Why?

- **Marketing is a key component of any successful organization when trying to reach new members, promote name recognition, and increase the effectiveness of your group.**

  Regardless of whether it’s a club sport or academic association, your organization can benefit from the marketing ideas outlined here, which are tailored specifically to reach the Elon community.

5 Tips for Marketing Success:

1. **Focus on your target customer**
   - It’s important to focus your resources on people who are most likely to join your club or support your cause.

2. **Build strategic partnerships**
   - Valuable relationships often make or break successful organizations.

3. **Engage in community outreach**
   - One of the best ways to market your org is to get out there and become a visible part of campus life.

4. **Incentivize people to share/join**
   - Always remember: people love free stuff.

5. **Apply for SGA and other campus-wide awards**
   - Make your group visible on campus by winning awards created specifically for student orgs.
How?

*There are many different ways to market your organization—starting with an understanding of how marketing can take place on our campus.*

- **Digital boards**
  - Visit the following website to create digital boards for organization events:
    [http://www.elon.edu/e-web/students/campuscenter/ds.xhtml](http://www.elon.edu/e-web/students/campuscenter/ds.xhtml)

- **Table tents**
  - Visit this website to submit a request for a table tent to be placed in Elon dining halls:

- **Moseley tables**
  - Organization presidents can reserve Moseley tables via SPACES

- **E-net**
  - Visit the following website for step-by-step instructions about how to post an article to E-net or an event to the campus calendar: [https://wiki.elon.edu/display/TECH/Submitting+an+Article](https://wiki.elon.edu/display/TECH/Submitting+an+Article)

- **Pendulum**
  - Use this link to submit an article or upcoming event to the Pendulum:

**Other Ideas:**

- **Co-sponsor events with similar orgs**
  - For example: two service organizations could host a fundraiser to promote a charity while highlighting their organizations

- **Event Sponsorships**
  - Visit the following website to find information about co-sponsoring events with the Student Union Board (SUB) such as:
    - Sub cinema
    - Sub-live
    - Midnight meals [http://elonsub.org/cosponsor](http://elonsub.org/cosponsor)

- **Board storming**
  - Make sure to target buildings around campus where most of your target audience is located.

- **Partner with the Kernodle Center**
  - If your event is a service initiative, consider partnering with the Kernodle Center and having your event listed in the Center’s weekly email.

- **Org fair**
  - The Fall and Spring Organization Fairs are great ways to reach a large audience in a single location.

- **Facebook**
  - Create a page to promote upcoming events and allow members to connect.

*Want more great tips and org development resources? Stop by the Center for Leadership or visit [http://www.elon.edu/e-web/students/leadership/orgdevelopment.xhtml](http://www.elon.edu/e-web/students/leadership/orgdevelopment.xhtml)*