

The background features abstract geometric shapes in shades of green and blue. A large, light green circle is partially visible on the left. In the top right, there are two overlapping rounded rectangular shapes, one in a medium green and the other in a dark blue. In the bottom right, there is a larger, more complex shape composed of overlapping green and dark blue rounded rectangles.

# Promoting and Marketing Student Organizations

Chase Greenfield and Colton Adams



# OVERVIEW OF PRESENTATION

## MAIN POINTS COVERED

The Importance of a Marketing Plan  
Essential Recruiting and Marketing Approaches  
Creating High Quality Designs

# IMPORTANCE OF A MARKETING PLAN (1)

- There is no single solution to marketing/recruiting for student organizations
- Creating a strategy for how/why you will communicate with your audience(s) is the first step in actually doing so
- Think about the purpose of each marketing/promotions channel and how you will measure success
- Use diverse, unusual, and memorable marketing techniques
- There is a draft marketing plan to use and copy on the SOC Website

# IMPORTANCE OF A MARKETING PLAN (2)

## ESSENTIAL MARKETING TECHNIQUES

- Facebook Page(s)
- Instagram Profile
- Television Screens
- Posters
- Flyers
- Jacket Journal e-newsletter
- Campus Leak (submit requests through Jacket Journal)
- Semester Event Schedule Flyers
- Class Raps (Presentations)
- Talk with Faculty Members
- Tabling (Active)
- Guerilla Marketing (running around campus)
- Email List
- Classroom Whiteboards (with instructor permission)
- Master Calendar



# ESSENTIAL RECRUITING & MARKETING TECHNIQUES

- Do not host a program/event or recruit for a student org that you are not genuinely excited about
- Have a clear, concise, and relevant mission for your organization (and its programs) is irreplaceably important
- Start with who you know and work outward from there
- Create a physical and electronic presence in the community you are looking to draw participation from
- Get a small group together to recruit for your org/event
- Do fewer things, but make the things you do meaningful
- Free food and/or give away items do tend to help boost attendance/participation if you have the resources/budget for them.

# CREATING HIGH QUALITY DESIGNS (2)

## Best practices from University Marketing and Communications

- Keep backgrounds clean and not distracting
- If available, include a complementary image
- Consider audience and purpose – avoid provocative or sensitive imagery & content
- Limit words so slide is readable in under 7 seconds – less is more

## Slide information should include

- Name of event, occurrence, activity or happening
- Date
- Time—use figures and lowercase letters (e.g. 9 a.m., 6 p.m.)
- Location
- Additional details (typically related to “who” or “why” and kept brief)
- Choose one call to action (e.g. contact name, phone number, visit website, etc.)
- Avoid use of ALL CAPS or fonts that resemble caps



# Canva Overview

by Colton Adams



# Some Thoughts on Design



**DESIGNERS  
SHOULD ALWAYS  
KEEP THEIR  
USERS IN MIND.**



The background features abstract geometric shapes: a red square in the top-left, a black triangle in the top-center, a large red circle in the top-right with a black horizontal bar passing through it, a large red circle in the bottom-left with a black horizontal bar passing through it, a black triangle in the bottom-center, and a red square in the bottom-right.

# KEEP IT SIMPLE

WHATS THE MESSAGE/FEELING

What does the viewer need to get from it?

WHATS THE MEDIUM

Where is this going to be seen?

CALL TO ACTION

What does the viewer need to do with it?



# Examples & Demo



# Student Organization Fair

Thursday Oct. 17th  
LA Building 11am-1pm







# Pizza & Book Pick-up

**PICK UP YOUR BOOKS &  
A SLICE OF PIZZA...OR  
TWO...OR THREE**

**MONDAY, SEPTEMBER SECOND//5PM//GLACIER ROOM**



# *GAME SHOW NIGHT*

- FREE FOR ALL CURRENT STUDENTS
- *Over \$2000 worth of prizes to be given away*
- *Every name that is called will win a prize*

*by*



THURSDAY, SEPTEMBER FIFTH//7PM//PETRO THEATRE



# Student Leadership Night

**Connect with other  
student leaders,  
enjoy a free dinner,  
and learn how to  
make the most of  
your year.**

**6:00pm  
Glacier Room  
(SUB)**

**RSVP at  
[msubillings.edu/  
engagement](http://msubillings.edu/engagement)**

**10-16-2018**





# HOMECOMING DANCE

SATURDAY

OCTOBER 6

9 P M - MIDNIGHT

GLACIER ROOM





STUDENT UNITED WAY  
PRESENTS

# ICE CREAM SOCIAL

CELEBRATE THE CONTRIBUTION THAT EACH  
VOLUNTEER HAS MADE THIS YEAR AT MSUBILLINGS

**April 25, 12pm-3pm**  
**SUB Atrium**



# RESOURCES

Log into Canva by visiting the Center for Engagement  
(SUB 219)

Marketing Plan template on the website

Submit Jacket Journal AND Campus Leak Requests in one  
place on the website

Submit events to Master Calendar and check what else is  
scheduled

Book a table/event space with the Center for Engagement

Send Monitor Slides to Chase for distribution

Mark your calendars! The next SOC Meeting is January 23