

**OkDork**  
BY NOAH KAGAN

# College Marketing Checklist



# 10 Steps to Successful College Marketing

## Checklist

- ☐ Advertise on Facebook
- ☐ Make it funny
- ☐ Don't buy TV ads
- ☐ Make it unique or original to capture attention in a crowded market
- ☐ Free (or discounted)
- ☐ Run a contest
- ☐ Don't use school newspapers — they're a waste of money
- ☐ Sponsor organizations
- ☐ Ditch the flyers, since most students will ignore them (and it kills trees)
- ☐ Ask students directly what they want

## Bonus Ideas

- ☐ Co-marketing/word-of-mouth marketing
- ☐ Connect with students over Facebook/WhatsApp/Snapchat
- ☐ Get feedback after launch to make sure the next product, service, or event is even better

# Want more marketing ideas?

Marketing is my speciality. It's what I did as an early employee at Facebook and Mint — and I used my marketing skills to grow Sumo to an 8-figure business.

Get proven marketing ideas from my podcast. Each episode is only 10-30 minutes.

HOOK ME UP,  
NOAH