Marketing Tips

Purposes of Marketing and Publicity

- Marketing stimulates interest in your organization and its activities.
- Marketing provides accurate information about your purpose and programming.
- Marketing makes the NYU community aware of what you are doing and what is happening on the campus.
- Above all, good marketing & publicity impacts the four E’s!
  1. Entice – Gets people curious about what you are doing.
  2. Educate – Provides sound information and facts.
  3. Enlist – Gives people a reason to want to come to your event.
  4. Excite – Builds a sense of enthusiasm about the event and allows an individual to feel it is worth their time to attend.

Developing a Marketing Plan of Action!

Most organizations skip right to step three below. For a campaign to be truly effective follow the steps below and never allow anyone to limit your creativity (obviously follow posting guidelines and procedures).

Step 1: Target your audience. Define your target – WHO are you trying to interest in your event (Freshmen, Sophomores, Residence Hall Students)? Who do you want to come to your next meeting? This is known as market segmentation.

Step 2: Zoom in on your target areas. Where is the most effective place where you can get the word out? Residence halls, public transportation, bulletin boards, standing outside classes, tabling, etc.

Step 3: Define your method of advertising. HOW do you want to reach your audience? Consider all the possibilities – posters, buttons, table tents, flyers, giveaways, etc. Keep in mind your time and money constraints, but dare to be bold.

Step 4: Establish your time frame. Determine WHEN you want to start advertising your event. Make sure you leave your audience enough time to work your program into their schedule. Sometimes you can also publicize your event too early – don’t advertise so far in advance that people forget about your event!

Also keep in mind the 8 P’s:
Poor Publicity Promises People You’ve Planned a Pretty Pitiful Program!
Would you like to improve your attendance at meetings and events? What about attracting a new and diverse group of interested potential members?

- One of the most important ways a club can begin to gain a following or develop a larger interest is to ensure consistency.
  - Branding – if people know what to expect, they are more likely to be repeat customers. As stated in Judy Allen’s book, *The Business of Event Planning*, branding is a long-term commitment, not a one-night stand.
    - Example: if your logo changes every year, or every week for that matter, people may not be able to follow the rapidly changing image of your organization. They may not know that the symbol of a star is now the representation of your club – they may remember that last year your entire club advertising was your club initials, and now they see nothing with your club initials on it. When logo changes occur, there needs to be a conscious effort to explain the change to the general public.
    - We understand that with new executive boards come new ideas, however, changing a logo is not always the most efficient change to make. If your club does not have a brand – it may be beneficial to create one, but keep in mind whatever you chose to use as your logo know that it should be a timeless representation of your organization.
    - An example of excellent branding: look at NYU, when you see a purple flag with a torch on it, you know that means NYU. NYU hasn’t changed its colors, or logo in many years, this allows for a broader audience to recall what the logo means.
  - Another key method to consistency is where you advertise. If you are going to pass out information directing people to utilize your club website, be sure you keep it up-to-date.
    - Also, make sure you list all of your events on the website. If people are expecting the website to be comprehensive, you should be doing your best to follow through and provide as much information as you can.

- Innovative ways to publicize your events
  - Try to expand your advertising campaign beyond 8.5 x 11 flyers. People can become “flyer blind” and may not take the time to pick through all of the postings for an event they don’t know about.
  - Utilize the resources you have
    - If you print flyers, don’t hang up just the 8.5 x 11 sheet of paper – cut it into shapes. It will catch someone’s eye if they see a flyer that is shaped like a guitar hanging on a bulletin board. It doesn’t have to be super detailed either – just a little difference will make a huge impact.
    - Show example – Screening advertisement
    - Also, use extra large sized ads or smaller, change things up from basic paper.
  - If your budget allows, spend time finding inexpensive give-away items that you can pass out to people so they remember your event as unique.
    - For example, say you’re hosting a lecture with some from the cast of *The Wedding Singer*, pass out “wedding favors” as advertising, or if you’re screening the movie, *Employee of the Month*, pass out buttons that say “Employee of the month” attached to a flyer.
  - There are many ways to be creative!
Publicizing your events can be a daunting and tireless exercise. Here are some ways to assist you through the advertising process.

- Start early!! Most important! You cannot publicize for your event until it is planned, so the earlier the better!
  - Also, the more advertising you have the more people can plan.
  - This does not mean you should ignore the fact that students plan what they do on a 10-minute schedule; so there should be a push the day before and the day of your event.

- Ways to last minute advertise:
  - Sandwich boards
  - Pass out fliers in common areas (dining halls, cafes, plazas)
  - Emails to listservs

- Use music
  - People are drawn to music, be creative and utilize the talents of your club members

- Color
  - If you can’t afford color copies, purchase color paper and make copies. Color paper has an edge basic white paper does not afford.
  - Also, use markers to jazz up your ads. It may take a little time, but the sooner you begin, the better.