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1. Bismarck Market

1.1. Website

1.2. Chamber

1.2.1. Directing listing

1.2.2. Ad in newsletter

1.2.3. Email List

1.2.4. New Redident Mixer

1.3. Marketing Materials

1.3.1. Magnets

1.3.2. Facebook sponsors

increasing likes/ shares/ views

expand reach

1.3.3. Flyers

1.3.4. Road signs

2. Marketing

2.1. winter market

2.1.1. advertising

on receipts

2.2. Brand image

2.2.1. recognition

facebook

2.3. logo

2.4. signs

2.4.1. location marker on campus