



ISSUE 06

## MARKETING ON CAMPUS LEADERNOTES

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What do Aventis Pharmaceuticals, Ferguson Enterprises, ConocoPhillips, Sprint, Enterprise Rent-A-Car, Sherwin-Williams, and Wal-Mart have in common? They all try to sell products to you, the consumer, through marketing. Marketing is the exchange that takes place between consumers and sellers to satisfy individual and organizational goals. Successful marketing is *customer* driven. It addresses customer needs and desires, and then seeks to satisfy consumers with quality goods and services. It involves having the right product, at the right price, at the right place, and at the right time.

Marketing gives your organization a potential for growth and development. Through marketing you can advertise for a fund-raiser, an activity, a service project, or campaign for new members.

In order for your marketing strategy to be successful you should treat it as any other major organization (such as Rent-A-Car or Sherwin-Williams) does:

- First, take into consideration who you are focusing your marketing on. For example, if you are trying to attract commuters you may want to consider what they may think of your events time, location, and overall value they will gain from it in comparison to gas money they will spend getting there.
- Secondly, consider where you should focus your marketing. If you want to attract more commuters to your event put up information at the commuter center, in the café, or in the Concord or Daily Knight. Put your mindset specifically into that of your 'customer'.
- The final step is how you get your event out around campus. This is all the razzle-dazzle of attention grabbers. This includes the size, color, style of your advertisement. Some possibilities include radio, emails, newspaper ads, posters and flyers, or a combination of these (which works best).

### **Recommendations:**

- Color is always better than black-and-white; choose a variety of large and small flyers/posters; and don't put too much information or razzle-dazzle on your poster, simple can be better!
- Remember to give your marketing time. Don't post for an event the day of the event only, but don't start you advertising months in advance. Depending on the size and purpose of the event give your 'customers' a few notices a week or two in advance, and follow up with a lot of bang the day before and day of the event.
- Also, try different strategies, and don't give up if one doesn't work. Trial and Error and determination will be the key to success in marketing.
- Remember to ALWAYS focus on who you are campaigning toward.