

Marketing 101

The Four W's (Always Include)

- Who
 - Who is sponsoring this event? Don't forget to add everyone!
- What
 - What is the event? Be specific or people will be confused
- When
 - When is the event? When does it open?
- Where
 - Where is the event?

Resources

~Director of Campus Involvement
~<http://www.hiram.edu/campus-life/involvement>
~Media Center
~Service Center
~The internet

How to

- Check out the Student Organization Manual (<http://www.hiram.edu/involvement/clubs-and-organizations>)
- There is an entire section for Marketing that tells you where you can market and any pricing you need to know about!
- Here are just a few options: fliers, posters, sidewalk chalk, email, face to face, table tents (in the dining hall), etc...

Be Creative

- Make it so that people cannot miss your advertisement, that they just have to look at it.
- This can mean fun shaped ads, new locations, or any number of things

Do you need funding?

- If you have funding (you already have a budget approved by the FYB) go to next step
- If you **need funding** for your event:
 - Make a Reserve Fund Request from the Funding You Board
 - Check out their website on how to do so:
<http://www.hiram.edu/involvement/funding-you-board>
 - Go to the Funding You Board Meeting (there are several each year, approximately once a month) and they will let you know after they meet with you how much you were allocated.