

PROMOTION

*Campus Life & Event Services
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Purposeful Marketing

When planning your marketing strategy, consider the following when creating your plan:

- Budget
- Audience
- Information to disseminate
- Resources
- Timeline

Types of Marketing

To most successfully market your event, you should advertise, publicize, and promote! The more types of marketing you do, the more successful your campaign will be. Don't be afraid to think outside of the box. You want to grab the attention of your audience.

▪ "Brand" your event. Send a clear and consistent message. Does the event have a logo? Have organization members wear a t-shirt with event information. Use a consistent look for all of your flyers and handbills. When people see the same thing over and over again, they remember it better.

Utilizing the University's brand is another way to keep the message consistent with the University's mission. Visit Brand Central (<https://semo.edu/university-marketing/brand-central/index.html>) to learn more about logos, color palettes, fonts, and more.

- Place an ad in the Arrow, on the radio, post to the Portal, distribute handbills.
- Have give-a-ways such as buttons, stickers, bookmarks, trinkets. Everyone loves a free gift!
- Tell everyone you know. In person, Facebook, Twitter, etc. Word-of-mouth goes a long way.

For a list of places to advertise on campus, please visit the Event Planning & Promotion section of the Student Organization Handbook, <https://semo.edu/campuslife/studentorgs/resources.html>.

Publicity and Promotion Checklist

- Generate enthusiasm within the organization.
- Create a timeline.
- Set a budget.
- Select a target audience, i.e. students, faculty and staff, community.
- Determine which promotional techniques to use, based on the audience and budget.
- Prepare the promotional materials.
- Be creative and use a variety of methods.
- Take advantage of all the freebies:
 - SE Link, <http://selink.semo.edu>
 - Campus Life Event Calendar, <http://semo.edu/campuslife>
 - Campus Master Calendar, <http://calendar.semo.edu/main.php>
 - E-mail, Facebook, Twitter, Instagram, Snapchat, etc.
 - Reserve a table in the University Center
 - Chalk the sidewalks, (chalk available in the Center for Student Involvement, University Center 204)
- Follow through with the responsibilities, i.e. posting the flyers, painting the Power Plant walls.
- Prepare a last minute blitz.
- After the event, evaluate the marketing campaign and keep records.