Publicity & Promotion

Things to consider when developing a publicity or promotion program:

1. **Budget**: Will the projected response be worth the amount of money expended? Is a sufficient amount of money being spent? Is the total publicity and promotion budget realistic?
2. **Target Audience**: Who is the program and publicity for?
3. **Type of Publicity and/or Promotion**: Will flyers alone work? Is the program of sufficient expense and importance to buy radio or television time?
4. **Copy Content**: How much should be printed on the publicity? Is there too much/too little information? Is the information perfectly clear? Are we offending anyone by the message we are sending?
5. **Consistency**: Are various elements (flyers, advertising, handouts) tied together in some recognizable manner?
6. **Staffing-power and Coordination**: Who will be responsible for doing what and when? Is there a need for a subcommittee to handle the work and or delegation?
7. **Evaluation**: Overall how effective was the publicity? Are there things that should be changed next time as far as design, placement, timing, etc.?

Types of Publicity and Promotion:
- **Mass Media**… Radio, television, newspapers, posters, video bulletin board, taped information services
- **Printed Promotion**… Brochures, flyers, table tents, newsletters, program inserts, outdoor banner, display case
- **Direct Contact**… Direct mailings, word-of-mouth
- **Gimmicks**… Bumper stickers, buttons, book covers, give aways, book markers, banners, free tickets, walking billboards, fortune cookies, cartoons, slogan or logo, napkins, red line or footsteps leading the way to your program, video tape playing on the concourse, vending machine inserts

Marketing Events and Programs: Get the Word Out!

There are many different ways your group can market its meetings, events and programs. Make sure that before you start your marketing campaign you have completed all the necessary paperwork, entertainment contracts, rental agreements, etc.

*Announcements at various events *Announcements in classes with overheads or on the chalkboard/whiteboard * Bags *Banners* Billboards *Blimps *Book covers and Bookmarks *Bottle openers *Brochures *Bumper stickers *Business cards *Buttons *Calendar listings with Normandale Student Life *Calendars * Classroom *Contact table in the Kopp Student Center or in the College Services Building *Contest *Co-sponsor events with other organizations *Display ads, classified ads or articles in the Lion's Roar *Distribute signs to hang in windows *Doorknob hangers *E-mail *Engraved pencils/pens *Flags *Flyers on bulletin boards *Fortune cookies with printed messages *Knapsacks *Listings in local newspaper *Lollipops *Mailings to student groups *Newsletter *Paper weights *Pennants *Picture frames *Pins *Pompoms *Postcards *Posters *Post-it pads *Printed cups *Printed golf balls *Printed napkins *Printed T-shirts *Refrigerator magnets *Search lights *Skits *Sneak previews *Stickesr *Table tents *Temporary tattoos *Visit groups and invite them *WORD OF MOUTH *Wearing a sandwich board *Wearing costumes