

# PUBLICITY

## Planning Your Publicity

When it comes to publicizing, a little organization and creativity go a long way. Here are 5 tips on how to market your event/organization effectively:

**Define your event/campaign.** In order to explain to others what you are doing, you have to know *what* you are doing. The more detailed information you have regarding your event, the more you will be able to field difficult or specific questions about the event. Without clear definitions, your marketing will seem unorganized or unattractive to those whom you are intending to engage.

**Determine your audience.** Figure out the specific population you are looking to market to. Is your potential audience students? Staff members? Are they within a specific major? Specific interest? The more specific you can get with determining your target population, the more likely you will be able to understand their passions and needs. With this information, you can then tailor your marketing as well as your event. The key is to find what unites your audience and cater to those commonalities when marketing your event.

**Create a plan for advertising.** It may seem more convenient to come up with advertising in the moment (for example, sending a tweet when you think of something witty), but a well-planned campaign can maximize reach without overwhelming either the audience or the marketers. Social media posts, flyers and posters, video releases, giveaways, etc. can all be planned ahead of time to make the implementation much smoother.

**Stay consistent and relevant.** If your information is inconsistent throughout different social media platforms or is not clearly stated, it can appear that what you are doing is unorganized or not applicable to your target population. Consider creating a paragraph of information (an “elevator speech” of sorts) that can be used in newsletters, flyers, social media posts, emails, etc. Also, be sure to stay relevant to your audience and pop culture. For example, at this time, a “Harlem Shake” video would not be the best way to engage your audience.

**Be innovative.** There are a lot of flyers around campus, so make yours stand out. Include a funny picture or a weirdly-shaped piece of paper—something that makes the flyer pop. Craft social media posts that will make someone laugh, think or feel. People notice things that are separated from the rest and you want your event to be noticed!

### Questions to Help Define Your Audience:

- 1) What are the demographics of your audience?
- 2) What do your consumers have in common?
- 3) How can you best reach your audience?
- 4) What drives your audience to make decisions?
- 5) Why would your audience want your product?

## Social Media Tips

**Gain a solid group of followers.** This is much easier said than done! Focus on getting followers/ likes of your target audience. At the end of the day, 10 engaged followers who pay attention and see value in your posts is much better than 100 followers who never engage in your event. Remember, the members within your organization are your best allies, so use them to your advantage. Think of how large your social circle can be when fully engaging your own members!

**Time your posts.** When do you think followers will be looking at social media? Between classes? In the morning? At night? How far in advance should your target population know about your event? A month? Two weeks? 3 days? Applications, such as [www.bufferapp.com](http://www.bufferapp.com), can be used to schedule posts for Twitter, Facebook, LinkedIn, etc. on predetermined dates and times. This is an example of implementing your plan of publicity and using organization and consistency to your advantage! However, be aware of spamming your target population. Posting too many times on social media can have the opposite effect you want and may steer some away from your event.

**Include something recognizable.** Creating posts with a common association will allow others to recognize your event or organization and create more relevancy for your target population. This could be almost anything: a snazzy logo, a creative hashtag used across social media platforms, or making sure your organization's name is included in the event title. This consistency will make you appear more organized and encourage others to attend such a well-advertised event!

## Publicity at W&M

Here are some ideas of avenues you can use to advertise your events or initiatives!

- **Student Happenings:** This e-mail, sent to all W&M students biweekly, contains events and announcements. Create an event on [events.wm.edu](http://events.wm.edu) and choose all relevant calendars, including Student Happenings, to have your event posted to the W&M website and appear in the e-mail. For announcements, submit your "elevator speech" at <http://digests.wm.edu/studenthappenings>.
- **Specific newsletters:** Many offices or departments have their own newsletters or listservs that could cater to your target population. Consider reaching out to those offices or departments and attempting to collaborate with them to get the word out on your event!
- **Posters in Sadler:** Reserve a bulletin board for a large poster at the Info Desk in the Sadler Center, and print the poster for free at the CORT on the second floor of the Campus Center.
- **Other advertising in Sadler:** Check out <http://www.wm.edu/sc> and click on "[Advertising Your Event](#)" for an updated list and directions of how to advertise your event in the Sadler Center, such as reserving a table in the lobby or advertising on the television screens.
- **Table Tents:** Fill out a Dining Hall Promotion Request Form, available from the Marketing Manager, Melissa Strain ([mmstrain@wm.edu](mailto:mmstrain@wm.edu)). Coordinate with her to print and place your table tents.