



How to Advertise Effectively

Step # 1 Know the Details:

There is nothing like having an incredible event that nobody knows about! Be absolutely sure to mention the title of the event, the date and time, place, main speaker/ attraction, important questions which will be answered in the event, any free food/ hand-outs that will be available (students LOVE free food), any co-sponsoring organizations or individuals. A Picture is worth a thousand words, so if your advertisement includes a picture, be sure to make it intriguing, attractive, and eye-catching.

Step # 2 Know the Audience:

Knowing the audience you are hoping to attract will help you choose the appropriate language and design for your advertising. Cater the advertising language to them so it will be appealing. An intriguing title can go a long way to making an event successful.

Step # 3 Delegate Responsibilities:

Advertising is a great way to get the members of your group involved! If certain members are hesitant about taking on more hefty leadership roles such as Vice President or Secretary, consider making them an "Advertisement Manager." A title such as this one helps to relieve a small group of student leaders from over-extending themselves with responsibilities, and also helps to get more students active within the group.

Step # 4 Get faculty Involved:

Notify faculty members (or departments) who may be helpful with publicizing your event. Some faculty may provide extra credit or require that students attend the event, which will go a long way towards maximizing attendance. At the very least, having a professor announce the event at the opening of a class endorses the event and lends it credibility.

IDEAS

- 1.) Facebook Event**
- 2.) Mass E-mail**
- 3.) Fliers**
- 4.) Table Toppers**
- 5.) Notes on Doors**
- 6.) Newspaper**
- 7.) Website**
- 8.) Handouts**
- 9.) Booth**
- 10.) Word of Mouth**



Facebook Event

Consider using facebook as a valuable resource for advertizing your event. A facebook event listing is often a great way to make contact with a bunch of different people at once. It is possible to post all of the information, a short description about the event, send messages and post photographs. Be sure to make the title of the event alluring and informative. The downside to facebook events is that people often ignore them, particularly if they receive a lot of invitations regularly. Nevertheless, facebook events are highly effective for the initial contact with students.

Mass E-mail

Utilize the sympathetic groups on your campus. Find and connect with the leaders of other students groups wherein the members would be interested in the events you have. If you offer to send out emails for their group to your email listserve, they will be happy to do the same for you. While some students delete emails before opening them, often you have a higher chance of peaking interest and spreading awareness for your event via email, than by posters. Email is fast, free and you just might interest people who would otherwise never hear of your group!

Fliers

Fliers are often the most effective way to advertise. Place fliers in as many public locations as you are allowed. Search out kiosks, bulletin boards, lampposts, etc. Some schools have a limit on the amount of fliers that can be hung in common areas or dorms, but it might be possible to slip fliers under people's doors also. Fliers can be hung in bathrooms, above water fountains, on doors, windows, common areas, poster- boards, etc. Fliers can be designed on the computer or by hand. It is often fun to have a "Flier-making party" and get everybody together to create and/or distribute the fliers. Choose leading pictures and/ or event title to be alluring and attract the sorts of people you are hoping to attend the event.

Table Toppers

This is a unique way to advertise. There is a small space to work with, but can be quite intriguing to students, because it is not quite as common. You will need pieces of paper approximately 6 inches by 9 inches. Simply list the major important information of the event so that if the card were folded in the middle, the information would appear on both sides. It can be a leading question which you feel the



event will answer, or the title of the event itself. Be sure to include the place, time, and day of the event. The cards can be placed standing on cafeteria tables.

Notes on Doors

White boards are in. Almost every college student has them on their dorm room doors. It is very easy to write the advertisement of the event on their white boards by hand. This may seem like either: a personal invitation, or an annoyance. Choose whether this is the method for you.

Newspaper

If you are hosting a large campus-wide event, consider advertising the event in the school newspaper! If it is a public event and you are targeting people from the entire surrounding area of your school, it is possible to announce the event in the local newspaper. Most papers charge by the word, so choose carefully. School newspapers are often free, and you will be sure to get a lot of publicity using this route. Newspaper articles are one of the best ways to initiate dialogue with fellow students about the issues your event will be supporting. It is also fabulous to have someone write about the event in the school newspaper afterwards, to alert everyone how it went and what was discussed. Have a representative from your group prepared with a response to any negative backlash you may receive following the event. If you can, interview a couple of people following the event to get their feedback. Personal testimonies are invaluable for making the event and the group credible. You may also use feedback for future advertising.

Website

If your student group has a personal website, posting the group events on the website gives the group a feeling of vitality; letting fellow students know that the group is active and making an impact on campus. Post upcoming events or articles about previous events.

Hand-outs

Everybody loves free handouts! If you use this method of advertising, you will undoubtedly get a lot of publicity. Here's how it works: Pick a certain kind of candy or other small inexpensive hand-out that



correlates to the theme of the event. For example, if you are hosting a famous speaker on the topic of chastity and dating, use Hershey's kisses and tape it to individual slips of paper with the name of the event on it, or a leading question, the place, date and time of the event. Either stand in a public place and hand out candies along with your advertisement to fellow students, or mail them to individual student mailboxes.

Booths

During Freshman Orientation or a Student Activities Fair, you may have the opportunity to set up a booth for your student organization. This is a great way to make your organization public to the school, and also recruit new members. Be sure that your booth is informative and inviting. You will want to include a sign-up sheet for those who would like to receive alerts about events that you are doing, and also a sign-up sheet for those who are interested in joining. A booth will be much more effective if there are intriguing hand-outs available, and photographs from previous events. Rather than sitting behind the booth to wait for students to approach, stand in front of the booth so that you are prepared to engage in conversation about the group. This is much more effective and inviting to students.

Word of Mouth

Word of mouth is potentially the *best* and *most successful* way to get students to attend your event, if it is done correctly. Firstly, you have a built in community amongst your immediate friends, so this is the group that you can most easily reach by word of mouth. But think outside the box. Target those specific people that are well connected within the school and have friends in many different social groups, and tell these individuals about the event, inviting them to come. Ask them to help you spread the word. People who are respected, outgoing, and sociable will be the best people to spread your event by word of mouth. Target people from other groups and positions of authority also. When you target people who have connections in a variety of groups and social circles, already your message is crossing boundaries and reaching a crowd you may not be able to reach on your own. When people feel that they have received a personal invitation from a friend to attend, they are much more likely to do so. You can also ask your own friends to attend as a personal favor to you.