MARKETING WITH A PURPOSE

When marketing your organization it is important to think about that the specific goals for your marketing efforts. Is this for a specific event, or your organization as a whole? You also want to think about what your organization is about. What does your organization stand for? What are your goals, mission, and purpose?

Note: Don’t be afraid to be different and try something new. This is what will make you stand out!

MARKETING YOUR ORGANIZATION

TOOLS OUT THERE

Print - There’s the obvious tools here such as flyers, posters, etc. But think about digital print too! There’s digital signage around campus (those TVs you see everywhere), Weekly Campus Announcements, University Press, or even swag such as t-shirts you can wear all around campus.

One thing to think about is where your information is going. This is just as important as what the information is, and what it looks like. And on that note, it’s important for your posters, flyers, signage, etc. to be eye-catching and clear to read, too!

Online - First things first, do you have a recognizable logo? This is important to have because you can put it on everything and people will automatically recognize who you are. If you don’t have a logo try reaching out to the LU Marketing Department for assistance.

The next thing to think about is what your social media presence looks like. Do you have social media? Which outlets are you using? Facebook, Twitter, and Instagram are the obvious choices, but is there anything else you can be using? Platforms like LinkedIn may be helpful as well. This next part is SUPER important. Make sure to maintain your social media! People like pages that look like that are used and updated frequently. Use campus social influencers too! Think about who on campus has a lot of followers. Follow them, and get them to follow you and share your posts. By having them share your posts, you are more likely to get your message seen by many LU students, and maybe faculty and staff too!

Also pay attention to the platform the University gives you to use. Currently, OrgSync is what Lamar University uses, but this may change in the future. Stay on top of what these platforms have to offer as they can be a fabulous marketing tool for your organization and its events. P.S. Keep your information up-to-date here. not only is it required, but you don’t want potential members emailing a past president who may have graduated.

In-Person - Events such as organization fairs are a great way to meet and recruit students to your organization. At these events try having a quick 20-30 second elevator pitch ready to describe your organization. Questions to ask yourself when preparing your pitch:

1. What is your organization about?
2. What are the goals of your organization?
3. What are you trying to do, or already do for the LU community?

For more information, contact the Coordinator for Student Engagement, Morgan Pulliam, at mpulliam@lamar.edu