Create your first task today

Run the concept by students before you execute on it to ensure it resonates.

TASK 002
Ask questions about your industry and use answers to direct your back-to-school marketing plan.

TASK 003
Ask survey questions and use the data in your next blog article. (Below is a snapshot of a financial survey conducted)

TASK 004
Ask students to review your new product / website / service.

TASK 005
Campus Intelligence Report - What does a typical day in the life of a student on your campus look like?

TASK 006
Create a focus group.

TASK 007
Select beta testers.

TASK 008
Who is the decision maker on your campus for X, Y, Z?

TASK 009
Use the survey tool as a method of data collection.

TASK 010
Where is the new hottest spring break destination, popular bar, etc?

TASK 011
Have students ask professors questions that they normally wouldn’t be able to answer.

TASK 012
Video testimonials. (Below is a snapshot from a video testimonial reviewing the BackBeat Pro Headphones by Plantronics)

TASK 013
Gather intel about local businesses.

TASK 014
Use the survey tool for a simple data entry opportunity at a live event.

TASK 015
Get thousands of multiple choice, checkbox, open box, and more responses fast.

TASK 016
Ask students to create a marketing plan.

TASK 017
Ask questions about your industry and use answers to direct your back-to-school marketing plan.

TASK 018
Ask survey questions and use the data in your next blog article. (Below is a snapshot of a financial survey conducted)
**IMPROVEMENTS**

**TASK IDEAS FOR IMPROVING YOUR PROGRAM**

**TASK 027** Measurement tools to prove work.

**TASK 028** Instant gratification! Pay students instantly for their completed work.

**TASK 029** Faster response time.

**TASK 030** Vetting process.

**TASK 031** Create a before / after survey to better understand how people are using the product.

**TASK 032** Competitions - Keeps track of how your students are rated on each project across an entire campaign.

**TASK 033** Stop chasing reports from your reps! Have them all in one place. (Below is a report received by HP from a student handing out flyers at orientation)

**TASK 034** Do more with less staff.

**TASK 035** Use one tool instead of multiple.

**TASK 036** Go beyond the traditional way of Campus Rep Programs by incorporating technology.

**TASK 037** Achieve lower turnover.

**TASK 038** Test at a small number of campuses and immediately scale to a larger number upon success.

**TASK 039** Allow some flexibility to enter your program.

**TASK 040** Have students upload videos of the event(s).

**TASK 041** Use a GPS check-in to keep track of students. (Below is a view of the tools on the students’ dashboard)

**TASK 042** Message your students all at once or individually.

**TASK 043** Create consistency that you can scale.

**TASK 044** Amplify your existing activity by having more students execute on it.

**TASK 045** Engage students in the way they are engaging with everything else - their mobile device.

**TASK 046** Able to do multiple types of marketing activities - market research, social media, boots on the ground.

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**RECRUIT**

**TASK IDEAS FOR RECRUITMENT**

**TASK 017** Scale - get students at more campuses.

**TASK 018** Students can get your brand involved in a classroom competition for you to identify the best HR talent.

**TASK 019** Schedule talks in front of relevant student organizations before you show up for a career fair.

**TASK 020** Show a recruitment video in front of hundreds of student organizations during a single day.

**TASK 021** Talk to your professor about sharing our position.

**TASK 022** Turn your existing summer internship program into a Campus Rep Program in the fall / spring.

**TASK 023** Find students who are good at social media posting. (Below is a social post by a student recruited for Coca-Cola based on their social media abilities and reach)

**TASK 024** Start a Campus Rep Program now.

**TASK 025** Be at more campuses at once.

**TASK 026** Collect .edu email addresses for those students interested in learning more about your opening.

**TASK 027** Students can get your brand involved in a classroom competition for you to identify the best HR talent.

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**TASK 033** Start a Campus Rep Program now.

**TASK 034** Be at more campuses at once.

**TASK 035** Collect .edu email addresses for those students interested in learning more about your opening.
Hand out samples of your product to your peers.

Write on classroom whiteboard / chalkboard a specific message.

Pass out noise canceling headphones in library.

Branded static clings in all dorm bathrooms prior to move in.

Stock dorm room fridges prior to move in.

Have students change their Facebook profile and banner images to ones provided by you.

Weekly coupon distribution.

Order pizza to be delivered by students who are wearing your branding in a surprise and delight fashion on campus.

Create an intramural sports team with each opposing team played getting samples.

Take a picture of you in your college gear at a rival’s campus.

Share our song list on Spotify.

Host a shoe lover’s party in a sorority house.

Talk to student organizations about how to put their best suit forward before a career fair.

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