

## MARKETING PROMOTIONAL STRATEGIES

### **I. PERSONAL MARKETING STRATEGIES**

- Career Day
- Endorsements from others (students, counselors)
- Letters/Phone Calls
- Open House/Parent's Night
- Heritage Day (invite grandparents and senior citizens)
- Cultural Buffet (invite foreign language and ESL students)
- Student of the Year Reception and FCCLA Awards Banquet

### **II. NONPRINT MARKETING STRATEGIES**

- Slide audiotape presentations
- TV news coverage
- TV/Radio Public Service Announcements
- Videotapes
- Power Point Presentations

### **III. PRINT MARKETING STRATEGIES**

- Brochures/Flyers/Newsletters
- Bulletin Boards/Exhibits/Displays/Posters
- Newspaper Articles

As you plan displays for your classroom, school, or community, keep the following keys in mind:

- **Timely**
  - Current statistics and information. Introduce new information.
  - Never leave the display up too long (2-3 weeks max.)
- **Professional**
  - Neat and Clean - New letters, current pictures
- **Time Management**
  - Plan displays that you can use again. Use high quality supplies and materials. Arrange an accessible storage area for display items.
- **Creative/Unique/Eye-catching**
  - Jot down creative brainwaves - possible future displays.
  - Keep a "what-if" box and file. Keep your eye open for creative display materials (garage sales, \$1.00 Stores, closets at home)