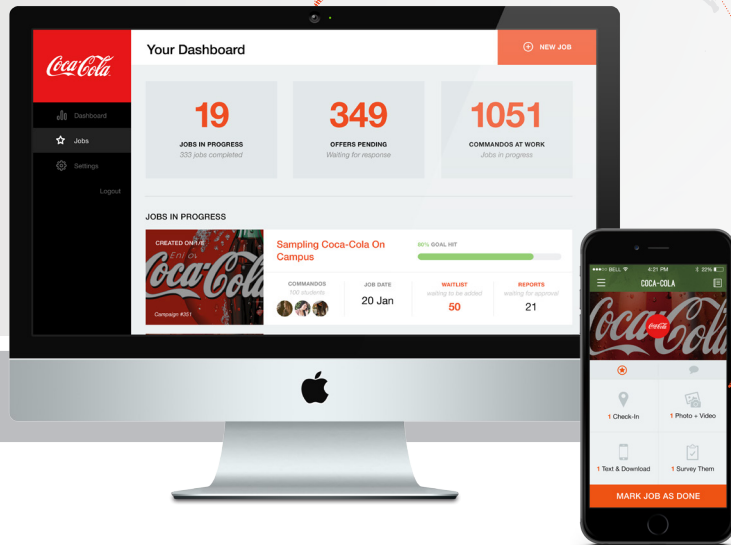


101 THINGS

BEING DONE IN
THE GO COMMANDO APP



T: 313.202.6662
www.CampusCommandos.com

CREATE YOUR FIRST TASK TODAY

MARKET RESEARCH

TASK IDEAS FOR MARKET RESEARCH

TASK 001
Ask students to create a marketing plan.

TASK 002
Run the concept by students before you execute on it to ensure it resonates.

TASK 003
Ask questions about your industry and use answers to direct your back-to-school marketing plan.

TASK 004
Ask survey questions and use the data in your next blog article.
(Below is a snapshot of a financial survey conducted)



TASK 005
Ask students to review your new product / website / service.

TASK 006
Campus Intelligence Report - What does a typical day in the life of a student on your campus look like?

TASK 007
Create a focus group.

TASK 008
Select beta testers.

TASK 009
Who is the decision maker on your campus for X, Y, Z?

TASK 010
Use the survey tool as a method of data collection.

TASK 011
Where is the new hottest spring break destination, popular bar, etc?

TASK 012
Have students ask professors questions that they normally wouldn't be able to answer.

TASK 013
Video testimonials.
(Below is a snapshot from a video testimonial reviewing the BackBeat Pro Headphones by Plantronics)



TASK 014
Gather intel about local businesses.

TASK 015
Use the survey tool for a simple data entry opportunity at a live event.

TASK 016
Get thousands of multiple choice, checkbox, open box, and more responses fast.

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.

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.

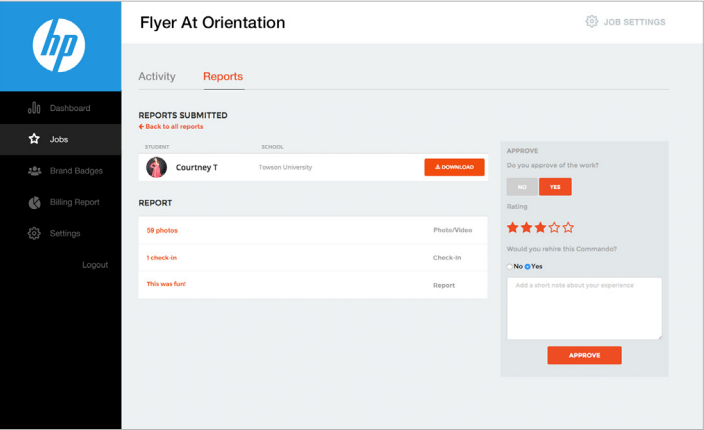
TASK 029
Faster response time.

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.

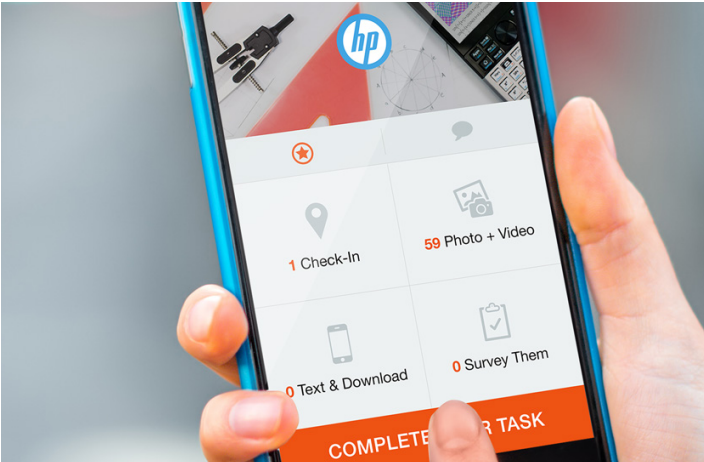
TASK 037
Achieve lower turnover.

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.

ACTIVITIES

TASK IDEAS FOR BRAND AWARENESS / SALES

TASK 047
Hand out samples of your product to your peers.
(Below is a student handing out Sharpies on campus to his peers)



TASK 048
Speak in front of a class.

TASK 049
Speak in front of a student organization.

TASK 050
Reserve space on campus for your tour vehicle.

TASK 051
Get your peers to download our app.

TASK 052
Get us involved in the largest event on campus.

TASK 053
Share an article we just posted on our social media accounts to your friends.

TASK 054
Go on our website and post your favorite product to your social media account.

TASK 055
Take a picture of your display in the store to ensure the image you want to portray is being met.

TASK 056
Put up flyers about your upcoming event.

TASK 057
Stencil sidewalk chalkings with #stencilmania.

TASK 058
Impromptu fashion show runway in the Union.

TASK 059
Get front row of your student section and hold up this poster.

TASK 060
Pass out branded moving boxes during moveout week.

TASK 061
Give parents water during move in and tell them about the nearest location to buy what they forgot.

TASK 062
Engage greek life with your idea.

TASK 063
Gather the mailing addresses of Greek Houses then send the houses a surprise and delight package.

TASK 064
Street teams.

TASK 065
Amplify a social media post with more likes, comments, and shares.

TASK 066
Build a student sales team.

TASK 067
Drive student traffic to our existing event.

TASK 068
Get involved in sports on campus.

TASK 069
Help students move in with your brand seen first.

TASK 070
Create custom frisbees and tape gift cards to the bottom of them. Then have your reps throw them around campus.

TASK 071
Get a table on campus.

TASK 072
Create a student organization on campus.

TASK 073
Download your app.

TASK 074
Demo your product.

TASK 075
Pass out samples before the campus movies on the weekends.

TASK 076
Write on classroom whiteboard / chalkboard a specific message.

TASK 077
Pass out noise canceling headphones in library.

TASK 078
Branded static clings in all dorm bathrooms prior to move in.

TASK 079
Stock dorm room fridges prior to move in.

TASK 080
Have students change their Facebook profile and banner images to ones provided by you.

TASK 081
Weekly coupon distribution.

TASK 082
Order pizza to be delivered by students who are wearing your branding in a surprise and delight fashion on campus.

TASK 083
Give students a link to your website with a unique coupon code.

TASK 084
Hire students weekly to engage with students at the dining halls.

TASK 085
Create bookmarks with your information and have students drop them off to their peers studying at the library.

TASK 086
Make a homemade video advertising the product (include the product's name, uses, benefits, etc).

TASK 087
Create a carnival game that includes the brand's product and set it up for people on campus to play (ex: beanbag toss).

TASK 088
Photoshop a picture of you with the product's mascot and post.

TASK 089
Walk around campus with a sign up sheet.

TASK 090
Create an intramural sports team with each opposing team played getting samples.

TASK 091
Take a picture of you in your college gear at a rival's campus.

TASK 092
Share our song list on Spotify.

TASK 093
Host a shoe lover's party in a sorority house.
(Shoe Lover's Party for DSW at sorority houses on campus)



TASK 094
Talk to student organizations about how to put their best suit forward before a career fair.

TASK 095
Sign your peers up during back-to-school for cable / internet.

TASK 096
Pass out samples in the recreation center.

TASK 097
#iworkforcokaca on instagram type posts.

TASK 098
Setup a spin wheel on campus.

TASK 099
Organize a group of students for a pre-screening.

TASK 100
Pass out condoms to your Resident Advisor on your dorm room floor.

TASK 101
Use Go Commando App to execute on your idea!