

Marketing Plan

Event Details:

Event Title		Date	
Location		Time	

*Use this checklist as a guide for planning a successful event. Some items may not apply to your organization or event and others might need to be added based on the nature of your group or event. If you have any questions, consult with LSI by emailing LSI@usm.edu. If you find an error in the contact info on this plan, please email us as well so we can fix it!

Checklist Timeline:

12 weeks before event | Week of: _____

- Schedule meeting with all leaders, committee members and advisor, if not done already to discuss marketing needs for event.
- Request approved marketing images from agent/vendor for performer (if applicable)
- Create a marketing budget for event if you have not gotten budget already.

8 weeks before event | Week of: _____

- Draft or create social media images, graphics, flyers, etc. for your event and get approved, if required
- Request Image Center if photos are needed for event *there is a charge for this service
- Order any novelty items, swag bags, tshirts, etc. needed for event marketing and promotion
- Begin draft of marketing pushes on campus- when will you start advertising? Where?

6 weeks before event | Week of: _____

- Social media and marketing campus plan finalized to begin to promote event.
- Finish social media images, graphics, flyers, etc. for your event

4 weeks before event | Week of: _____

- Begin to execute marketing plan- distribute cards and flyers on campus. Begin to push event through social media.
- Review your budget to ensure you are on track and/or update as necessary.
- Complete tabling reservation with the Union if you want to set up on campus to promote

- **2 weeks before event | Week of:** _____
 - Put out a-frames, yard signs, and banners for event
 - Begin large efforts for social media promotions/pushes and put out A-frames
 - Begin tabling on campus for promotions

- **1 Week before/Week of event | Week of:** _____
 - Tabling to promote on campus
 - Continued social media pushes

- **Day Of | Week of:** _____
 - Don't forget to make last minute pushes on social media!

- **After Event | Week of:** _____
 - Ensure ALL A-frames are picked up and returned
 - Any flyers or other materials that are out should be taken down
 - Change social media cover photos, profile pictures, etc. once event is over

Marketing Checklist:

Social Media Postings:

- Be sure to use all forms of social media for your organization. Try to connect with students in different ways depending on what social media platform you are using. Some examples include:
 - *Instagram – Post behind the scenes photos of your events to get students excited about attending. You could also host a photo contest so that other students can help spread the word about your event for you!*
 - *Facebook – Have students take a quick poll or survey for your event. This will get them engaged in the planning process*
 - *Twitter – Have followers take a quick poll or create engaging post to get students excited about the upcoming event.*

Student Media Postings:

- **Student Printz**
 - For ads contact printads@usm.edu
 - Twitter & Instagram: @studentprintz
 - Facebook: The Student Printz
 - Turn in event information to the Executive Editor at printzeditors@gmail.com or call (601) 266-4266

- **WUSM**
 - Website: southernmissradio.com
 - Facebook & Twitter: WUSM885
 - Email: wusm@usm.edu
 - Located in College Hall (303), Mailbox #5121; Phone (601) 266-4287

USM Listserv & Video Walls:

- **Leadership and Student Involvement (LSI) Hub Headlines Newsletter**
 - Contact: Christy Bowman at Christen.Bowman@usm.edu
- **Union Complex Video Walls**
 - Contact: union@usm.edu
- **College of Business Video Wall**
 - Contact College of Business and Economic Development Dean's Office
- **College of Education and Human Sciences**
 - Contact College of Education and Human Sciences Dean's Office
- **College of Arts & Sciences**
 - Contact College of Arts and Sciences Dean's Office
- **Student Success Services**
 - Contact: Danielle Sypher-Haley (Danielle.SypherHaley@usm.edu)
- **Library Video Wall**
 - Contact: Dawn Smith at (dawn.smith@usm.edu)
- **USM Campus Video Wall**
 - Video Message Board (Corner of Hardy St.)
 - Submit form on Monday prior to beginning of advertisement here: <https://www.usm.edu/university-communications/electronic-message-board>

Other Resources:

- **USM Mailout**
 - Needs to be done by faculty/ staff member. Get content to advisor.
- **Baptist Student Union**
 - Point of contact is Kris Walters. He can be reached by email at krisman.walters@usm.edu .
- **LuckyDay Newsletter**
 - Contact: Sarah Dixon at sarah.dixon@usm.edu

- Primary audience: Luckyday Scholar students
- **Veteran Services**
 - Email VA@usm.edu

Residential Postings:

- **Residence Life Video Walls**
 - Contact Danlana Brooks, danlana.brooks@usm.edu
- **Residence Halls/ RHA**
 - Contact the Department of Housing and Residence Life