

FALL '16 RECRUITMENT MARKETING REPORT



3000 handed out
or stickered

- At Recruitment Booth
- Presented at all events



175 handed out

- At Recruitment Booth
- Presented at
Meet the Chapter






All handed out
to Brothers

- Worn during flying
- Worn at Meet
the Chapter

EVENTS

(average 103 people/night)

Meet the Chapter: 120 
Alumni Night: 85 
Professional Night: 117 

 Communication: 5

 Undeclared: 2

 Others: 25

 Economics: 23

 International Business: 29

 International Studies
Economics: 6

 Joint Math-Econ: 10

 Management Science: 20

accepted majors

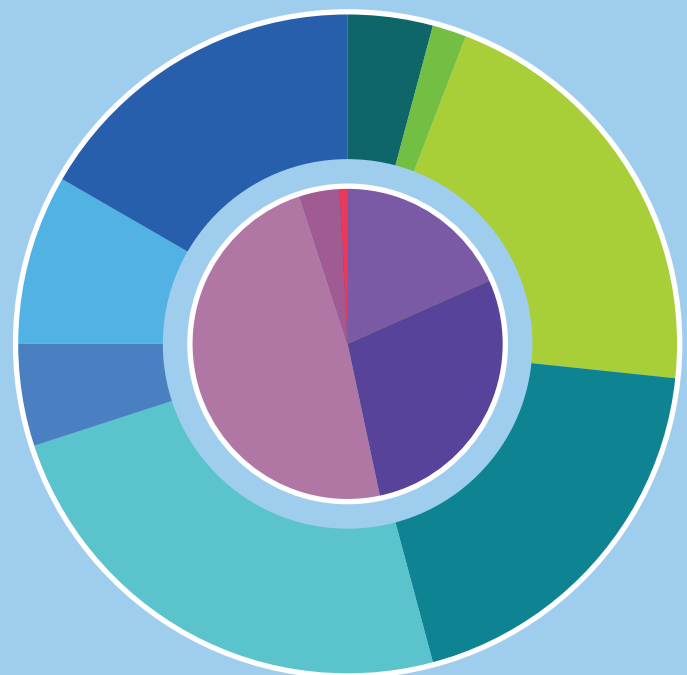
 1st Year: 22

 2nd Year: 34

 3rd Year: 58

 4th Year: 5

 5th Year: 1



73.3%

SOCIAL MEDIA

Page Activity

avg. post reach
773
(organic)

3500 Reached

133 Went
75 Interested
226 Responded

915
Viewed

729
Shared With

1422 also organically
reached, but not engaged

Facebook Event Statistics