

# Towson Boosts Game Day Engagement with Texting: 30+ Signups Per Campaign and Faster Student Outreach

## Overview

Towson University, a Division I institution in Maryland, has long been known for its competitive athletics and strong school pride. But when it came to rallying student attendance at games, the Athletics Marketing team needed a faster, more effective way to connect with students in real time. With inboxes crowded and posters ignored, Towson adopted **Mongoose Conversation Intelligence** in Fall 2023 to streamline student outreach and better promote game day experiences. Since then, Mongoose has helped the team increase awareness of events, simplify promotions, and put student engagement front and center—right where it belongs.

## Challenge

Before Mongoose, Towson relied primarily on email and physical signage to share information about athletic events. But these channels didn't always capture students' attention. Their **Athletics Marketing team** noted, "Even when we were students here, we didn't know when games were happening. We'd walk past the same sign every day and never look at it." With limited time, a growing slate of events, and a Gen Z audience that prefers mobile-first communication, the team needed a faster and more direct way to reach students.

## Solution

The Towson team has used **Mongoose's Conversation Intelligence Platform** to run point on all athletics-related outreach to students. Their approach is simple but effective: use texting to deliver the right message at the right time—before students open their email or scroll past a poster. Text campaigns promote everything from senior days to giveaways to student buses headed to the CAA conference tournament. One of their go-to strategies is sending graphic-based reminders about what's happening and why students should care. They noted,

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It's all about reducing friction. If we can get the message to them instantly, with a clear visual, we know they're more likely to see it and show up.

TOWSON ATHLETICS  
MARKETING TEAM

## Implementation & Impact

### Real-Time Game Promotion

With Mongoose Text, Towson can push out last-minute updates or reminders—something that's especially helpful during playoffs or tournament season when plans come together quickly. They said,

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When our basketball team went to the CAA tournament, we were able to send a single text with all the info about student buses, how to watch, and where to be. It made it much faster to get information out compared to our CAA emails.

### Stronger Student Response

Texts not only increased awareness but also generated more buzz among student-athletes and fans alike. The team added,

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One of our lacrosse seniors saw himself in a graphic we texted out and thought it was the coolest thing. He's a chill guy, so when he said that, we knew it mattered.

Student interns also report that texts improve clarity about when and where events are happening—something that didn't always happen with emails.

### Higher Awareness, Lower Lift

Unlike previous email-based promotions that required formatting, approvals, and long lead times, Mongoose lets Towson move fast. Whether it's game day details or last-minute changes, texting gives them the control they need to act without delay. They said,

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[Mongoose is] just easier. We can build and send something ourselves in a few minutes instead of waiting on email templates or design.

## The Mongoose Difference

### Speed and Simplicity

Mongoose makes last-minute event updates easy—no long formatting or routing required.

### Direct Delivery

Texts cut through the noise of campus email, reaching students where they actually pay attention: their phones.

### Graphic Support

Towson found real value in attaching graphics to messages, making each text more visual and attention-grabbing.

### One-Way Texting with Real Impact

Even though most outreach is one-way, the team still sees students engage. Some reply with jokes or excitement—and that response is a signal that students are paying attention.

## Future Plans

While most texts today focus on awareness and logistics, Towson's Athletics Marketing team sees room to evolve. There's potential to lean further into personality, visuals, and maybe even mascot-driven messages in the future. For now, their priority is clear: keep making it easier for students to show up, cheer loudly, and feel connected to Towson Athletics.

## Conclusion

For Towson University, texting has become more than a communication tool—it's a way to get students excited, informed, and involved in campus life. And for the Athletics Marketing team, it's a personal win every time a student-athlete sees their face in a text or a packed crowd shows up thanks to a well-timed message. They added,



Mongoose Text is a good way to connect. Posters get ignored. Emails get deleted. But a text goes right to their phone—and that makes all the difference.

**Mongoose Conversation Intelligence Platform**

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