



## November 7<sup>th</sup>, 2019 Presentation Notes

### “Marketing and Promotions”

- Overview of the Presentation

#### **Section 1: The Importance of a Marketing Plan**

- There is no single solution to marketing/recruiting for your student organization.
  - A varied, mixed approach with high investment will yield the best results.
  - Different methods reach different students, and students who see multiple methods get more exposure to the event/org.
- Creating a strategy for how and why you will communicate with your audience(s) is the first step to actually doing so.
  - Keeping track of what worked well and what didn't through a strategy like this allows you to make better use of your time.
  - Going through every step of your marketing plan also gives you the peace of mind that you gave recruiting for your event/program/organization your all.
- Think about what the purpose of each marketing/promotions channel is and how you will measure its success.
  - Help yourself and your members to understand exactly why you are doing what you are doing. If something doesn't seem to have a clear purpose, or there is no way to clearly track how effective something is, it might not be worth your time.
- Diverse, unusual, and memorable marketing techniques are important.
  - Creating a presence around an event/organization that goes beyond the typical avenues for grabbing attention makes it far more likely that others will want to invest time in what you are doing.
  - The point of marketing is to grab peoples' attention and to keep it. Doing something out of the ordinary that will get people talking about your action item is the best strategy.
- On the SOC Website, you will find a draft marketing plan to copy from. Here are some critical components of whatever plan/template you end up using:
  - A statement of purpose/objective (what you hope to achieve with a marketing plan).
  - Your organization's mission statement
  - A Strengths, Weaknesses, Opportunities, and Threats analysis of your organization.

- Who your target markets are. What specific populations do you intend to reach?
- A budget for your marketing efforts. How much are you able/willing to spend on promotions?
- A description of each of your marketing channels. The specifics of what kinds of actions/techniques you will be using.
- An event marketing checklist, with timelines, performed yes/no boxes, and the metric for evaluating the success of that item.
- Your goals for each channel's metric
- Additionally, here are some of the essential marketing techniques on MSUB's campus for you to implement for each event:
  - 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

## **Section 2: Essential Recruiting and Marketing Approaches**

- First and most important piece of advice: do not do a program or recruit for a student organization that you are not genuinely excited about.
  - If you don't want to do it, why would you expect another person to?
  - Goal of student organizations is to get people with similar interests together to do activities/functions that they are excited about.
- Having a clear, concise, and relevant mission for your organization (and its events/programs) is irreplaceably important.
  - Letting students know exactly who you are, what you do, and why that matters to them is the first step to getting them on board.
  - Don't just assume they know what it means to be a part of the STEM Club. Give them examples of what you all do on a daily, weekly, and annual basis to paint the small and big picture of what they would be a part of.
  - If you can't recite your organization's mission statement to me right here, you probably need to change it. If you don't know it and have it memorized, how can you expect others to know what you are about?
  - Make it clear what you do both for your external audience (e.g. through events/programs) but for your members as well. How will students develop, grow, and/or enjoy themselves by being a part of your organization *besides* contributing to your events/programs. SAB, for instance, created both an internal and external mission statement this year.
- Start with who you know, and work outward from there.

- Look for a specific audience you know will be interested besides just “all students.” For example, Yellowjacket Theatre plans to host an open-mic night for stand-up comedy. Bringing promotional materials to Montana Comedy and other places would be a good idea to start gathering interest.
- Don’t assume anyone is bought in or is even aware of your org or its program unless they have verbally or otherwise committed to be.
- Create a physical/electronic presence in the community you are looking to draw participation from.
  - For many orgs, this is the whole student body, but for others the audience is more specific (e.g. History Club is primarily looking for students who are majoring/minoring in History).
  - Whatever your audience is, be there and visible. Let them know who you are, what you are about, and why you exist and you will be harder to ignore.
  - This can come in many forms: mini-events that serve to promote larger ones; tabling; regular social media posts; creating a text-list or email list; talking in front of relevant classes; etc.
- Get a small group together to recruit for your org/event.
  - 2-4 is a good size, to show that multiple people are interested, but not so numerous that quieter individuals would feel intimidated by approaching you.
  - Take your energy and enthusiasm to inspire that same feeling of excitement in others.
  - Explain to your organization’s members the importance of investing in the organization’s future and mission.
  - Find ways to reward and recognize members who do show substantial investment in the organization by recruiting participants and for events.
- Do fewer things, but make the things you do meaningful.
  - Would you rather put the same number of hours into four events with five people at each, or one event with twenty attendees?
  - Collaborate and partner with other organizations to make this happen. There’s a lot going on on-campus every day, and as you all know very well, students can’t go to everything. Working together on one event will likely yield more participants than doing two separately.
- Free food and/or give-away items do tend to help attendance/participation if you have the resources/budget to support these.
  - For example, SAB did a promotion where you got a free t-shirt for applying for the board. This worked well to drive up applications, had the added bonus of boosting our brand/identity through people wearing our shirts around campus.
  - Stickers, notebooks, or bracelets are some examples of cheaper alternatives that could serve a similar purpose.
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### **Section 3: Creating High Quality Designs (Canva with Colton Adams)**

- 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 10 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
- Designs for monitors need to be read in seven seconds or less- make them quick.
- For Facebook designs, put the title only on the post picture.
  - Extra information goes on the bottom and in the description.
- Flyers should be sized at 8.5x11 inches; the max size for posters is 11x14 inches.
- Monitor slides are 16:9 format, and these can also be used for: Master Calendar, the Jacket Journal, and flyers.
- Some general thoughts (accompanied by an overview of how to use Canva):
  - Designers should always keep their users in mind.
  - What is the message/feeling? (What does the viewer need to get from it)
  - What is the medium? (Where is this going to be seen?)
  - What is the call to action? (What does the viewer need to do with it)

## Section 4: 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