



PR Campaign

Rexburg College of Massage Therapy

Created By:
Justine Baughan



Hi! My name is Justine.

I created this PR Campaign for my senior project at Brigham Young University-Idaho during the Fall 2023 semester. I will graduate with a bachelor's degree in communications with an emphasis in public relations. I'm excited to continue my career as a Public Relations communications professional post-graduation and can't wait to see where life leads me. Feel free to reach out if you have any questions for me throughout this campaign!



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Situational Analysis

The Rexburg College of Massage Therapy (RCMT) was founded in September 2013; Shane Humphrey opened the college because of the area's continual interest in the massage therapy industry. The school offers students the opportunity to confidently start a career as a licensed massage therapist in just eight and a half months. Students study the human body and the art of massage to provide a comprehensive education. They are also provided with hands-on experience as they practice the art of offering a satisfying massage and becoming familiar with client interactions. RCMT currently offers discounted massages to the public on Fridays and Saturdays.

The school has received some negative PR since opening in 2013. Since opening, there have been six to eight different Directors of Education; and just in the last six months, there have been two. This issue has caused the overall curriculum to be very unorganized and inconsistent. Since hiring the new Director of Education, Lori Stevens, who comes with 20+ years of experience in the massage therapy industry, she has prioritized solidifying and organizing the curriculum so the students can have a positive learning experience. RCMT is now an accredited institution that has begun to benefit its overall public presence. Classes currently include some of the latest technologies and techniques that will assist students as they work to obtain their massage therapy license.

Strengths

The Rexburg College of Massage Therapy is an accredited college through COMTA. This specialized accreditation agency provides massage schools with an additional, voluntary layer of professional evolution beyond state accreditation. RCMT has also received national certifications attributing to a higher level of mastery. Students at RCMT can apply for financial aid through the U.S. Department of Education (FAFSA), which will benefit all interested. Students can earn their massage therapy licenses in eight and a half months compared to competitors whose estimated program completion is 10-13 months.

Weakness

We created a survey presented to students at BYU-Idaho and the community. We found that only a few people even knew that Rexburg had a massage therapy school. Without the knowledge that the school is even there, many people don't know it's an option. Another weakness is the construction that has occurred since the beginning of the Summer of 2022. With the creation of a roundabout on the intersection of Pioneer Road and W. 7th S., many businesses (G's Dairy, BodiFi, etc.) and schools (RCMT and Paul Mitchell) have taken a toll on both revenue and client intake.

Opportunities

The Rexburg College of Massage Therapy has the opportunity to increase awareness throughout the area through social media, open house events, website blog posts, and career fairs at local high schools, as well as developed career fairs across the region. Another opportunity the school has is to participate in community and regional races, whether the races are on foot, on bikes, swimming, or all of the above. These events almost always have massage therapists giving the participants massages. RCMT could participate in a race here or there for students who need extra clinical hours, bringing more awareness to the school and increasing potential client and student intake.

Threats

In the region, there are three massage therapy schools; one in Rexburg (Rexburg College of Massage Therapy), one in Idaho Falls (International Institute of Massage Therapy), and one in Blackfoot (College of Massage Therapy). The College of Massage Therapy in Blackfoot is also an accredited institution, meaning they can offer financial aid, and the three massage school tuition rates are all approximately \$10,000. The colleges vary in the program length and whether they provide day or night classes. Depending on the student's individual needs, one program could sway them to go to any one of these schools over another. The Rexburg College of Massage Therapy needs to stay relevant and in the public eye, so they choose to go to RCMT over the others.

Target Audiences



This campaign aims to reach two main target audience groups. The first target audience this campaign aims to target is individuals ages 18–25 who live in Southeast Idaho, Western Wyoming, and Southern Montana and who are recent high school graduates or about to graduate high school or have completed some college. Those interested in health and wellness or massage therapy are also within this audience group.

This campaign aims to reach the second target audience as individuals ages 35–45 who live within 30 minutes of Rexburg, are stay-at-home moms and have either completed college or no college. Those in this demographic are looking for a new career path and are interested in health and wellness, essential oils, yoga, and promoting mental well-being.

Goals & Objectives

This campaign aims to develop a plan for the Rexburg College of Massage Therapy to improve its positive public image and awareness within the community. Melissa Dunham, Director of Admissions, has expressed the RCMT goals for this campaign:

1. Increase student enrollment by 100%. There are 11-13 students per class currently, and the maximum capacity for a class is 30.
2. Get the public interested in various events and opportunities with RCMT by holding 1-2 open houses per month.
3. Create a recognizable brand to build awareness.



Positioning

The Rexburg College of Massage Therapy provides students with a comprehensive education at an accredited institution with the confidence to start a career as a massage therapist in just eight and a half months compared to competitors whose students graduate in 10-13 months.



Key Messages

- 1 We're the only massage school within four hours north (Southern Montana) and east (Western Wyoming) of Rexburg and the only accredited institution within six hours.
- 2 We provide students with the resources needed to start their careers as massage therapists in as little as eight and a half months.

Strategies & Tactics

1. Plan and implement events for the Rexburg College of Massage Therapy and have attendees take a survey for feedback.

- Open House: October 11, 2022
- Southeast Idaho College Fair: October 19, 2022
- BYU-Idaho Career Fair: October 27, 2022
- Open House: November 1, 2022
- Potential Future Race Events:
 - Yeti Spaghetti (Soda Spring, Idaho): January 7, 2023
 - Soup-In-The-Snow (Irwin, Idaho): February 4, 2023
 - Spitfire Ultra Trail Challenge (Menan, Idaho): April 15, 2023

*More races around the area can be viewed on ultrasignup.com

2. Develop a solid social media strategy for the Rexburg College of Massage Therapy.

- Create a style guide to assist in the creation of online/printed materials.
- Create example content for Instagram and Facebook platforms and put it in a content calendar.
- Develop a social media training guide with commonly asked questions for RCMT.
- Create promotional materials for RCMT events



Strategies & Tactics

3. Suggest an inclusion of a blog section on the Rexburg College of Massage Therapy website
 - Draft an example blog post
 - Suggest that blog posts be posted to the RCMT website biweekly, eventually turning to weekly

4. Determine a set day and week of the month open house events will be held.
 - ex. every first and fourth Tuesday of the month.
 - Create promotional materials based on the decided open house schedule
 - Keep the dates consistent and frequently communicate with target audiences when plans change.



Strategy 1:

Plan and implement events for the Rexburg College of Massage Therapy

- Open House: October 11, 2022
- Southeast Idaho College Fair: October 19, 2022
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- Open House: November 1, 2022
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KPIs

(Key Performance Indicators)

If this strategy leads to four people enrolling for the January, May, or October 2023 semesters, this strategy will be successful; if this strategy does not lead four people to enroll, this strategy will be a failure, and RCMT will need to reevaluate this strategy for the future. We will also have a QR code survey at each open house event to receive feedback about what we can improve on for future events.



Strategy 2:

Develop a solid social media and public presence

- Create a style guide to assist in the creation of online/printed materials.
- Create example content for Instagram and Facebook platforms and put it in a content calendar.
- Develop a social media training guide with commonly asked questions for RCMT.
- Create promotional materials for RCMT events

KPIs

(Key Performance Indicators)

If this strategy leads to an increase of 100 Facebook likes and 50 Instagram followers within four months (February 2023) of the start of this campaign, this strategy will be successful. If this strategy does not lead to an increase in 100 Facebook likes and 50 Instagram followers within four months, this strategy will be a failure, and RCMT will need to reevaluate this strategy for the future.



Strategy 3:

Suggest an inclusion of a blog section on the Rexburg College of Massage Therapy website

- Draft an example blog post
- Suggest that blog posts be posted to the RCMT website biweekly, eventually turning to weekly

KPIs

(Key Performance Indicators)

If this strategy leads to 200 page views on the blog section of rexburgcmt.com during its first month live, this strategy will be successful. If this strategy does not lead to 200 page views on the blog section of rexburgcmt.com during its first month live, this strategy will be a failure, and RCMT will need to reevaluate this strategy for the future.



Strategy 4:

Determine a day and week of the month open house events will be held. For example, every first and fourth Tuesday of the month

- Create promotional materials based on the decided open house schedule
- Keep the dates consistent and frequently communicate with target audiences when plans change.

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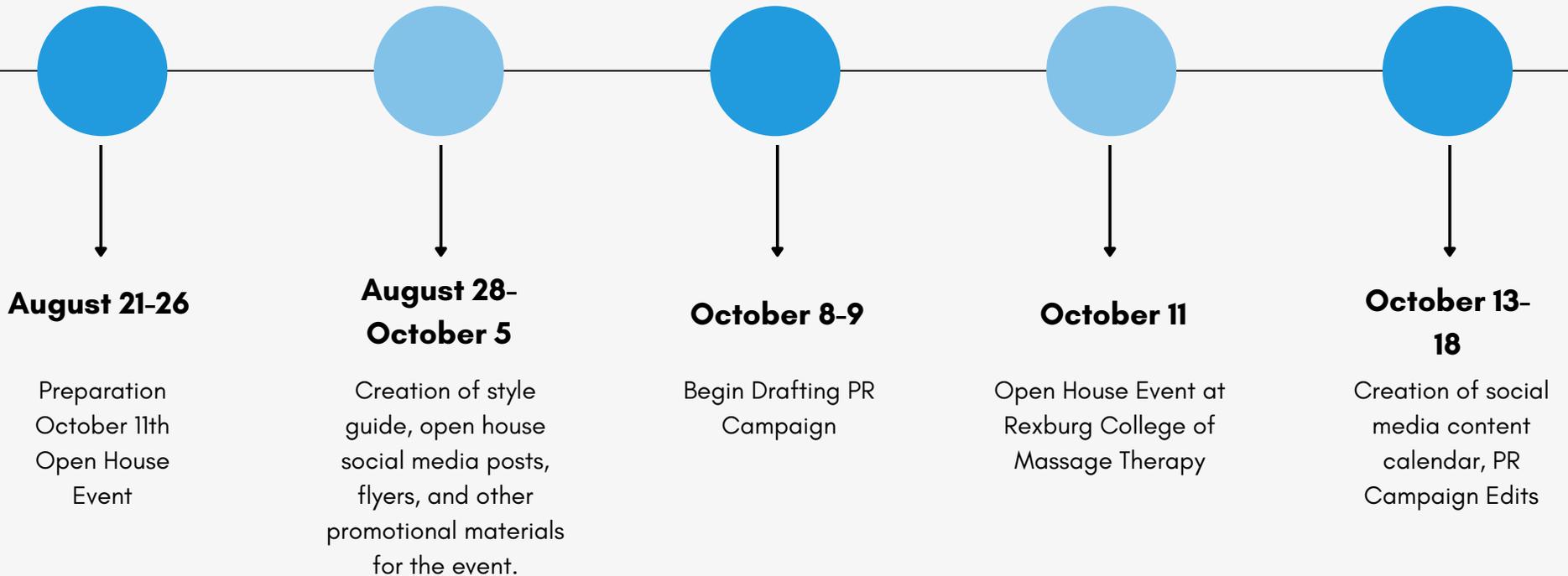
Budget

This campaign will have a flexible budget based on the Rexburg College of Massage Therapy's future goals and progress. We estimate that we will spend \$15 on open house paid social media advertisements. In the future, the school can choose whether or not to spend money to promote posts or events. This campaign will provide the tools necessary for RCMT to create paid advertisements. They can choose whether they want to spend \$1/day or \$10/day based on the success of previous ads. Another anticipated cost is the refreshments at the open house. For the open house events that have been organized so far in this campaign, RCMT has paid \$125 for 100 mini Crumbl Cookies for each of the two events totaling \$250 spent on refreshments. The Rexburg School of Massage Therapy will add any other anticipated costs into the budget in the future.



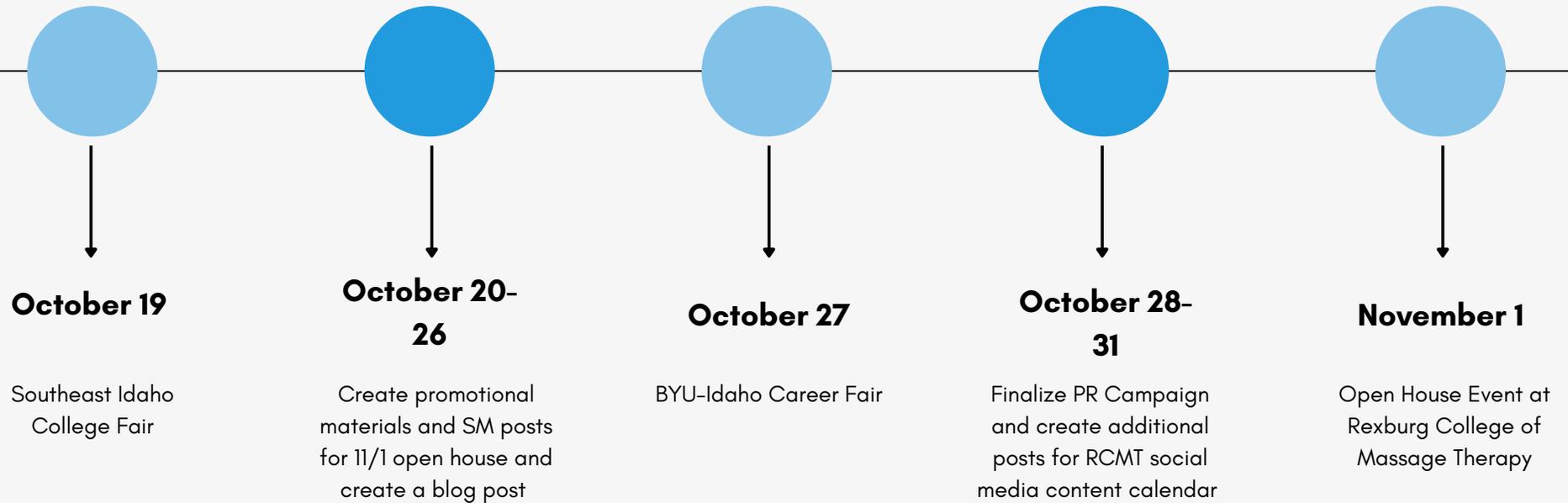


Timeline & Project Plan



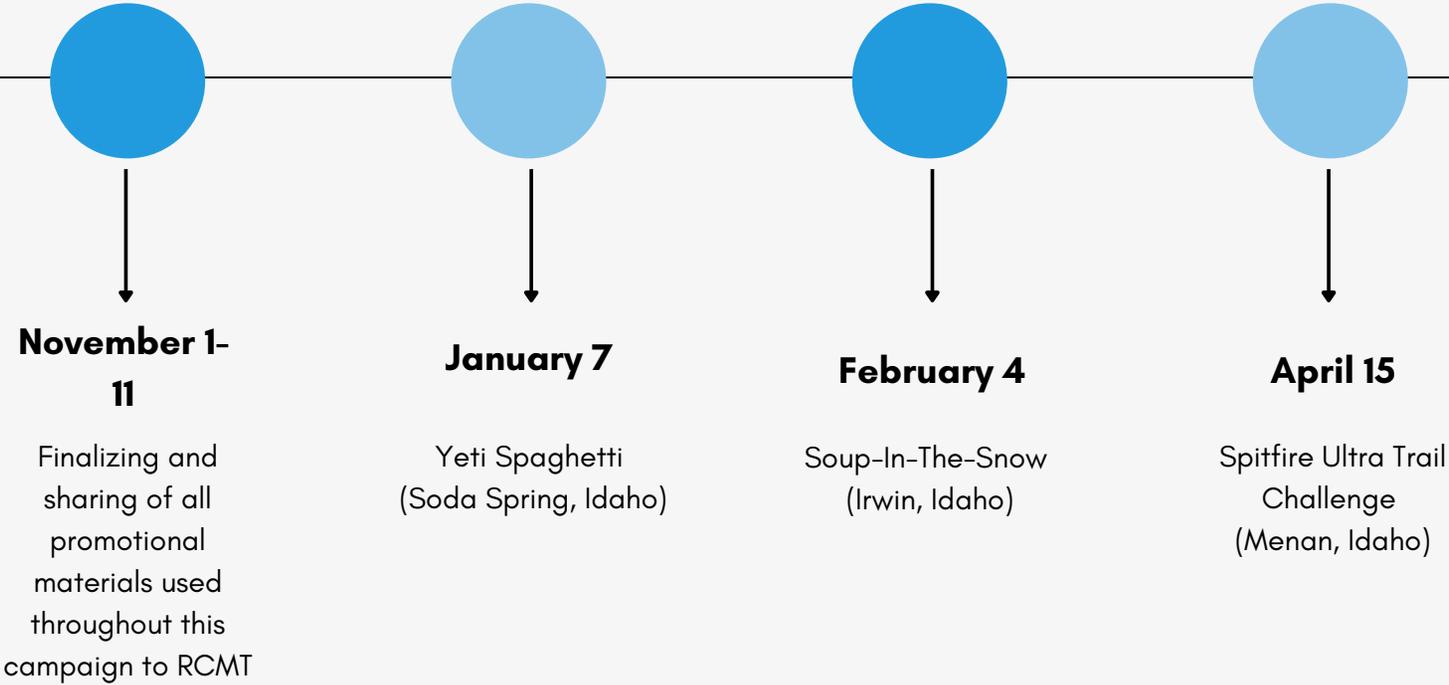


Timeline & Project Plan





Timeline & Project Plan



Results

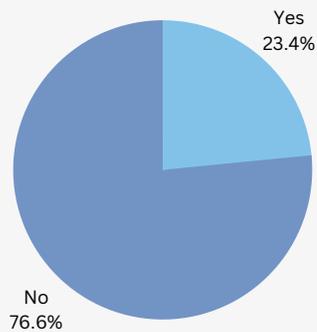


This PR campaign began on August 21, 2022, and Justine Baughan, the creator of this PR Campaign, will complete her portion on November 11, 2022. Although she will complete her portion, the campaign will continue throughout 2023. We will report on the progress thus far in this campaign. **Our first goal**, increasing student enrollment by 100%, has been successful thus far in this campaign. Our first strategy KPI determined that the strategy would be successful if four students enrolled for RCMT during the 2023 semesters. The January 2023 semester already has 30+ applications rolling in, 10+ just from the events involved with this campaign, which therefore accomplishes our first goal. **Our second goal**, getting the public interested in various events and opportunities with RCMT by holding 1-2 open houses per month, has been successful thus far in the campaign but has not been in process long enough to see long-term effects. We organized two open house events within a 30-day time frame and also attended two career fair events. Our fourth strategy KPI determined that the strategy would be successful if it leads to 1-2 open house events planned and organized for four months straight. **Our third goal**, creating a recognizable brand to build awareness, is still ongoing. Our second and third KPI strategies will help accomplish this goal. For our second KPI to be successful, RCMT must see an increase of 100 Facebook page likes and 50 Instagram followers within four months of the start of this campaign. If our second campaign strategy is unsuccessful, it will need re-evaluation by the beginning of March 2023. For our third KPI to be successful, rexburgcmt.com must receive 200 page views on the blog page during its first month live. If our third strategy is unsuccessful, it will need re-evaluation by the end of December 2021.

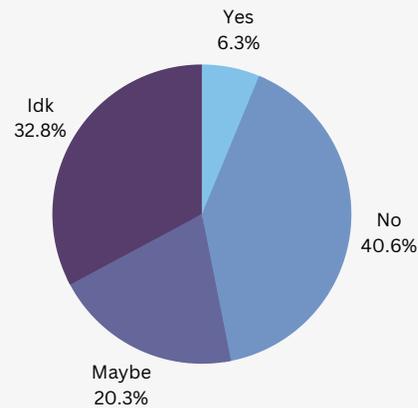
RCMT Awareness Survey



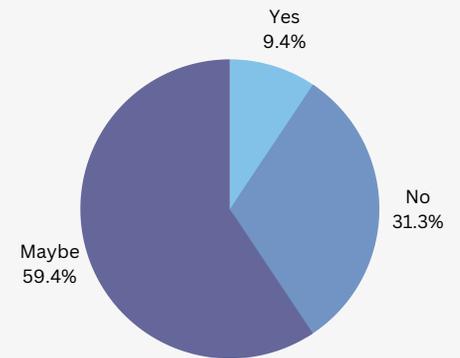
Have you ever had an interest in attending massage therapy school?



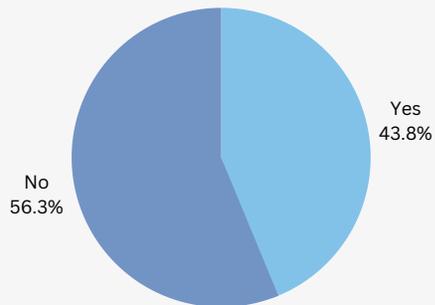
If so, would you have any interest in attending the Rexburg College of Massage Therapy?



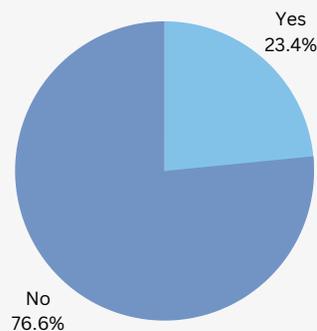
If not, now that you know you can get a discounted massage at the Rexburg College of Massage Therapy will you?



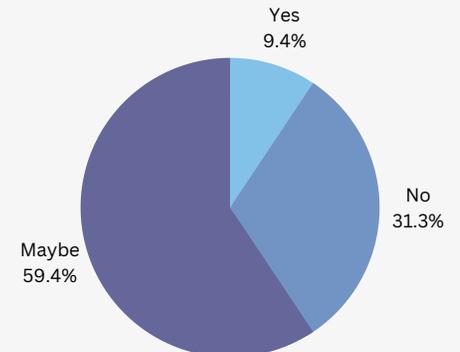
Were you aware that Rexburg had a massage therapy school?



Were you aware that you can get a discounted massage at Rexburg College of Massage Therapy?



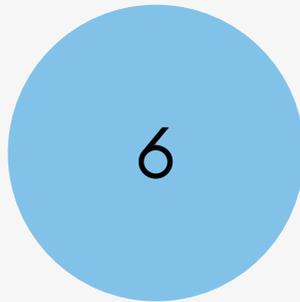
Would you attend an open house event at the Rexburg College of Massage Therapy if it meant you could potentially receive a discount on tuition?



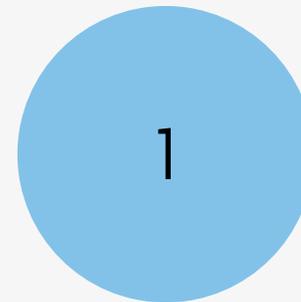
Open House: October 11, 2022



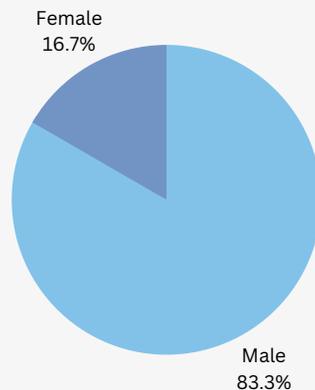
Attendees



Potential Students to Enroll



Audience Breakdown



Suggestions for Next
Open House

"Perhaps more word of mouth advertising as opposed to relying heavily on mainstream social media."

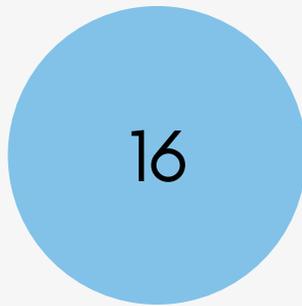
"Schedule when students can be out interacting with potential students/clients"

"We look forward to coming again!"

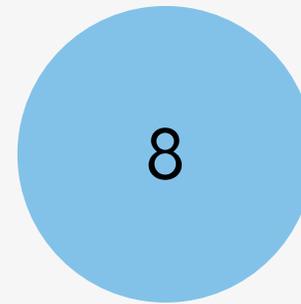
Open House: November 1, 2022



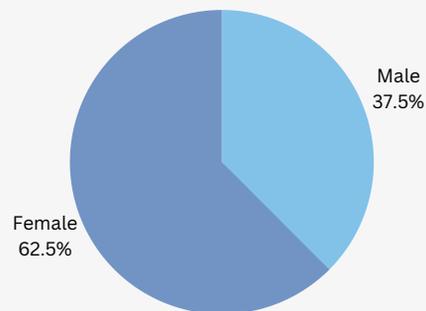
Attendees



Potential Students to Enroll



Audience Breakdown



Suggestions for Next
Open House

"Super awesome and friendly"

"Nothing it was absolutely perfect!!"

"I love sweets but veggie tray would be nice
too:)"

No improvement, wonderful event!

Style Guide

Brand Fonts

Headings – Montserrat
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890

Montserrat Classic

Montserrat

Montserrat Thin

Montserrat Extra Light

Montserrat Semi-Bold

Montserrat Extra-Bold

Subheading - Moontime

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890

Body Copy – Glacial Indifference

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890

Primary Logo



Secondary Logo



Brand Tone

Professional & Relaxed

Mission Statement

Start Your Career in
Healing

Brand Colors



CMYK: 85, 30, 0, 13
#219BDE



CMYK: 44, 17, 0, 9
#82C2E9



CMYK: 7, 2, 0, 2
#E8F5F9



CMYK: 0, 0, 0, 0
#ffffff



CMYK: 0, 0, 0, 100
#000000

Social Media Training Guide



Rexburg College of Massage Therapy

Social Media Training Guide

Created By: Justine Baughan



Hello! Welcome to the Rexburg College of Massage Therapy social media and branding training guide. Throughout this document, I will share tips and tricks to keep in mind while creating content for your social media.

Creating Content

Keep your audience(s) in mind.

Audience 1

Individuals ages 18-25 who live in Southeast Idaho, Western Wyoming, and Southern Montana and who are recent high school graduates or about to graduate high school or have completed some college. Those interested in health and wellness or massage therapy are also within this audience group.

Audience 2

Individuals ages 35-45 who live within 30 minutes of Rexburg are stay-at-home moms and have either completed college or no college. Those in this demographic are looking for a new career path and are interested in health and wellness, essential oils, yoga, and promoting mental well-being.

Set a goal.

Think about why you are posting this content. Is it to increase followers? Increase awareness? Increase student admissions?

Develop a content strategy.

For each profile (Instagram and Facebook), determine how much you want to post a week and keep it consistent! Consistency is key to success.

Understand audiences on each platform.

Network	# of users	Demographic Information	More Information
Facebook	1.28 billion users	65% female 35% male 48% of users aged 18-34, 31% aged 35-54	Social network leader with the largest audience large focus on interaction with friends and family
Instagram	300 million users	68% female 35% male 90% of users under 35 years old	Platform for sharing visual content

Remember to use the style guide provided in this campaign

It is essential to use the RCMT brand style guide to help create a strong brand image. Creating a style guide in Canva with fonts, colors, and logos is very easy. You should put the various fonts, colors, and logos into the RCMT Canva account as soon as possible.

Be consistent in posting

It's best to post the same type of content simultaneously and on days every week. For example, if a blog post is drafted and posted to your website every Friday, you might post a graphic (There is a graphic template provided for blog posts, all you have to do is change the information and change the photo to match each blog post) every Friday at 2:00 p.m. This will help keep your audience engaged over a long period because they will know your brand will post a new blog weekly.

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Creating an Ad in Ads Manager

1. Go to Meta Business Suite
2. Click 'All Tools'
3. Go to the Advertise section and click 'Ads Manager.'
4. From here, click the green 'Create' button.
5. You will then choose a campaign objective. You can hover over each objective to learn more about it. You can select any of these objectives to reach your goal, but I suggest not clicking 'Awareness' because each of the other categories will also create awareness. I would stick to either 'Traffic' or 'Engagement' campaigns. Click Continue
6. You will now name your campaign. For example, "RCMT Open House Event 11/1". Click next
7. You will then choose your conversation location (for a traffic campaign). Choose website
8. Go to the 'Budget and Schedule' section. ALWAYS CHOOSE A LIFETIME BUDGET. You can then put in any amount you choose; always double-check to ensure that the amount didn't change on you. Remember that your amount MUST be at least \$1 a day for the lifetime of your ad. You can then choose the duration of the ad.
9. Now it's time to create your audience. I have mapped out two target audiences for RCMT. These audiences include locations, ages, gender, demographics, interests, and behaviors. The narrower your audience, the better because by reaching a smaller audience, you are more likely to reach the people that want to see your content. Below are the two audience groups.
 - a. **Audience 1:** Individuals ages 18-25 who live in Southeast Idaho, Western Wyoming, and Southern Montana and who are recent high school graduates or about to graduate high school or have completed some college. Those interested in health and wellness or massage therapy are also within this audience group.
 - b. **Audience 2:** Individuals ages 35-45 who live within 50 minutes of Rexburg are stay-at-home moms and have either completed college or no college. Those in this demographic are looking for a new career path and are interested in health and wellness, essential oils, yoga, and promoting mental well-being.

Creating an Ad in Ads Manager Cont.

10. Go to the 'Placements' section and click manual placements. From here, you can determine where you want your ad to be displayed. It's better to be selective in your placements so that, once again, the right people are viewing your content. Once done, click next.
11. Name your ad. It can be the same ad name as your campaign.
12. Go to the 'Identity' section and make sure that the correct accounts are selected.
13. Go to the 'Ad Creative' section, add your media, and create a caption and headline.
14. Then go to destination and copy and paste the RCMT website URL (if this is the campaign you chose back in step 5).
15. Click 'Publish.' It will take up to 24 hours for your ad to start to be delivered, so make sure you create the ad ahead of time so that it goes out on time!
16. You're done! All you have to do is wait. Within the next 24 hours, check back in the ads manager to see if your campaign has been published and sent out. You can also view the insights from your ad on the main page.

Tips & Tricks for Creating Content

1. Always follow the brand style guide; it's more important than you think!
2. Limit the hashtags you use. Although Instagram and Facebook allow you to use 20-30 hashtags, that doesn't mean you should. It's best only to use 2-4 hashtags on your platforms and keep them consistent!
Always use #rexburgcollegeofmassagetherapy and #rcmt, as they are the brand hashtags.
3. Keep captions short and meaningful!
4. Adjust with the times!
5. Create a scroll-stopping graphic that will engage your followers.
6. Use a content calendar to keep track of posts! (I have created a template that you can use and update)

Happy Posting!

Content Calendar

October

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31					1
2	3 	4 	5	6	7 	8 
9	10 	11	12	13	14	15
16	17	18	19	20	21 	22
23	24 	25	26	27	28	29

Content Calendar

November

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3 	4	5
6	7 Reel #1	8	9 	10 	11 	12
13	14 Reel #2	15	16	17 	18 	19
20	21 Reel #3	22	23 	24 	25	26
27	28 Reel #4	29	30	1 	2 	3

Blog Post

Ten Physical Benefits of a Therapeutic Massage – Blog Post



Photo from Pexels

We have found that these are the ten most common benefits that result in therapeutic massages.

1. Relaxes Body

It may seem self-explanatory, but a relaxing day at the spa is a great way to relax muscle contractions and spasms and relieve general body tension. Clients can often notice themselves feeling relaxed for days or weeks after their appointments.

2. Improves Circulation

Loosening the tendons and muscles allows increased blood flow throughout the body. High blood flow will enable clients to feel positive effects throughout the body, including reduced fatigue and pain management.

3. Increase of Oxygen

Therapeutic massages can increase the number of red blood cells. An increase in hemoglobin and oxygen levels is beneficial in cases such as anemia, where red blood cell levels are already low hemoglobin or red blood cells.

4. Eliminate Toxic Waste

Therapeutic massages can act as a mechanical cleanser, pushing along lymphatic fluids and assisting in eliminating toxic wastes and debris accumulated from physical, emotional, and mental strain. It aids the movement of lymph to affected areas to fight infection or to flush out stagnant areas such as arthritic joints.

5. Increases Blood Supply and Nutrition to Muscles

Massage can increase the blood supply and nutrition to muscles without adding to their load of toxic lactic acid produced through voluntary muscle contraction. It helps to relieve the discomfort caused by the lactic acid buildup resulting from strenuous exercise or injury, and it brings added pliancy and vitality to muscle groups by increasing the flow of oxygen-rich blood.

6. Improves Muscle Tone

Therapeutic massages improve muscle tone and help prevent or delay muscular atrophy from forced inactivity.

7. Helps to Compensate for Lack of Exercise

Massage can compensate, at least in part, for lack of exercise and muscular contraction in persons who, because of injury, illness, or age, are forced to remain inactive. In these cases, massage helps return venous blood to the heart, easing the strain on vital organs.

8. Positive Effects on the Nervous System

Massage may have a sedative or stimulating effect on the nervous system, depending on the type and length of the massage treatment. Pain can be relieved by soothing the peripheral nerves and stimulating nerve endings.

9. Prevents Formation of Adhesions

Therapeutic transverse massages help separate muscle fibers, undoing and preventing the formation of adhesions and trigger points.

10. Reduce Fatigue

Massage improves the general circulation and nutrition of tissues. It is accompanied by an increased interchange of substances throughout the body, heightening tissue metabolism.

Blog Post Infographic

REXBURG COLLEGE MASSAGE THERAPY

10 Physical Benefits of a Therapeutic Massage

Having a healthy body is everyone's desire. Here are the 10 physical benefits of a therapeutic massage.

- 01 Relax Body**
It may seem self-explanatory, but a relaxing day at the spa is a great way to relax muscle contractions and spasms and relieve general body tension.
- 02 Improves Circulation**
Loosening the tendons and muscles allows increased blood flow throughout the body.
- 03 Increase of Oxygen**
Therapeutic massages can increase the number of red blood cells. An increase in hemoglobin and oxygen levels is beneficial in cases such as anemia.
- 04 Eliminate Toxic Waste**
Therapeutic massages can act as a mechanical cleanser, pushing along lymphatic fluids and assisting in eliminating toxic wastes and debris accumulated from physical, emotional, and mental strain.
- 05 Increases Blood Supply and Nutrition to Muscles**
Massage can increase the blood supply and nutrition to muscles without adding to their load of toxic lactic acid produced through voluntary muscle contraction.

REXBURG COLLEGE MASSAGE THERAPY

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Having a healthy body is everyone's desire. Here are the 10 physical benefits of a therapeutic massage.

- 06 Improves Muscle Tone**
Therapeutic massages improve muscle tone and help prevent or delay muscular atrophy from forced inactivity.
- 07 Helps to Compensate for Lack of Exercise**
Massage can compensate, at least in part, for lack of exercise and muscular contraction in persons who, because of injury, illness, or age, are forced to remain inactive.
- 08 Positive Effects on the Nervous System**
Massage may have a sedative or stimulating effect on the nervous system, depending on the type and length of the massage treatment.
- 09 Prevents Formation of Adhesions**
Therapeutic transverse massages help separate muscle fibers, undoing and preventing the formation of adhesions and trigger points.
- 10 Reduce Fatigue**
Massage improves the general circulation and nutrition of tissues. It is accompanied by an increased interchange of substances throughout the body, heightening tissue metabolism.

Promotional Materials

REASONS TO APPLY TO & ATTEND

Rexburg College of Massage Therapy

GRADUATE IN ONLY

★8.5★
months

WHY CHOOSE RCMT?

- CLASSES ARE ONLY 2 DAYS A WEEK!
- SMALL CLASS SIZES = BECOME CLOSER WITH YOUR CLASSMATES
- EXPERIENCE HANDS-ON LEARNING
- GAIN A COMPREHENSIVE EDUCATION
- RCMT IS AN ACCREDITED INSTITUTION
- BECOME A LICENSED MASSAGE THERAPIST IN JUST 8 MONTHS!

Our programs start in May, June, and September!

Apply at Rexburgcmt.com/application/ or apply at the school
669 Pioneer Road STE. 500 Rexburg, ID 83440

Licensed Massage Therapists can work in almost every field. The career paths are endless!

Follow us on Social Media!

- Rexburg College of Massage Therapy
- [@rexburgcollegeofmassagetherapy](https://www.instagram.com/rexburgcollegeofmassagetherapy)

Contact Us!

(208) 219-3149
www.rexburgcmt.com
rcmtadmission@gmail.com

REXBURG COLLEGE MASSAGE THERAPY

LOOKING FOR OPPORTUNITIES AFTER GRADUATION?
CONSIDER...

Rexburg College of Massage Therapy!

Become a licensed therapist in just 8.5 months, experience hands-on learning, and gain a comprehensive education all at RCMT!

CONTACT US TO LEARN MORE!

Follow us on Social Media!

- Rexburg College of Massage Therapy
- [@rexburgcollegeofmassagetherapy](https://www.instagram.com/rexburgcollegeofmassagetherapy)

Contact Us!

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669 Pioneer Road STE. 500 Rexburg, ID 83440

Want a tuition discount at
Rexburg College of Massage Therapy!

We've got you covered!

Enter to win a \$500 discount on tuition!

Attend one of our two open house events on October 11 or November 1st and enter your name in the drawing.

If you can't make it to the event, but still want to enter to win the \$500 off tuition, put your name in the drawing!

Winner will be announced at our open house event on November 1 at 6:00 p.m.!



Promotional Materials



REXBURG
COLLEGE
MASSAGE
THERAPY

**FOLLOW US ON
SOCIAL MEDIA**

TO BE IN THE KNOW ABOUT
UPCOMING EVENTS AND
PROMOTIONS!

Instagram

Facebook

This poster features a blue background with a light blue footer. At the top, there are icons for Instagram and Facebook flanking the text 'REXBURG COLLEGE MASSAGE THERAPY'. Below this, the text 'FOLLOW US ON SOCIAL MEDIA' is centered, followed by 'TO BE IN THE KNOW ABOUT UPCOMING EVENTS AND PROMOTIONS!'. At the bottom, there are two QR codes, one for Instagram and one for Facebook, with their respective platform names written above them.



REXBURG
COLLEGE
MASSAGE
THERAPY

**WE WANT YOUR
FEEDBACK!**

SCAN THE QR CODE TO HELP
US IMPROVE!

This poster has a blue background and a light blue footer. It features the text 'REXBURG COLLEGE MASSAGE THERAPY' at the top. Below that, the text 'WE WANT YOUR FEEDBACK!' is centered, followed by 'SCAN THE QR CODE TO HELP US IMPROVE!'. A large QR code is centered at the bottom of the main blue area.



REXBURG
COLLEGE
MASSAGE
THERAPY

**WE WANT YOUR
FEEDBACK!**

SCAN THE QR CODE TO HELP
US IMPROVE!

This poster is identical in design to the previous one, featuring a blue background, a light blue footer, the text 'REXBURG COLLEGE MASSAGE THERAPY', 'WE WANT YOUR FEEDBACK!', 'SCAN THE QR CODE TO HELP US IMPROVE!', and a large QR code.

Promotional Materials

COME JOIN US FOR A

*Rexburg College of
Massage Therapy*

OPEN HOUSE

10.11.22 | 3-6 PM

Don't miss Free Chair Massages, Crumbl Cookies, prizes,
and a chance to be entered to win \$500 off tuition during
the January or May sessions!

669 PIONEER RD STE 500
REXBURG, IDAHO

REXBURG
COLLEGE
MASSAGE
THERAPY

Rexburg College of Massage Therapy

OPEN HOUSE

Fall in love with our program!
Tour the campus, get a free chair massage, and
enter to win \$500 off tuition for the Winter or Spring
2023 semester!

November 1, 2022 | 3:00-6:00 pm

669 Pioneer Rd STE 500, Rexburg, ID 83440

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