Promotion

Campus Life & Event Services
Southeast Missouri State University

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.
▪ Place an ad in the newspaper, 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, www.semo.edu/leadership/studentorgs.

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

▪ Budget
▪ Audience
▪ Information to disseminate
▪ Resources
▪ Timeline

Event!
5:00 p.m.
TODAY

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Publicity and Promotion Checklist

- 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:
  - Campus Master Calendar, http://calendar.semo.edu/main.php
  - Campus Life Event Calendar, http://www4.semo.edu/campuslife/admin/allEvents.asp
  - E-mail, Facebook, Twitter
  - 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
- Generate enthusiasm within the organization
- Prepare a last minute blitz
- After the event, evaluate the marketing campaign and keep records

To view the Good Advertising Checklist about how to create print advertisement provided by Marketing and University Relations, please visit http://www.semo.edu/urelations/publications/adchecklist.htm.