

Marketing and Promotion Checklist

(Note: not all items may apply to every event)

Include on all publicity: *Sponsor Name, Date, Time, Location, and Price!*

Target Audience: _____

Minimum Marketing

Publicity	Person Responsible	Date Assigned	Date Completed
POSTERS			
<i>Submit a design request to Union Marketing or design yourself</i>			
<i>Distribution</i>			
Flyers			
<i>Submit a design request to Union Marketing or design yourself</i>			
<i>Distribution</i>			
OTHER			
<i>Digital Signage (on large screens on campus)</i>			
<i>Word of mouth!</i>			
<i>PantherSync Event</i>			
<i>Twitter</i>			
<i>Facebook</i>			
<i>Snapchat</i>			
<i>Instagram</i>			
<i>Email</i>			

Targeted Marketing

<i>Letter/flyer to faculty/staff</i>			
<i>Promo tables: Campus Atriums</i>			
<i>Easels</i>			
<i>Word of mouth!</i>			
<i>Visit Classrooms</i>			
<i>Co-sponsorship w/ other orgs</i>			
<i>Campus Newsletters through PR</i>			
<i>Pre Interview w/ PR</i>			
<i>Alumni Publications</i>			
<i>Share with Local High Schools</i>			

Creative Marketing

<i>Chalking (sidewalks/blackboards)</i>			
<i>Show video in high student traffic areas</i>			
<i>Prize and Ticket Giveaways</i>			
<i>Play performer music in the Atrium</i>			
<i>Art display in the Atrium</i>			
<i>Yard signs on campus lawn</i>			
<i>Buttons</i>			
<i>Vinyl floor signs</i>			