



Marketing Strategies Guide:

The following guide is intended to outline marketing and participation development practices followed by previous CFEE partner schools who have succeeded at reaching a large number of students time and again. Following these practices is not mandatory, however it may help attract additional student participation and engagement.

- **Partnerships:** work with other relevant student-facing groups like: student council, clubs, staff, faculty groups, alumni, career hub, financial aid, international team, student success, etc. Check in with partners periodically to ensure everyone is on the same page.
- **Student facilitators:** make the workshops a rewarding experience for student facilitators by offering a form of credit or co-curricular recognition. Asking faculty to nominate students can lead to more engaged presenters, as they feel their hard work and accomplishments are being acknowledged. Encourage student facilitators to market the workshops as outreach from peers may resonate better with some students.
- **Promote as a “series”:** promoting multiple workshops as a series as well as individually will help establish a sense of familiarity for the workshops. Use branding themes, offer series incentives (CFEE financial advocate badge and cash prize for schools offering 5+ workshops), and post registration links for future workshops in the chat at the end of the current workshop. Create a webpage with all relevant workshop information including registration links, with attendance incentives front-and-centre.
- **Multiple avenues for outreach:** consider using different marketing routes (ex. email, social media, in person, etc.), as well as multiple paths for the same route (ex. both financial aid and student success email lists, getting other departments to share social media posts, etc.).
- **Offer incentives for participation:** rewarding students for their participation can be an effective way to draw them in, including non-monetary compensation like offering co-curricular credit.
- **Organization involvement:** teams that are more heavily involved in the process and put in the time to connect with students see the highest attendance numbers. Also, having a representative(s) on the webinar to review other services your organization offers is a great way to further develop a connection with students.
- **Timeline:** Schools tend to see a significant drop-off in participation if the marketing process starts less than two weeks ahead of the workshop, with some schools recommending up to a month.

