Define purpose of Event/Promotion:

Define Key Audience:

Define Key Messages:

Marketing Tactics

- ONLINE-
  - Facebook
  - Twitter
  - YouTube
  - Pinterest
  - Tumblr

- PRINT-
  - Display Case Poster in Student Unions (must reserve)
  - Handbills
  - Posters
  - Fliers

- ADVERTISING-
  - MN Daily
  - Promotional Items (typically requires 4-6 weeks to order)
  - Radio K
  - Facebook Ads
  - The Wake

- EMAIL-
  - Emails to student groups or related departments
  - Facebook Group Email

- PUBLIC RELATIONS-
  - Blogs (Tumblr, UThink)
  - Press Release to MN Daily

- MISCELLANEOUS IDEAS-
  - Chalking around campus (be sure to check the Chalking Policy)
  - Reservable Contact Tables in the Unions
  - Collaborate with Student Unions & Activities Program Board

- CROSS PROMOTION
  - Collaboration with other student groups, academic departments, or community partners