A SUCCESSFUL MARKETING STRATEGY STARTS WITH A TARGET

CONSIDER THIS...

What is the event’s purpose?

Answering this first question will lead you to think about your own target audience!

Who is the target audience?

Typically, students would be your answer, but which group of students will have a specific interest in what you are presenting? Identifying a specific target audience will inform what kind of marketing outlets you choose, and how you choose to utilize them. Marketing targeted to specific groups will allow you to narrow your focus, customize your message, and ultimately increase your program or event’s success!

“Many a small thing has been made large by the right kind of marketing.”

- Mark Twain

What We’ll cover:

- Standard Methods of Promotion
- Locations on Campus
- Community, Resident Student, & Students of a Certain Major/Field of Study Target Marketing Tips
- Specialty Methods of Promotion
Standard Methods of Promotions

◊ **Hanging Fliers** *Remember sizing requirements on campus boards! If not appropriate size, it will be removed by Campus Activities & Engagement staff! 8.5x14 gives the most posting possibilities.*

◊ **Handbills** *Great for reminders!*

◊ **Window Painting** *The Bridge only!*

◊ **Napkin Dispensers** *Brickstone Grill & Eatery only!*

◊ **A-Frames & Easels** *Come see Campus Activities & Engagement for these! Size: 24x36.*

◊ **Campus Connect** *Website Link: https://campusconnect.uwp.edu*

◊ **Midnight Ranger Email**

◊ **Digital TV's on Campus**

◊ **Tabling on the Bridge**

◊ **All Campus Events Working Calendar** e-mail activitiesengagement@uwp.edu to have your event added!

◊ **WIPZ Announcements**

◊ **Ranger News Ads or Articles**

◊ **Table Tents** *Available in Molinaro, Greenquist, and Wyllie only!*

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**Locations for Distribution of Printed Materials**

◊ **Student Center**

◊ **Molinaro Hall**

◊ **Greenquist Hall**

◊ **Wylie Hall & Offices**

◊ **Rita Hall**

◊ **Residence Halls**

◊ **Sports & Activity Center (SAC)**

◊ **Tallent Hall**

◊ **Student Health & Counseling Center**
Community Target Marketing Tips
◊ Posting yard signs around campus grounds? *Speak to Campus Activities first!
◊ Post fliers at local businesses
◊ Connecting with local newspapers and/or radio stations

Resident Student Target Marketing Tips
◊ Connecting with Hall Directors and/or Resident Assistants to use bulletin boards in Residence Halls, post promotion, and more!

Students of a Certain Major/Field of Study Target Marketing Tips
◊ 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.
Specialty Promotions

◊ Art Display Case in the Student Center
◊ Trophy Cases near the Women's Center
◊ Promotion in Student Involvement Center (SIC)
◊ Sidewalk Chalk
◊ Banners
◊ Imprinted Giveaways
◊ Buttons or Stickers
◊ T-shirts
◊ Hire Ranger Bear to Distribute Promo
◊ Social Media like Facebook, Twitter, Instagram etc.

Contact Us
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