



DOWNTOWN TEMPE

Connecting with ASU College Students

June 1st, Downtown Tempe Authority

Speakers:

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Defining the Audience:

- "The college consumer is in the most cluttered marketplace with the shortest attention span"
- Millennials, 18-22+, racially diverse, economically stressed, politically liberal, optimistic about the future
- Approximately 59,794 students enrolled in at least one class on campus

Things to Note:

- Students have little brand loyalty.
- Building a database in the Fall is key to re-winning the customer in the Spring
- Take every opportunity to build your database, everywhere!

10 Ways to Connect with On-Campus Students

1. **Employing campus reps -- flyering, sampling, events, etc.**
Get inside the spending habits of a student by having one on your team. Offering internships are a great way of giving back to the college community while taking advantage of some great insider knowledge.
2. **Covending at ASU sponsored events i.e. Welcome Week, Greek Week, etc.**
Providing your products and services
3. **Media coverage.**
Securing placement in student publications such as the State Press, College Times - advertising in the State Press guarantees on-campus tabling near Hayden Library, the center of campus. (Note: ASU Staff read this too!)
4. **Advertising in high traffic areas such as the Memorial Union.**
LCD monitors, display cases and various poster locations are available for advertising at ASU's most high-trafficked central building where students eat, study and connect with friends. Advertise with the Student Media Advertising Department and get on-campus exposure for as low as \$100.
(<http://www.asuadvertising.com/forms/ASUratecard.pdf>)
5. **Join the ASU Student Insider Dining Guide.**
Delivered directly to student's doors at the beginning of each semester, the Student Insider Dining Guide is a student's go-to on deciding what's for breakfast, lunch or dinner.
6. **Student ID specials.**
Attract new customers and increase frequency by offering a percentage discount or gift for ASU students. Use slow days to offer double the discount!
7. **Fundraiser nights.**
From fraternities and sororities to club sports teams, student organizations are always looking for ways to garner support from local businesses.
8. **Events**
Give students a break from studying by inviting them to enjoy a special one-time event at your business -- think pop-up shops, raffle nights and big new-product unveilings.

9. **Become a voice in the educational community.**
Use your own expertise to educate young entrepreneurs by speaking at events or with organizations at schools such as the W.P. Carey School of Business.
10. **FUN** - Students LOVE free stuff! Promotional 'swag', campus scavenger hunts, free promotional items, flashmobs, and FOOD.

10 Ways to Connect with Off-Campus Students

1. **Communicate daily through social media.**
Hashtags to use: #DowntownTempe, #SunDevils, #ASU, #SunDevilNation, #ForksUp, #FutureSunDevil, #FearTheFork.
2. **Make relationships with property managers of nearby apartment complexes.**
It's as simple as providing something for them to giveaway on social media. Or add your product to a move-in package or gift.
3. **Covending with off-campus student housing complexes.**
i.e. provide food for an event for placement in the housing's monthly resident newsletter, flyering in mailboxes and front doors.
4. **Join initiatives like GrubHub and Postmates to mobilize your business.**
Transportation is a challenge for many college students. The businesses who can bring their services right to the door win more customers.
5. **Hosting weekly college nights, open mic nights, etc.**
Students love an excuse to momentarily ditch the books and gather with friends in a carefree environment.
6. **Host specials targeted to one apartment complex.**
Make sure the coordinate with the property so they'll share the deal.
IE: On Tuesday, we're hosting a happy hour for 922 Place residents! Simply show your key FOB to get the deal.
7. **Get a spot at the Student Job Fair.**
Even if you're not hiring, it's a great way to get in front of students! If you hire students, add "think of creative ways to market our company to students" to their job description. Tap into their young, creative minds!
8. **Monitor your feedback.**

See what students are saying about your business by keeping up to date with reviews on sites such as Yelp or Google+. Learn, grow and even reposition your marketing efforts based on direct feedback.

9. Give back.

Students want to feel good about the brands they are supporting. Have a presence and contribute to student attended charity events such as Relay 4 Life, Pat's Run, and Devils in Disguise.

10. Rewards programs

Students are their own worst critics, why not reward them for all of their hard work both inside and outside the classroom by being a loyal customer to your business.

Things NOT to do when marketing:

- DON'T: Promote an unhealthy lifestyle for students. Enjoy a beer or two is great (if they're of age), but let's not keep earning the "party school" reputation.
- DON'T: Assume that once you have the customer, you'll have them for their entire college career.
- DON'T: Rely solely on social media. Email is still king. (No spam!)
- DON'T: Make assumptions about their budget.
- DON'T: Forget about their non-consistent schedule. (No such thing as an 8-5 student!)
- DON'T: Underestimate a student's intelligence. They're smart and continually learning every day.

Key Contacts:

Programming + Activities Board (PAB), ASU

Uses: *Connect with programming and events on campus*

Contact Info: (480) 965-0089, pab@asu.edu

Residence Hall Association (RHA), ASU

Uses: *Connect directly with residential life on campus*

Contact Info: (480) 965-5809, rha@asu.edu

Student Media Advertising

Uses: *Purchasing digital ads, outdoor kiosks, etc.*

<http://www.asuadvertising.com>, 480-965-7572

Off-Campus Student Services (OCSS), ASU

Uses: *Connect with move-in dates for students*

Contact Info: 480-965-2940, ocss@asu.edu

University House, Off Campus, Off Campus Housing

Contact Info: (480) 664-8097, info@universityhousetempe.com

Vista del Sol, Off Campus Housing

Contact Info: (480) 449-3765, vcava@studenthousing.com

922 Place, Off Campus Housing

Contact Info: (480) 966-3669, 922place@studenthousing.com

The Cottages at Tempe, Off Campus Housing

Contact Info: (480) 656-7500, thecottagesoftempe@capstonemail.com

Vertex, Off Campus Housing

Contact Info: (855) 400-8595, vertex@peakcampus.com

The District, Off Campus Housing

Contact Info: (877) 309-8517, tempe@edrtrust.com

The Domain, Off Campus Housing

Contact Info: (480) 966-3300, domaintempe@achliving.com

Gateway Tempe, Off Campus Housing

Contact Info: (480) 397-7354, matt.karwocki@clvusa.com

Alta Tempe, Off Campus Housing

Contact Info: (855) 831.2122, altatempe003@myltsmail.com

Apache Station, Off Campus Housing

Contact Info: (855) 816-4816 ; apachestation004@myltsmail.com

Regents on University, Off Campus Housing

Contact Info: (480) 359-1843 ; RegentsU@cwsapartments.com

Dorsey Place, Off Campus Housing

Contact Info: (480) 967-2110, dorseyplace@allresco.com

Greek Life (Panhellenic Board, Interfraternity Council), ASU

Uses: *Partnering with individual fraternities and sororities*

Contact Info: 480-965-5292, greeklife@asu.edu

Undergraduate Student Government (USG), ASU

Uses: *Connect with the undergraduate student law-makers*

Contact Info: (480) 965-9665, Cassidy Possehl (President) cpossehl@asu.edu

Educational Outreach + Student Services (EOSS), ASU

Uses: *Partnering with Freshman Orientation, Fall Welcome Week, and Family Weekend*

Contact Info: 480-965-2200, James.Rund@asu.edu

Freshman Orientation, ASU

Uses: *Connect with the new upcoming freshman class during their tour of the University*

Contact Info: 480-965-2880, orientation@asu.edu

Fall Welcome Week, ASU

Uses: *Connect with move-in dates/welcome week programming on campus*

Contact Info: 480-965-2880, fallwelcome@asu.edu

Family Weekend, ASU

Uses: *Connect with the families of ASU students*

Contact Info: 480-965-2880, familyweekend@asu.edu

Changemaker Central, ASU

Uses: *On-campus charity and volunteer events*

Contact Info: 480-965-0305, changemaker@asu.edu

State Press, ASU

Uses: *Connect with the on-campus newspaper*

Contact Info: 480-965-2292, news.state.press@gmail.com (put 'State.Press' as the first word in the subject line)

College Times, ASU

Uses: *Connect with a local college themed publication*

Contact Info: Christina Caldwell (Editor-in-Chief) ccaldwell@ecollegeimes.com

ASU Student Creative Services, ASU

Uses: *Advertise, market, or even employ students to manage your creative assets*

Contact Info: (480) 727-8522, Daniel.Dickson@asu.edu

Welcome Week Events:

Points of Contact: Programming and Activities Board, Residence Hall Association

- Passport to ASU
- Residence Hall Association's Tiki Luau
- Sparky's Carnival
- Student Job Fair
- Devils on Mill
- Fall Welcome Concert