



# **QUICK START** **GUIDE: ADVANCED** **IMPLEMENTATION**

**NORTHERN ARIZONA UNIVERSITY**

# HOW TO USE THIS QUICK START GUIDE

This Quick Start Guide outlines an example of an integrated marketing campaign designed to support awareness, engagement, and action for a specific academic initiative. It highlights how a mix of digital, traditional, and experiential tactics can work together to reach defined audiences and support institutional goals.

This guide is intended as a reference—not a prescription—and can be adapted based on unit priorities, timelines, and available resources.

## Quick Start Guides

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Quick Start Guides showcase real-world examples of marketing campaigns used across Academic Affairs. Each guide outlines how a mix of tactics—digital, traditional, and experiential—can work together to support awareness, engagement, and action for a specific academic initiative.

These guides are designed to help units understand *how campaigns are structured, why certain tactics are used, and how approaches can be adapted* to fit different goals, audiences, and resources. They are not prescriptive plans, but practical references you can tailor to your unit's needs.

## What you'll find in a Quick Start Guide

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Each Quick Start Guide presents a campaign-level snapshot, including:

- Campaign overview and strategic framing
- Program(s) or initiative(s) supported
- Primary objectives and success focus
- Key audience segments
- Integrated marketing tactics across channels
- Considerations related to budget, timing, and coordination

Together, these elements illustrate how multiple tactics work in concert to support academic momentum, student persistence, and program visibility.

## When to use a Quick Start Guide

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Quick Start Guides are especially helpful when you want to explore *how* a campaign might come together before building a detailed plan. Use a Quick Start Guide when you want to:

- See examples of integrated marketing campaigns
- Understand how different channels support different stages of engagement
- Explore campaign ideas before committing resources
- Adapt proven approaches for your own academic programs or initiatives

## How Quick Start Guides work with Playbooks

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Quick Start Guides and Playbooks serve different—but complementary—purposes.

- **Quick Start Guides** show *what a campaign can look like in practice*.
- **Playbooks** provide step-by-step guidance for planning, execution, and measurement across platforms.

Many teams start with a Quick Start Guide to explore campaign structure, then use a Playbook to build, execute, and assess their own initiative.

## Campaign considerations

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- **Budget** – does the department have the budget to execute?
- **Distribution** – how will materials be distributed?
- **Project Sponsor** – who will be responsible for coordinating/sponsoring various campaigns and projects?
- **Timeline** – what is the deadline for the CTA?

# Marketing Campaign: Hotel and Restaurant Management Undergraduate Certificates

The Hospitality Certificates Grassroots Campaign is a fully integrated mix of digital, traditional, and experiential marketing tactics designed to engage current NAU students where they study, socialize, and make academic decisions. Each channel plays a unique role—digital platforms drive discovery, print materials reinforce awareness, and in-person experiences inspire participation. Together, they create a cohesive ecosystem that encourages students to explore certificate programs that complement their existing degree paths and expand their career potential in hospitality, event planning, and tourism management.

Digital storytelling anchors the campaign. Social media spotlights, short-form video, and peer-to-peer content showcase students who have added certificates to their degree plans and are already seeing results. Email reminders and web content reinforce how quickly these programs can be completed and how seamlessly they fit within a student's schedule. Leverage peer networks, campus touchpoints, and student-to-student storytelling to show how certificate programs can be completed quickly, fit within existing degree paths, and open new doors in hospitality, event planning, and tourism management.

Traditional and experiential tactics extend the reach of digital efforts through real, on-campus connection. Posters, postcards, and QR-coded giveaways drive students from physical spaces to landing pages where they can learn more or talk with an advisor. Open houses, tabling, and pop-up activations create moments of direct engagement, transforming curiosity into conversation and conversation into enrollment.

Each tactic supports a shared goal: awareness through visibility, engagement through connection, and action through relevance. By combining authentic student voices with approachable, high-impact marketing moments, this campaign positions NAU's hospitality certificates as quick, flexible, and career-focused opportunities for students ready to grow within the ever-evolving world of hospitality.

## Campaign focus

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### *Programs*

- [Hospitality Accounting](#)
- [Event Management and Meetings, Incentives, Conventions, and Exhibits \(MICE\)](#)
- [Hotel Management](#)
- [Human Resources in Hospitality Management](#)
- [Interior Design for Hotel and Restaurant Management Majors](#)
- [Interior Design Event Management](#)
- [International Tourism Management](#)
- [Restaurant Management](#)

*Objective:* Inspire current NAU students—especially those already majoring in hospitality, tourism, business, interior design, and related fields—to add a certificate that deepens their expertise or expands their career options.

## Marketing tactics: digital marketing

Digital marketing drives awareness through the channels students use every day—social media, email, and online spaces that connect ideas to action. By pairing peer-driven storytelling with quick, visual content, these tactics make the certificate programs feel accessible and relevant. Leverage peer networks, campus touchpoints, and student-to-student storytelling to show how certificate programs can be completed quickly, fit within existing degree paths, and open new doors in hospitality, event planning, and tourism management. Every post, email, and web update encourages students to explore how a single certificate can expand their options and elevate their NAU experience.

<b>Channel</b>	Content marketing
<b>Platform</b>	Blog posts
<b>Tactic</b>	Feature short stories of current students who added certificates to enhance their major

<b>Channel</b>	Content marketing
<b>Platform</b>	Video content
<b>Tactic</b>	Student-created clips explaining what they gained from the certificates

<b>Channel</b>	Digital advertising
<b>Platform</b>	Digital display advertising
<b>Tactic</b>	Use on-campus digital signage to rotate slides in key student areas (Union, Cline Library, dining halls)

<b>Channel</b>	Email marketing
<b>Platform</b>	Marketing Cloud
<b>Tactic</b>	Send brief, visually engaging messages timed around registration

<b>Channel</b>	Social media marketing
<b>Platform</b>	Instagram/TikTok/YouTube
<b>Tactic</b>	Feature student spotlights, Reels of hospitality spaces, fun facts about each certificate, Quick, creative clips from student ambassadors showing how they use certificate skills, and Short video stories filmed by student videographers to promote each certificate

<b>Channel</b>	Website optimization
<b>Platform</b>	Content optimization
<b>Tactic</b>	Update certificate pages to speak directly to current students (“Add this to your degree”) to improve conversion rate

## Marketing tactics: traditional marketing

Traditional marketing tactics provide a tangible presence across campus—helping hospitality programs stay visible in the spaces students frequent most. Posters, postcards, and giveaways reinforce campaign messages while bridging to digital platforms through QR codes and short URLs. These approachable, low-barrier touchpoints remind students that adding a certificate is simple, flexible, and fully integrated with their major. By creating a consistent look and feel across print materials, the campaign builds familiarity and prompts students to take the next step in learning more about certificate opportunities.

<b>Channel</b>	Community and network promotion
<b>Platform</b>	Cross-university collaborations
<b>Tactic</b>	Partner with other NAU departments and advising offices to share certificate information with target audiences

<b>Channel</b>	Print marketing, advertising, and earned media
<b>Platform</b>	Posters and flyers
<b>Tactic</b>	Distribute QR-coded posters and postcards in spaces frequented by students – both on and off campus

## Marketing tactics: experiential marketing

Experiential and guerrilla tactics make the campaign come alive through in-person connection and spontaneous discovery. Tabling events, open houses, and pop-up activations allow students to see, touch, and talk about hospitality certificates in real time—turning curiosity into conversation. These experiences lean on campus energy and student enthusiasm, encouraging participation through creative giveaways, social-media moments, and peer-to-peer interaction. The result is a campaign that feels organic, fun, and unmistakably NAU—meeting students where they are and sparking interest that lasts beyond the event itself.

<b>Channel</b>	Engagement marketing
<b>Platform</b>	Pop-up and on-campus activations
<b>Tactic</b>	Hand out hospitality-themed giveaways while showcasing certificates

<b>Channel</b>	Engagement marketing
<b>Platform</b>	Engagement-driven giveaways and kits
<b>Tactic</b>	Hand out promotional items (swag) during campus events and tabling opportunities. Items include cookies, reusable cups, post-it notes, mini notebook, sticker sheets, vintage room key keychains, mini chocolates, etc.

<b>Channel</b>	Event marketing
<b>Platform</b>	Orientation and student transition events
<b>Tactic</b>	Include certificate highlights at advising booths and peer mentor presentations during Welcome Week

<b>Channel</b>	Event marketing
<b>Platform</b>	Academic and program-focused events
<b>Tactic</b>	Host a hospitality open house featuring faculty, alumni, and student ambassadors

<b>Channel</b>	Event marketing
<b>Platform</b>	Academic and program-focused events
<b>Tactic</b>	Collaborate with student orgs or athletics to include hospitality certificate info at themed games or info tables

<b>Channel</b>	Event marketing
<b>Platform</b>	Topic-specific information sessions and workshops
<b>Tactic</b>	Table alongside hospitality and business clubs to promote certificates

<b>Channel</b>	Live marketing
<b>Platform</b>	Real-time performances or showcases
<b>Tactic</b>	Set up interactive "Hospitality Moments" on the Union pedway (create mood boards, "register" for event, sampling)

## Conclusion

Together, these tactics create a connected, student-centered campaign that builds awareness through genuine conversation and authentic engagement. Digital content drives discovery, traditional materials reinforce recognition, and experiential efforts turn awareness into personal connection. Each element works in tandem to keep certificates visible, relevant, and actionable for current NAU students. By maintaining consistent messaging, collaborative outreach, and peer-to-peer storytelling, this campaign strengthens the sense of community within the School of Hotel and Restaurant Management and empowers students to see how small academic additions can lead to big professional opportunities