

MT Engage Marketing Plan

	Total Needed	Cost per Item	Total Cost
MT Engage Website	1	\$ -	\$ -
Feature Spot on MTSU Home Page	1	\$ -	\$ -
Marketing Videos	3	\$ -	\$ -
Digital Signage on Campus	1	\$ 75.00	\$ 75.00
Floor Decals	4	\$ 275.00	\$ 1,100.00
Banners	12	\$ 200.00	\$ 2,400.00
Pop-Up Banners	2	\$ 300.00	\$ 600.00
News releases and media spots	5	\$ -	\$ -
Sidelines Advertising 1/4 page	3	\$ 250.00	\$ 750.00
Brochure	4000	\$ 0.25	\$ 1,000.00
Posters 16x20	50	\$ 9.00	\$ 450.00
Posters 12x18	250	\$ 1.60	\$ 400.00
Promotional Items			\$ 7,787.50
TableTop Tents	100	\$ 2.00	\$ 200.00
Feature on Computer Desktops	1000	\$ -	\$ -
Information Table Set-Ups (Tablecloths)	2	\$ 275.00	\$ 550.00
Convocation Flyer	650	\$ 0.60	\$ 390.00
Advisor Training Flyer	50	\$ 0.60	\$ 30.00
Student Events*	2	\$ 900.00	\$ 1,800.00
Student Contest Prizes/Event Prizes**	6	\$ 150.00	\$ 900.00
Feature in Campus Handouts			
Info for Parents		\$ -	\$ -
Freshman Info		\$ -	\$ -
Admissions Booklet		\$ -	\$ -
Customs Bags	1	\$ 150.00	\$ 150.00
Social Media accounts			
Twitter	1	\$ -	\$ -
Facebook	1	\$ -	\$ -
Instagram	1	\$ -	\$ -
			\$ 18,582.50

**Student contest Fall 2015 What is MT Engage? Social Media Contest with 3 gift card prizes and t-shirt prizes

*Student Event for March 29 & 30 Includes Photo Booth at \$440 for 4 hours through SpaceWalk contact Steve at 615-867-3422

- unlimited pictures
- rep on site for the duration
- flash drive with all photos
- one custome logo to print on all pictures
- MTSU props

* & **Student Event in Spring 2016 co-sponsor student service learning Habitat event in February, students who participate receive MT Engage button; t-shirt, and enter into drawing for prizes

Possible Promotional Items	Quantity	Cost per item	Total
Buttons	3500	\$ 0.15	\$ 525.00
T-Shirts	1000	\$ 3.25	\$ 3,250.00
Lanyards/ID Holders	250	\$ 1.50	\$ 375.00
Phone screen savers	to be priced		
Band aids	to be priced		
Chip clips	to be priced		
Pens	1000	\$ 0.50	\$ 500.00
Notepads	500	\$ 1.00	\$ 500.00
Highlighters	3500	\$ 0.70	\$ 2,450.00
Hand Sanitizers	250	0.75	\$ 187.50
			\$ 7,787.50

Other Ideas

Student of the Week feature on webpage

Faculty of the Week feature on webpage

MT Engage feature in MTSU Magazine

MT Engage feature on MT10

MT Engage feature on "Out of the Blue" TV program

Schedule book for Summer and Fall (Tyler)

Participate in MTSU Parent and Family Association and Class of 2019 Facebook pages

CSIL Ideas

Create MT Engage Org on *myMT* and list MT Engage on co-curricular transcript

Message members of MY MT and officers/faculty advisors re: MT Engage

Co-sponsor Freshman Day of Service or other event each spring and fall

Customs Ideas (Gina Poff)

Have representation at the Week of Welcome Department fairs - no cost

Have representation at the President's picnic - no cost

Participate in Custom's leader training beginning in January

Participate in Custom's Cookout - no cost

Inclusion in the parent video - no cost

Inclusion in the Student Information video (Port of Call) - no cost

Admissions Recruiter Ideas

Participate in Preview Days sessions on week-ends

Videos

Student Profile

Professor Profile