

Grad Recruitment Worksheet: Marketing Budget

AHEM*

Program

Key benefit:

Budget calculation:

*Base number: if revenue generation, what is the **total desired revenue** of the program? If research generation, what is the **average annual salary of an early-career researcher**? If research support, what is the **total value of grants being supported by student researchers**?*

Multiplier: if revenue generation, 6% of the total desired revenue; if research generation, 50% of the annual average salary; if research support, 5% of the total amount of the grants.

Final number

Allocations:

Social media advertising (Facebook, Instagram, Reddit, etc.)

Distributed (posters, postcards, flyers) + postage

Print advertising (newspapers, magazines)

External support (creative collateral like writing/photo/video; marketing companies)

Internal expenses (incentives for surveys, on-campus events, merch/rewards)

Part-time help (work-study students, interns, placements)

What milestones and proofs can you set as proofs of success?