticed by the community as a private university separate from Concordia Moorhead or any other Concordias within the Midwest and the nation.

Another goal is to focus on Concordia as a whole; DeBoer-Moran called it "branding the house," saying general awareness of Concordia St. Paul has been the big push. This includes everything from the undergraduate and graduate programs to the sports and arts. The intended result is for people to start thinking about CSP like, "Oh, yeah! That's the Concordia with the championship volleyball team," or "Oh yeah! That's the Concordia with the great business programs."

So do not be surprised or alarmed when you see advertisements for CSP. The marketing team, which includes the Department of Marketing and Communications, the Admission Directors, and the Senior Vice President, Eric LaMott, is working diligently to show everyone CSP a place where private education is a value investment.



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