



Marketing Ideas

Below are several marketing ideas that can be implemented on the Mansfield Campus and throughout the community. Please ensure that you refer to the Student Organization Handbook for a detailed listing of policies and reference the Student Engagement website for appropriate forms to request marketing services.

XiBo TV Screens (the scrolling messages that play on TV screens all over campus)

Press release for weekly campus e-newsletter

Ohio State Mansfield and NC State web calendars

Outdoor event board

On-campus flyers

Posters

Molyet & Buckeye Villages

Off Campus Locations

Table Tents

Sandwich board posters (see Tammy Smith.173 for assistance)

“Gimmick” Handouts (stressballs, t-shirts, candy, etc.)

Newspaper & TV ads

Facebook Groups/Event/Ad

Twitter/Instagram/Other Social Media

Door(knob) hangers

Signs for outside stakes

Bookmarks

Email listserv

Walking billboard and word of mouth