**1. Define your audience.**

What are your target demographics? Knowing your audience is key to creating effective marketing strategies.

**2. Plan your campaign.**

Where do you want to distribute your campaign materials? Make a clear plan for distribution to ensure maximum visibility.

**3. Secure a budget.**

How much can you allocate for marketing expenses? Having a budget will help you make informed decisions.

**4. Execute your plan.**

Monitor the results of your campaign and make adjustments as needed to improve performance.

---

**Social Media**

- Share your news & story ideas
- Share your news on your department's Facebook page, Twitter account or blog feed
- Tag the College's digital communications team in your posts

**Website**

- Post your event on the website
- Include details such as date, time, location, and registration information

**Direct Mail and Advertising**

- Consider sending printed materials to your target audience
- Make sure your messaging is consistent across all channels

---

**Media Relations**

- Contact Lisa Patterson at lipatterson@davidson.edu for help with scheduling your event
- Send news releases or story ideas to the communications team

**Design & Production**

- The design and creative services team collaborates with campus clients to ensure that your project is cost-effective and creative
- They can assist with branding department social media accounts

---

**Print & Marketing**

- Consider printing materials such as posters, flyers, and postcards
- Premium items such as T-shirts, stickers, and pens can also be designed and printed

---

**Intramural and Intercollegiate Athletics**

- Contact the campus marketing office or the student activities office for assistance
- They can assist with marketing and communications for your event

---

**The Crier**

- Send announcements to Crier@inside.davidson.edu to be included in the Student News section of Inside Davidson
- Submit an online request form at marketing-toolbox.davidson.edu to request assistance

---

**Contact**

For more information, contact marketing-toolbox@davidson.edu.
Digital Display Signs
Alvarez College Union
The Alvarez College Union features two digital display screens on the Davis Café level and one screen on the Central Services/Post Office level. These screens may be used to advertise events occurring on campus that are sponsored by college departments or registered student organizations.

Postings
Guidelines for displaying posters and flyers include the following:
- Materials must be free of racial, gender or ethnic slurs, stereotypic depiction or similar references.
- Flyers must include the event date and the sponsoring organization.
- Post the fewest number of pieces for effective advertising.
- Don’t post other material that remain current.
- Remove advertising in a timely manner following programs or projects.
- The posting of flyers, posters and similar material is limited to bulletin boards and approved posting spaces on campus.

Prohibited Postings
Paints, stains, acids, tapes, chalk or other substances that might deface buildings are prohibited.

* Many downtown Davidson businesses will allow the display of posters and flyers in their windows with prior permission.

Snipe Signage Policy
Posting snipe signage on campus property that is visible from any local street (Main, Griffith, Concord Road, etc.) is prohibited by the Town of Davidson Code of Ordinances and will result in its removal and the issuance of a fine by the Town of Davidson Code Enforcement. Payment of any fines will be the responsibility of the offending group, organization, department, event sponsor, etc.

Recording
Digital display signs on the screens. Events can be advertised for up to two weeks prior to the event (maximum). A landscape-oriented JPEG file sized at 896 pixels w x 672 pixels h are the correct file formats and dimension for the screens.

When should I begin?
The timeline depends upon the type of marketing and the size of the audience. As a rule of thumb, you should begin the print planning and design process 8-10 weeks prior to the date of the event, and begin additional promotion 4-6 weeks in advance with increased frequency as the date nears.

WHY SO EARLY? Planning plenty of time at the beginning of the project allows for proper preparation, concept development, any necessary printing and message distribution across different outlets.