Promoting and Marketing Student Organizations

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OVERVIEW OF PRESENTATION

MAIN POINTS COVERED

The Importance of a Marketing Plan
Essential Recruiting and Marketing Approaches
Creating High Quality Designs
• 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.
KEEP IT SIMPLE

WHAT'S THE MESSAGE/FEELING
What does the viewer need to get from it?

WHAT'S 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 // 5 PM // 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

THURSDAY, SEPTEMBER FIFTH/7PM/PETRO THEATRE
Student Leadership Night

10-16-2018

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
HOMECOMING DANCE

SATURDAY
OCTOBER 6
9 PM - MIDNIGHT
GLACIER ROOM
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