CREATIVE MARKETING:
BEYOND POSTERS AND FLIERS

Marketing Your Program Effectively
Effective marketing is centered on simple principles - attracting attention and stimulating interest, desire, and action.
Identify your event's main selling points.
- Why should someone come to your event?
- What makes the event unique?
- Prioritize a list of the selling points, and use them in your promotion.

Know who your target audience is and gear it to them.
- It is possible to have multiple audiences for a single event!

Make a plan for the timing, means, and locations of your promotion.
- Promote two weeks before the event.
- Backwards plan to allow plenty of time for promotion.
- Promotion should build – start out with some small items and add to them until 2--3 days before the program or "tease" it.
- Put publicity in places where it will be seen.
    - Think of those target audiences that we may miss.

Make sure whatever marketing item you design:
- *Is functional*: The design must do the job of getting your message to the intended audience.
- *Is simple*: Focus on one element that will grab the reader's attention.
- *Is understandable*: Test your design or wording on some friends before mass producing.
- *Has all the pertinent information*: Name, date, time & place; admission cost, how to get tickets and the sponsors with a phone number to call for further information.

BUT...Remember the KISS rule (Keep It Short and Simple).

SAME OLD, SAME OLD MARKETING: (What do we consistently do to publicize our events?)
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What's Best For YOUR SCHOOL?

Be sure to get approval from the activity director and/or school's administration to get full support for our creative advertising if there is any question about!

*Clock Posters or TV
Everyone looks at the time during class, why not put your posters around the clock.

Costume Association
Depending on the theme of your event, members of your council could wear costumes for a day to advertise.

Hat Advertising
Create unique, crazy hats with your event's theme and information on it. Wear them between classes in the halls. Students will want to know what is going on.

Head Bonkers
Wear a headband and attach information to springs or pipe cleaners.

Newspaper Articles and Inserts
Your school paper can always be used as a source for advertising.

Announcements
Change them up so that the listener is interested in the message that you have. Don't keep the SAME message for too long. Make them witty to catch people's attention and make the message more memorable.

*Balloon Messages
For major events, have your event information printed on balloons and pass one out to your students. Everyone will blow them up and read the message.

Bookmark Advertising
On the first day of a semester when new books will be passed out, have a bookmark in every book explaining the upcoming events for the year/semester.

*Vegetable (Object) Necklace
Make a necklace and have a big carrot hanging on it (or any other object). Students will ask you why you are wearing it and you will respond with the information about the event coming up.

Paper Plate Advertising
Write important messages on paper plates and tape them to every locker.
Sandwich Boards
Have chapter members wear these between classes to advertise for events. Sidewalk Chalk Use chalk on the sidewalks of all entryways of your school to get your information out to others.
Pop Can Advertising
Get in touch with our drink distributors and arrange to meet them when they fill your machines. Place an advertising sticker on each can and students will read them when drinking.
*Spirit Week/ Bear Wear Clothesline
Hang a clothesline high in our classroom or library and display an example outfit for each of your dress-up days. Students will have a better idea of how to get ready for spirit week.
*Stall Street Journal
Everyone uses the toilet, right? So why not create a small handout and tape them to the stall doors in every school bathroom?
Table Tents
Create table tents and secure them to library tables. They might only remain for a day or so, but they will be read.
Other Promotional Techniques:
• Beverage or food information table
• Buttons
• Uniquely shaped posters
• *Lollipops or candy with ads attached
• *Attach stickers to food and drinks being sold in Student Store, vending machines, and Speedway
• Remote control cars with ads attached
• Partially-filled helium balloons with printed message (float at eye level)
• *Walking sandwich boards
• Theme related ideas
• Giveaways-favors with dance ticket purchase
• Develop a logo or trademark for your event
• *Use teasers (short one- or two-word signs) to build curiosity
      "Are you going to be there?" "Ask me!"
      "Ten days left."
• Countdown posters leading up to event
• Buttons or bumper stickers (not permanent) everywhere on everything
• Book covers for textbooks
• Kazoos with printed message/logo/slogan
• *Fortune cookies with event message

• *Door hangers
• Bookmarks
• Post-it notes with pre-printed reminder of an event
• *Put your message on classroom chalkboards/whiteboards
• Perform skits in public areas on campus to draw attention to an event
• Host large events (spotlight what you do)
• *Phone banking/calling-phone tree
• *Walk around campus with a partner spreading the word
• Have a "hook" for a slogan
• Get local businesses to publicize or subsidize your program
• Get faculty support (teachers and classified)
• Put publicity where people are (lesser known areas)
• Use costumes and/or themes
• Monopoly money
• *Stickers on bottom of shoes
• *Note on back
• Window posters
• *Call into a local radio station or stop by to announce and event. Dedicate a song.
• *Car paint (Ask permission first!)
• Give out free tickets or discount tickets on campus
• Co-sponsor your event with another group
• Ask Food Service to sponsor a special food item related to the event or put stickers on the pizza boxes
• Place inserts in the campus and local newspapers
• Act crazy, get people's attention
• Work off people's emotions
• Clothespins with stickers for event
• Be creative and excited. Enthusiasm will spread!
ENIRONMENTAL MARKETING IDEAS:
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