

ON POINT MARKETING THROUGH PINPOINT TARGETING

For School Systems



BRIAN EPPERSON
CEO & Co-Founder

One of our founders, Brian, created our #WhoHowWhat methodology and has built a team that blends the strongest marketing expertise and sound guidance from leaders from education. Personally, he passionately serves numerous communities through nonprofit board service and also has taught, been a board president, and served on various district advisory councils and committees.



KRIS COSCA
Vice President, Education

Kris brings 30 years of public school service, from teacher to superintendent, to his work with Target River. His deep and varying experience, passion for public schools, and commitment to serving all students ensure we meet our clients' needs.



ANTHONY MILLICAN
Director of Communications

Anthony is an award-winning school PR professional with more than 20 years of experience in school communications, media and public relations and grant writing. He has served as communications director for a K-12 charter school network and a traditional elementary school district.

A Few Of Our Valued Partners



Ranked
**BEST EDUCATION
MARKETING
AGENCY
IN THE U.S.**



**We are the strategic partner you need
to tackle such things as:**



Retaining existing students



Enrolling new students



Recruiting campaigns to fill job vacancies



Increasing community engagement



Passing bond measures



Promoting affiliated foundations with in-kind advertising



Creating brand guides and accompanying logos for districts and school sites

Target River has successfully executed
OVER 150 CAMPAIGNS,
achieving desired outcomes for school systems

We are a trusted marketing and communication partner for schools. For example, the State of Utah recently recognized Target River as the leading marketing agency in the state; awarding us to work with their public schools, charter schools, community colleges, technical colleges, and universities in 14 marketing categories.



**Target River helps you
reach the 80% of the
community your
current communication
tactics are missing.**



Your Story. Our Tactics.

Your Stakeholders. Stay Connected.

LET'S TALK

 targetriver.com

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