



3 Ways To Add Swag To You Rave Guardian App Outreach Marketing Program

There are lots of ways to get the word out about your Rave Guardian App at your campus. Signage advertising, student orientation, social media, and email campaigns, to name a few. However, there's one tactic that can be highly successful, yet it is surprisingly underutilized:

Outreach Marketing Swag

- 1) In many administration offices such as registration or finance, they are responsible for providing pens for students to use when they are filling up forms. Pens have a habit of walking out the door, which is precisely what you want when the pen has Rave Guardian App logo on it.



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Twist Highlighter Pen Combo

Item #: 721189

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- 2) In many campuses, you will find on-campus dormitories for students staying on campus. These students will be assigned a key for their room. Lanyards with the Rave Guardian App logo should be provided to the students to attach their room key, plus this allows custodians to promote and encourage the students to download and register for Rave Guardian App.

Also, lanyards could be provided if your campus issues ID badges for staff or students to wear at the campus.



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Hang In There Lanyard

#684196

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- 3) If your campus is having special events, sports events, special presentations, parking permit decal or competitions. Take this opportunity to engage with the students and tell them about the Rave Guardian App. If they download and register give them a cool incentive, like the items below:



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