

# Ways to Market Your RSO

Promoting your RSO helps attract new members, build brand awareness, and advertise events. It is important to make sure that your marketing strategies inform, sustain, and engage your target audiences. We understand that this can be challenging, so we've come up with a list of resources to aid you in this process.

- Post flyers on public posting boards
- Table in a high traffic area (tabling requests can be made on [Involve@State](mailto:Involve@State))
- Ask professors to present in class
- Use social media accounts/create a website
- Tag/message [Involve@State](https://www.instagram.com/Involve@State) on Instagram posts
- Advertise in MSU department newsletters
- ASMSU RSO Highlight
- Advertise using the [Involve@State](https://www.instagram.com/Involve@State) newsfeed
- Collaborate with other organizations
- Promote your organization at The Rock
- Become an affiliate of a larger organization
- Wear your organization's apparel around campus

## Additional Resources

- MSU Libraries for printing (large posters)
- ASMSU free printing (limited, 8.5" x 11")
- College of Education printing

