**Marketing Information Technology Offline**

Everything in IT does not have to be digital.

Texas A&M IT decided to add print mediums to our marketing mix for three reasons:

* First – we asked our customers what they wanted. Campus surveys and focus groups showed that using only email and other digital communication mediums was leaving our customers confused about who we were and what services we offered.  They wanted to see something tangible – not just information on a computer screen.
* We know that in marketing **Frequency** (how many **times** your audience sees your message) is just as important as **Reach** (how many **people** see your message).  You want to achieve a Frequency of 3 or 4 to drive action and awareness.  While sending an email is a great way to have a large Reach - Print is a great way to increase Frequency!
* The last reason we added print is because of our brand promise. The Texas A&M IT brand strives to be seen as approachable and accessible – print signage out and about on campus is a great way for us to interact with our customers.

The signage options we’ve chosen are focused on bringing our message primarily to students as they go about their weekly activities – they’re designed with relevant messaging that will be seen frequently.

* (bus ads) as they Ride the bus to class
* (sandwich boards) as they Walk to the football game
* (computer lab signage) Print out a class assignment or surf Facebook
* (table tents)Grab a bite to eat
* (full color inserts or newspaper ads)Pick up the campus newspaper

We believe adding print to your communication plan is a good option – you can **use channels that are readily available** on your campus. It’s **budget friendly** – only a few hundred dollars to make a big impact. **And you can choose when you want to use it** (usually for important campaigns where you can measure the impact and prove the investment was worth it).

Break out of your digital comfort zone and give print a try.

\* Special Note from presentation – our crossword software is <http://crosswordweaver.com>

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