

Task 5- Idea about ad campaign - Generate campus ambassador leads (Current college students)

- Leverage Social Media: Partner with popular college social media pages and influencers to spread the word about the campus ambassador program.
- Host Contests and Giveaways: Organize engaging contests or giveaways with appealing prizes to attract student participation and interest.
- Collaborate with Student Organizations: Reach out to student clubs, societies, and organizations to promote the campus ambassador program through their networks.
- Campus Visits and Events: Attend or sponsor college events, fairs, and festivals to directly interact with students and promote the program.
- Offer Incentives: Provide exclusive benefits such as merchandise, internship opportunities, or professional development sessions to entice students to join.
- Create Engaging Content: Develop informative and exciting content, such as videos and blogs, showcasing the benefits and experiences of being a campus ambassador.
- Utilize Alumni Networks: Encourage alumni to recommend current students for the program, leveraging their connections and influence.
- Personalized Outreach: Send personalized emails or messages to potential candidates, highlighting why they would be a great fit for the ambassador role.
- Leverage Professors and Faculty: Work with professors and faculty members to identify and recommend enthusiastic and active students for the program.
- Offer Certification and Recognition: Provide a certificate of achievement and public recognition for campus ambassadors, adding value to their resumes and LinkedIn profiles.