

Marketing Ideas and Resources

Develop a Plan

- ✓ Determine your audience, budget, and resources
- ✓ Find appropriate co-sponsors if needed/wanted
- ✓ Develop a timeline with specific dates and tools that will be used
- ✓ Seek permission if necessary
- ✓ Implement the plan
- ✓ Evaluate the plan with suggestions for future events

Tips and Reminders

- ✓ Do the UNexpected
- ✓ Consider the time and locations when traffic is highest when planning for “human contact” types of promotions
- ✓ It is not “what” is done but “how”
- ✓ Use bright colors
- ✓ 3-D signs are easily noticed — use odd shaped posters, flyers, etc.

Effective Promotions Should:

- ✓ Sell the event
- ✓ Excite curiosity
- ✓ Be clear in terms of time, date, place, admission price, ticket information, etc.
- ✓ Create involvement

Campus-wide Calendar of Events

From the UAF home page at www.uaf.edu, select the Events tab and then click on Add Event. Enter your event information as completely as possible and submit it to be added to the Campus-wide Calendar of Events.

Facebook and My Space

Many student organizations are using Facebook and My Space as a means for advertising their events. While this is a venue that the Leadership Program has no written policy on, we do highly recommend that you use these sights cautiously and in good taste. Remember, you represent UAF.

KSUA—UAF TV & Radio

Create a Public Service Announcement (PSA) by going to KSUA's website and submitting event information.

<http://events.publicbroadcasting.net/kuac/events.eventsmain?action=submitEvent>

List-Serve

Develop a list-serve for your student organization to keep interested people in the loop. For more information, visit:

www.alaska.edu/oit/services/list.xml

Student Organization Display Cases

Student organizations may use the display case upstairs in Wood Center across from the Ballroom. The display case can be used for promoting your student organization, celebrating an anniversary or accomplishment, or advertising an event. The case may be used for a maximum of two weeks. To reserve the display case, complete the Display Case Request Form located on the Student Organizations Forms webpage:

www.alaska.edu/woodcenter/leadership/organizations/forms/

Student Organizations Fair

Each semester the LIVE Program hosts a 2-day Student Organizations Fair in Wood Center. This is an excellent opportunity for you to promote your group in a fun atmosphere, see what other student organizations are doing, and to do some networking. Compete for the "Best Booth Award"!

“The best way to have a good idea is to have lots of ideas!” Linus Pauling

Compiled at the 2008 Student Organizations IMPACT Seminar...

- Identify academic classes that match your mission and ask the instructor for an opportunity to tell students about your student organization
- Post flyers in these departments
- Co-sponsor events with other student organizations
- Human signs/billboards
- Helium balloons
- T-shirts with your student organization’s logo for members to wear — and for sale to others!
- “In costume” person with handouts
- Placemats to put on food trays with event information
- Make your own business cards with your student organization’s logo, meeting information, etc.
- Hand out free tickets to events even if the event is free
- “DON’T READ THIS” on top of handouts
- Fortune cookies
- Progressive signs/posters
- Public service announcements
- “Gimmick” handouts like Snickers for a comedian event
- Give out silly toys with event information
- Viral marketing — get a lot of your student organization’s members to dress the same way— people get curious!
- Bumper stickers on backpacks
- Giveaways at the event
- Mailbox reminders in Wood Center student organization mailboxes
- Letters to student organizations, faculty, department chairs
- Announcements at sporting events
- Create door hangers. Consider including a coupon for discounted entry fee as part of hanger.
- Dress up as a cartoon character and hand out flyers
- Printed calendar of events
- Pass out stickers.. “I’m going to.....”
- Have a card that is stamped at each event; those who attend 3 out of 5 events are placed in a drawing
- Advertise a picnic by printing on paper plates
- Have the campus radio station interview your performer
- Use word-of-mouth to tell everyone about upcoming events
- Bookmarks for the library and bookstore with event info on the back
- Write TONIGHT across posters and flyers the day of the event
- Have entire board or committee wear shirts that read "EVENT TONIGHT"
- Have a contest with the winner getting to dine with the performer (ask permission first)
- Hand out pencils with flyers attached
- Create an organizational mascot and use it to promote
- “Ask me” buttons
- Create a cheap date brochure featuring your events