



How to Market Anything on the BYU-Idaho Campus

A major cause of failure for products, applications, activities and ideas on the BYU-Idaho campus is the poor marketing (or communicating) of such. While specifically designed for the CTO Lab, this document can be useful for other students, offices, and groups to successfully execute whatever message they have in mind (as long as it is BYU approved, of course!). Click on the hyperlinks for additional and useful details that can help you.

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First Step: Plan

One of the most useful resources on campus for marketing ideas is [University Communications](#) (UC). Whatever your message or product, UC recommends that you first **DEFINE**, and then figure out how to **DELIVER** it. It is essential that you develop a marketing **strategy** that is tailored to the specific needs of your message; you will need to consider **time** (long or short term communication), **formality** (the general importance of the message, and the institution sponsoring it), as well as the utility vs. workload tradeoff of your marketing efforts.

Below are various methods and mediums of communication that may be useful as you market your message:

Web/Digital

[My.byui Web Banners/Campus Message Banners](#): quick, free, and easy to create (in Photoshop), banner ads cycle for 2 weeks, up to 2 days per week, and can be hyperlinked to another information or Facebook page.

[Campus E-mail Update](#): also quick, free, and easy, short messages (200 characters) can be communicated in the Tuesday and Thursday weekly campus updates, and hyperlinks to additional info can be included.

[Facebook/Social Media](#): again, this is quick, free, and easy to use. Pages or groups can be created to communicate your product, or info can be posted on existing sites with high volume traffic. To post messages on the BYU-Idaho official Twitter and Facebook accounts, you must contact newsdesk@byui.edu.

[Websites and pages](#): for new products, groups, or messages that are long-term or permanent, a page on the BYU-I website might be an option. This is a quite an effort in itself and will require that you plan this with the department head and web admin manager of your institutional sponsor.

[Library Screensavers](#): another quick, easy, and free way to deliver your message to hundreds of library-goers.

Print

[The Scroll & I-Comm](#): having an article, ad, or other feature in the Scroll (and published online on the I-Comm site) is an effective way to deliver a variety of messages on campus. Contact them directly to arrange coverage of your message or product.

[Posters, etc.](#): they look great, are effective and easy to design, can go all around campus, but they cost \$\$.

Sweat & Blood

Classroom Announcements: this is a useful method when trying to target a specific group. Telling CIT majors about the Skydrive, or International Studies students about a new society activity in their presence, cuts out the absolute need to use other mediums. Ensure you seek the permission of the instructor first.

[Stall in the M.C.](#): a more interactive opportunity to market and communicate your message face-to-face with students and faculty; fliers, displays, and other means can be used to grab people's attention. Space can be booked through [Event Services](#), or scheduling.byui.edu.

