

STUDENT ORGANIZATION GETS NEW LIFE

PROJECT OVERVIEW: BUSINESS WORLD OF SPORTS

A newly-formed campus organization was looking for ways to attract new members and increase recruitment from schools outside of Kelley. The consulting team focused on potential partnerships, target market expansion, social media practices, and general marketing tips.

PROJECT FOCUS



- Attract diverse pool of students
- Strengthen member retention rate
- Build organization brand awareness and credibility

OUR RECOMMENDATIONS

Partnerships ideas with the Cuban Center

Planned events featuring current Kelley students and alumni in the Sports industry

Advertisement campaign centered around attracting media students:

- Analysis suggested Media majors would be most open to recruitment
- Distribution of Flyers as well as a Social Media Campaign

General Marketing Tips:

- Tabling, with the inclusion of food and drink to draw in potential members
- Outreach to professors with large class sizes to recruit new members
- T-shirt creation to improve brand image

RESULTS



Increase in advertising and merchandise for the organization



Diversification of member backgrounds



Established credibility with IU sports community