**Marketing Costs (One Campus Template)**

**Costs Jan - Jul**

Referral Rewards $3,219.10

Flyers: $150

Banners: $150

Table: $150

Google Ads: $900

Total: $4,569

Average cost per month: $652.71

**Costs Aug - Dec**

Ambassadors: $350

Smarta Rewards: $3,150

Social Media Ads: $1,500

Google Ads: $2,500

Total: $12,000

Average cost per month: $2,400

**Total 2021 Marketing Costs: $16,569**

**Average cost per month: $1380.75**

**Cost for two campuses (assuming identical cost): $33,138**

**Average cost per month: $2,761.50**

* Campus Ambassadors
  + 5 Ambassadors per semester
    - Ambassadors Package Cost: $70 w/shipping included
    - $350 per semester
    - $700 per academic year
* Smarta Referral Programs
  + Prizes in tiers based on performance
    - Sign up 5 people
      * Smarta stickers
        + Cost of stickers

300 of sticker 1: $162

300 of sticker 2: $162

Total cost: $324

* + - 10 people
      * Coffee Mug
        + Coffee Mug Cost: $7 including shipping
        + 100 coffee mugs: $700
    - 20 people
      * Smarta t-shirt
        + T-shirt cost: $11 including shipping

100 t-shirts cost: $1,100

* + - 50 people
      * Smarta Moleskin Notebook and Pen
        + Custom Moleskin Cost: $17.88 per notebooke

For 20 Notebooks: $422.60 (includes extra charge)

* + - * + Custom Pen Cost: $0.61 per pen

250 pens cost: $152.50

230 extra pens for giveaways

* + - 100 people
      * Smarta Crewneck Sweater
        + Sweater cost: $26 including shipping
        + 20 Sweaters cost: $520
      * OR $50 off rent
    - Total Cost of all referral rewards: $3,219.10 *(too high)*
* Smarta Rewards
  + $750 for first 3 months (Aug-Oct)
  + $450 for next 2 months (Nov-Dec)
  + $500 for remaining 7 months (Jan-Jul)
    - Total Cost of Smarta Rewards: $6,650
* Flyers
  + 3 types of flyers
    - Type 1
      * Cost of 50: $49
    - Type 2
      * Cost of 50: $49
    - Type 3
      * Cost of 50: $49
    - Total cost of flyers
      * $147
* Banners
  + Cost of banners
    - $65 each
    - For 2 banners: $150 including shipping
* Table and Tablecloth (including anchors)
  + Table cost: $50
  + Tablecloth and anchors: $100
  + Total Cost: $150
* Social Media Advertising *(this needs to be higher)*
  + Jan - Jul
    - None
  + Jul - Nov
    - $300 per month
    - $1,500 total
  + Dec
    - None
* Google Search Advertising *(this needs to be higher)*
  + Focused on property managers and students using **specific** campus keywords (syracuse housing, SU off campus, etc.)
  + Jan - Apr
    - None
  + May - Jul
    - $300 per month
    - $1,200
  + Aug - Dec
    - $500 per month
    - $2,500
  + Total Cost: $3,700
* Property Manager Giveaways and Loyalty Promotions