A Guide to Marketing Flyers

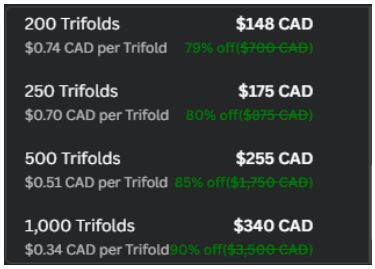
It is imperative that MSA diversifies its marketing channels in order to reach more Muslims on campus. Simply sticking to Instagram and Facebook is not effective enough. Hence, flyer distribution is another method to reach more Muslims at the university.

Format of the flyer:

- The flyer is in trifold format - 11x8.5in when unfolded
- You can design within Canva

Cost of the flyers & where to order:

- If ordered via Canva itself, bulk order can turn out to be quite cheap
- Delivery time: 5-8 business days



Content in the flyer:

- Here is an example of a previous [UWMSA flyer design], it has featured
    - Donation QR code
    - Pictures from past events
    - Summary of what the MSA does and some of its important initiatives
    - Feature of our sister clubs (OSP & IIC)
    - Links / QR codes to our platforms (Instagram, website, email, TikTok, YouTube and more)



Where to distribute:

- After jumu'ah outside the prayer room
- At booths (+ Clubs fairs)
- Anywhere else you think we can expand our reach to more Muslims!

Note: Whoever orders flyers should remember to save their invoice/receipt as it will be needed for when MSA reimburses you