

Community College Marketing

B I N G O

Mark a square anytime you hear...

"Let's Make a Logo!"	<i>"Texting is OVER. We Need a Good Newspaper Ad."</i>	"Raise the Bar!"	<i>"We Need a Viral Campaign!" (yeah, so does everyone!)</i>	The Word "Robust"
"Accessible. Affordable. Close to Home."	<i>"What's the Call to Action?"</i>	Any Labored Acronym	<i>"Can You Make Me this Brochure 'Real Quick'?"</i>	"Why Aren't Our Applicants Attending?"
Any Budget-Related Excuse.	Any Corny Pun	FREE	The Word <i>"Utilize,"</i> when <i>"Use"</i> Would Have Worked Just Fine.	"...Low-Hanging Fruit..."
"We're the Best-Kept Secret!"	<i>"How Can We Leverage This?"</i>	<i>"How is this Adding Value?"</i>	"Let's Think Outside the Box"	"Is this Moving the Needle?"
"It's All About Content Creation."	"So, What's the ROI?"	"Let's Form a Committee!"	<i>"...But the University is Doing It!"</i>	"I'm Not Seeing Our Ads on my Boomer-Targeted TV Shows!"