Marketing Plan

Event Details:

<table>
<thead>
<tr>
<th>Event Title</th>
<th>Date</th>
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<tbody>
<tr>
<td>Location</td>
<td>Time</td>
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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)
- UC tickets created for any social media and print pieces, programs to be printed, invitations, etc.
- Create a marketing budget for event if you have not gotten budget already.

☐ 8 weeks before event | Week of: _________________

- Receive draft designs for event marketing from UC if have not already. Approval needed to send to print ASAP.
- Request Kelly Dunn/Image Center if photos are needed for event
- Order any novelty items, 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: _________________

- Marketing pieces should arrive from UC. Social media and marketing campus plan submitted to advisor to begin to promote 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 for with LSI if you want to set up on campus locations 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](mailto:Christen.Bowman@usm.edu)

- **Union Complex Video Walls**
  - Contact: Amber Sumrall at [amber.d.sumrall@usm.edu](mailto:amber.d.sumrall@usm.edu)

- **College of Business Video Wall**
  - Contact: [Bailey.Harris@usm.edu](mailto:Bailey.Harris@usm.edu)

- **College of Education and Human Sciences**
  - Contact: Ashley Smith ([Ashley.w.smith@usm.edu](mailto:Ashley.w.smith@usm.edu))

- **College of Arts & Sciences**
  - Contact: Ivonne Kawas Prado ([Ivonne.Kawas@usm.edu](mailto:Ivonne.Kawas@usm.edu))

- **Student Success Services**
  - Contact: Danielle Sypher-Haley ([Danielle.SypherHaley@usm.edu](mailto:Danielle.SypherHaley@usm.edu))

- **Library Video Wall**
  - Contact: Dawn Smith at ([dawn.smith@usm.edu](mailto: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](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](mailto:krisman.walters@usm.edu) or by phone at 601-264-5160 (office) or 601-297-4507 (mobile). Joshua Richards ([Joshua.richards@usm.edu](mailto:Joshua.richards@usm.edu)) is the Assistant Director.

- **LuckyDay Newsletter**
  - Contact: Sarah Dixon at [sarah.dixon@usm.edu](mailto:sarah.dixon@usm.edu)
  - Primary audience: Luckyday Scholar students

- **Veteran Services**
  - Email [VA@usm.edu](mailto:VA@usm.edu)

Residential Postings:
Residence Life Video Walls
- Contact Danlana Brooks, danlana.brooks@usm.edu

Residence Halls/ RHA
- Online form: https://forms.usm.edu/reslife/view.php?id=70422
  - Complete the online form
  - Attach a photo of your advertisement
  - Once approved, bring the appropriate number of advertisements (15-20) to the RHA center for distribution
  - Student organizations will be notified via email and telephone of the status of their request within two business days

RHA Outreach
- Email event details and marketing image to Cory Webb (Marketing Coordinator) at cory.webb@usm.edu
- RHA can be asked to post on their social media about events as well (Instagram: @_rha)
- Questions can also be directed to the RHA Office at 601.266.4783