

Advertising and Marketing

We are committed to providing high quality marketing to make this a successful event for your crafters and artisans! Below you will find a list of our efforts:

- Large Posters throughout MSU Campus, popular East Lansing community centers, and local businesses.
- Table Tents over 200 study and dining tables at MSU
- A strong email campaign to MSU Staff, Students, Alumni, and partners.
- Ads in Lansing State Journal
- Radio Broadcasts
- Promoted Social Media Campaigns on Facebook, Twitter, and Instagram through events posts, shareable posts, and posting in targeted interest groups.
- Event Posts in over 30 community calendars.

Help Us Promote!

Let your dedicated patrons know where to find you! Please follow our University Activities Boards on Facebook and Instagram and share our posts about the show!

[Facebook Event](#)

[UAB Facebook Page](#)

[UAB Instagram Page](#)

[UAB Arts and Craft Show Website](#)

The Facebook Event gets more promotions the more the public interacts with it. Please share widely and mark yourself as “Attending” to support this event. Encourage friends and family to mark “Attending” as well!