

the *marketing* minute

September 2009



Wish you had more visitors to your RCC web page?

Join the RCC content management team. Individuals from areas across campus are managing and updating their portion of the Web site and are seeing amazing results.

Janice Hancock and the Campus Store is a perfect example. They made updates to their page and worked with marketing to coordinate e-mails that announced the changes. The Campus Store had averaged 20 visitors a day and on July 27 (the day the first e-mail was sent), they jumped to over 121 visitors.

[Campus Store Chart](#)

[Campus Store Graph](#)



Marketing Tip

Do you need a brochure designed or a press release written? Do you have a printing need or need help marketing your program/area?

Keep these things in mind:

- Allow 4 weeks for design or press release request
- Allow 6 weeks if the project requires outsourcing or includes other organizations or departments



We're On A Roll

Richard Petty Open House/Ribbon Cutting

[FOX 8](#)

[Circle Track](#)

[The Business Journal](#)

[NC Commerce - SYNC](#)

Harley Davidson Restoration

[News and Record](#)

