

## **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

### **Consider:**

*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!

### **Standard Methods of Promotions**

*Appropriate to use for most student org events!*

- Hanging Fliers *\*Remember sizing requirements on campus boards!! 8.5x14 gives the most posting possibilities: 20 for concourse, 50 for classrooms, and 15 for Residence Halls!*
- Handbills
- Window Painting *\*The Bridge only!*
- Napkin Dispensers *\*Brickstone only!*
- A-Frames & Easels *\*Come see Campus Activities & Engagement to get these posted! Size: 24x36.*
- Table Tents *\*Available in Molinaro, Greenquist, and Wyllie only!*
- Campus Connect *\*<https://campusconnect.uwp.edu>*
- Midnight Ranger Email
- All Campus Events Working Calendar *\*e-mail Campus Activities & Engagement to add an event*
- Digital TV's on Campus
- Tabling on the Bridge
- WIPZ Announcements
- Ranger News Ads

### **Locations for Distribution of Printed Materials**

*Based on Target Audience, determine which of the following locations would be appropriate:*

- Student Center
- Molinaro Hall
- Greenquist Hall
- Wyllie Hall & Offices
- Rita Hall
- Residence Halls
- Sports & Activity Center (SAC)
- Tallent Hall
- Student Health & Counseling Center

## **Questions to Consider in Target Marketing Campaign**

*Is the event for students as well as community members?*

- Post fliers at local businesses
- Connecting with local newspapers and/or radio stations
- Posting yard signs around campus grounds? \*Speak to Campus Activities first!

*Is the event for Resident Students?*

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

*Is the event for students in a particular major or field of study?*

- 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.

## **Additional Marketing Outlets/Specialty Promotion**

- 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 and social media

### **Need more help?**

Contact Campus Activities & Engagement for advice.

595-2278

Student Center L104

activitiesengagement@uwp.edu

## Resident Student Target Marketing Tips

- Connecting with Hall Directors and/or Resident Assistants to use bulletin boards in Reslife Halls, post promotion, and more!