

## Collaboration on Promo

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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**