



Marketing Ideas from Your Colleagues

- 1) Allow at least three to four months for advertising.
- 2) Allied health courses draw a lot of attention so advertise on the front or back cover of your catalog if you have the space or when possible!
- 3) Announce an upcoming program in an ad one schedule before the actual semester schedule and start a waitlist.
- 4) Utilize word of mouth marketing via graduates or current students of your programs. Send out an email to past participants to let their friends and family know.
- 5) Consider newspaper or newsletter advertising one month prior to course start date.
- 6) Send out a colorful web blast to your graduates or to your campus distribution list.
- 7) Place fliers or posters in the counseling center, student center, student health service center and the health sciences building.
- 8) Fax your flier to healthcare providers in your region, including pharmacies, doctors' offices, hospitals and clinics in the area.
- 9) Provide flyers or info packets to any WIB's, One-Stop's, placement or workforce development agencies. You can get the fax numbers from the Chamber of Commerce directory or visit www.ServiceLocator.org to find the One-Stop Career Center in your region.
- 10) Include advertising in any general community education advertising that has a Career Focus.
- 11) Run ads in the Classified Section of the newspaper with your school logo under education (very affordable).
People looking for jobs see your ad.
- 12) When people drop in – give them a full packet of information. If they call, email or mail them a packet. These packets (in a nice folder) help to convince the value and credibility of the program.
- 13) Some colleges have tried radio ads on different stations. The best response has been from an Alternative Rock station. The audience seems to be gen-X-ers and even some baby boomers that are looking for a new career. It is worth the investment the first time you offer the class to make the general community aware of your programs.
- 14) Do press releases two to three times the month before class.
- 15) Utilize Facebook, MySpace and other social media outlets that are free.