A Successful Marketing Strategy Starts With a Target

Utilize Targeted Audiences

- A targeted audience are those people who are most likely to engage in what you’re promoting
- Being too general in your marketing strategies is like firing bullets in random directions – targeted marketing is like aiming one bullet dead center of the mark

Consider:
What is the event’s purpose?
Answering this question will lead you to think about the target audience.
Who is target audience? Of course, all students... but which group of students have a specific interest in what you are presenting?
Identifying a target audience will inform what kind of marketing outlets you choose, and how you choose to utilize them.
Utilizing marketing targeted to specific groups will allow you to narrow your focus and customize your message increasing your program or event’s success!

Standard Promotions- appropriate to use for most student organization events

- Hanging Fliers (8.5x14 – most posting possibilities! 20 on the Concourse and 50 classrooms, plus 15 in Res Life)
- A-Frames and Easels (24x36)
- Handbills
- Post on Campus Connect
- Window painting
- Tabling on The Bridge
- All Campus Events Working Calendar
- Table Tents (Wyllie, MOLN, GRNQ only)
- Napkin Dispensers (Brickstone)
- WIPZ announcements
- Ranger News ads
- Midnight Ranger e-mail
- Digital TV’s in Student Center

Based on your target audience, determine which of the following LOCATIONS would be appropriate for distribution of PRINTED MATERIALS:

- Student Center
- Residence Halls
- Sports and Activity Center
- Greenquist Hall
- Tallent Hall
- Student Health and Counseling
- Wyllie Hall offices
- Molinaro Hall

Questions to Consider in Targeted Marketing Campaign
Is the event for students as well as community members? If so, consider:

- Post yard signs around campus grounds (speak with Campus Activities & Engagement first)
- Post fliers at local businesses
- Connecting with local newspapers and/or radio stations

Is the event for Resident Students? If so, consider:

- Connecting with Hall Directors and/or Resident Assistants to use bulletin boards in Residence Halls, post promotion, utilize list servs, and more

Is the event for students in a particular major or field of study? If so, consider

- Intercampus mailing of printed promo to appropriate professors
- Classroom visits or ask professors to share info with classes
- Connecting with academic advisors or other staff who work regularly with students

(over)
**Additional Marketing Outlets/Specialty Promotions**

- € Art Display Case in Student Center
- € Trophy Cases near Women’s Center
- € Promotion in Student Involvement Center
- € Sidewalk Chalk
- € Banner(s)
- € Imprinted Giveaways
- € Buttons or Stickers
- € Hire Ranger Bear to Distribute Promo
- € Facebook

**Need more help?**
Contact Campus Activities & Engagement for advice.
595-2278
Student Center L104
activitiesengagement@uwp.edu