

Innovative Marketing Strategies:

A white lifebuoy with two red bands and a white rope handle, set against a wooden background. The lifebuoy is positioned diagonally across the frame, with the rope handle curving over the top. The wooden background has a vertical grain pattern.

Lifesaving New
Marketing Strategies
to grab Attention of
your Audience

Presented by:
Nikki Holman & Trevon Williams

Know the Differences: Public Relations vs. Marketing

Public Relations: help an organization and its publics adapt mutually to each other.

Marketing: is the activity of set institutions and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.



Public Relations vs. Marketing

Through the program lens

Marketing for University Program Boards	Public Relations for University Program Boards
Marketing promotes the services we provide through our programs to our audience—the campus community.	Public Relations helps the organization and its publics—the campus community, adapt mutually to each other.
Marketing's immediate goal is reaching maximum capacity at an event, meeting diversity numbers or revenue numbers.	Public Relations' immediate goal is mutual understanding of the organization with its publics.
Marketing's long-term goal is reaching maximum capacity at all events, not just events with revenue, increasing diversity at all events and making a profit.	Public Relations' long-term goal is positive perceptions and predispositions by the campus community.
Marketing's measure of success is the number of events with maxed capacity/revenue generated at events where tickets are sold.	Public Relations' measure of success is expressed positive public opinion or other evidence of public support.

Building Relationships

Campus Relationships: Campus Departments & Student Organizations

- *Influence your brand's reputation*
- *Decrease marketing costs*
- *Increase outreach*

Campus Media:

- *Free Press*

Local Businesses and Sponsors:

- *Free services and discounts*



Outside the Box Marketing



Promotional Marketing

What: Tailgates and block parties

Why: Hype up bigger events & promote all upcoming events

Examples:

- Events talent competitions
- Promote ticketed events by making tickets the prize!
- Good Morning Commuters



OTB Marketing

What: Should engage the students 5 senses

Why: Non-Print, Cost Effective, Creates a buzz & cool

Examples:

Flashmob, Lipdub, Competitions, Flashing Lights, Wear Costumes while promoting, Decorate campus staples

Giveaways: Water Bottles, Popsicles and treats, pizza, candy, event-specific promotions



TV Screens

Where: Located in Student Center, cafeterias and inside shuttle buses

Why: Non-Print, Cost Effective, Sustainable effort

Be Aware:

- Just as effective as a flyer
- Add movements via a Powerpoint to create extra interest



Social Media: Best Practices & Current Trends



Why are we getting sucked in?

- Social media is a new outlet for information to get disseminated.
- With it, you can make the information your audience receives as general or as targeted as you please based on each outlet.
- Information can be updated to the minute thanks to smart phones and easy access to the internet.
- The beauty of it is that you get user-generated feedback if used correctly.



Facebook: How to ENGAGE

#1 Asking Questions

What type: Personable

Why: Gives your audience a chance to voice their opinion

Examples:

Mozart Summer Festival Fan Page	
Specific	What is your favorite Mozart String Quartet?
Yes or No	Is Mozart's <u>Opera</u> , The Marriage of Figaro, your favorite?
Timely	Today is Mozart's Birthday! How are you celebrating?
Edgy	Do think music in the schools should be cut from public school budgets?
Photo	What do you think of Mozart's family portrait?
True or False	True or False: Mozart was 5 years old when he wrote his first symphony
Direct	Why do you think people love or hate classical music?
Preference	Do you like early Mozart or late Mozart?
Fun	If you were stuck on a deserted island with one Mozart CD to listen to
Events	Who is attending our All-Mozart Piano Music concert?
Experience	What was your favorite moment from our All-Mozart Piano Music concert last night?
Humanistic	Have you seen someone <u>fall asleep</u> at a classical music concert?
Tips	What is your favorite restaurant for before concert dining?
Mad Lib	If Mozart's (fill in the name of piece) was on the concert program, I would not miss it for the world.



Facebook: How to ENGAGE

#2 Timing

- The best time to post updates would be at noon or between 7 and 10 p.m during the week.
- Most shares between the hours of 1 p.m. – 4 p.m. during the week.
- Most active on FB on Saturday



Facebook: How to ENGAGE

#2 Timing



Facebook: How to ENGAGE

#3 Photos

- BEST way to engage an audience
- Pictures stand out, get right to the point and draw people in.

#4 Call to Action

- Post Call to Action Updates
- Add a photo to it
- Example: “Like this if you’re excited about the GSU Pep Rally on Saturday!”



Pin It

facebook

Search for people, places and things

Georgia State Campus Events Home

839 people saw this post

Promote

Share Page

WELCOME BACK COMEDY SHOW

Supported by Student Activity Fees

SATURDAY, AUGUST 25, 2012

7:30 p.m. | Rialto Center for the Arts

DOORS OPEN 6:30 p.m.



STARRING MIKE EPPS
Host of the 2011 BET Awards

AS SEEN IN

- * The Hangover
- * Next Friday
- * The Honeymooners
- * Sparkle with Whitney Houston



FEATURING HOST GARY OWEN

TICKETS

***\$5** FOR GSU Students
\$15 FOR GSU Guests

AVAILABLE AT:
CAMPUS TICKETS, UNIVERSITY CENTER
RIALTO CENTER FOR THE ARTS (EVENT DAY ONLY)

AS SEEN IN

- * Think Like a Man
- * Martin Lawrence's 1st Amendment Stand-Up on Starz

gsucampusevents | 404/413-1857
www.gsu.edu/studentevents | campusevents@gsu.edu

* One student ticket per GSU student. Further ID required at time of purchase and at the door. GSU students may purchase one additional ticket at GSU guest price.



Georgia State Campus Events
August 8

Here are the details! Tickets go on SALE MONDAY, August 13, 2012.

Tag Photo Add Location Edit

Like · Comment · Share · Edit

Jeunice Owens-Walton, Natalye Givons and 44 others like this.

43 shares



Alex Babayev Will tickets be available for purchase online?
August 8 at 8:39pm · Like



Sharde' Warfield OMG I WANNA GO!!!
August 8 at 10:25pm · Like



Georgia State Campus Events Like this comment
... will only be available for purchase at the University Center Ticket Booth starting Monday August 13th. Ticket booth is open 10-7 Monday -Friday.
August 8 at 10:32pm · Like



Alex Babayev Aww man what about us Master students who only go to husband



Write a comment...



Spotlight Programs Board Timeline August

Spotlight presents Project Dynamite!

Like · Comment · Share 2 1



Spotlight Programs Board August 9 via HootSuite

LIKE this status if you want to know what SPOTLIGHT PROGRAMS BOARD has in store for you the 2012-2013 YEAR!!!!!!!

Unlike · Comment · Share 18

Send this to friends or post it on your timeline.



Spotlight Programs Board August 8 via HootSuite

SAVE THE DATE: @GSUSpotlight presents Panther Prowl: Cirque du State on 8/24 at the GSU Student Center. Free Food, Petting Zoo, PARTY! 8pm

Like · Comment · Share 3

Frenchy F., Joadane Clerveau, Kiersten Smith and 11 others like this.



Frenchy F. Uh ohhhhhhhh... itz goin' Down... August 8 at 11:30pm · Like · 2



Spotlight Programs Board August 14 via HootSuite

Make sure you guys come to the Annual Panther Welcome Party! Sunday; 4P-7P; Hurt Park! RT http://ow.ly/i/QKR #PantherWelcome

PANTHER WELCOME BLOCK PARTY

Sun., Aug. 19 • 4-7 p.m.

Hurt Park & Gilmer Street

FOOD • GAMES • MUSIC • GIVEAWAYS

Meet Georgia State student-athletes including the 2012 football team!



Facebook: How to ENGAGE

#5 Frequency of Posting

- Post fairly often, but also not too often
- Repetitive style posts may equal boring and predictable pages
- Post one or two times a day receive higher user engagement compared to those pages that post 3 or four times a day
- The *quality* of your post as opposed to the *quantity*.



Twitter: How to ENGAGE

- Include pictures, videos & hashtags.
- Mention other student organizations & have them retweet to their followers
- Immediately see how students are responding to your event.
- Profile must be relevant
- Increase your followers by truly engaging your current followers



Pinterest: What is it?

What is Pinterest?

- Pinterest is a virtual pinboard that allows you to organize & share things you find on the web
- Pinboards are normally used to plan weddings and parties, decorate homes, and organize recipes.
- Browsing pinboards is a fun way to discover new things and be inspired by people that share your same interests.



Pinterest: How to ENGAGE

Top 4 WAYS to use Pinterest:

#1 Inspiration

#2 Organization

#3 Interaction With Your Target Audience

#4 Marketing



Instagram

What is Instagram?

Instagram is a fun and quirky way to share your events with your student body through a series of pictures.

How to Engage?

- An app available for your phone
- Show live coverage of events
- Reposting or “regramming” students’ photos of them at your events
- Include and promote a hashtag
- Can connect with Flickr, Tumblr, Twitter and more



Hootsuite

What is HootSuite?

Hootsuite is a social media management system for businesses and organizations to collaboratively execute campaigns across multiple social networks from one secure, web-based dashboard.

How to use it?

- It's easy!
- Attach pictures, shorten links, include attachments, schedule updates for multiple networks.
- Access Facebook, Twitter, LinkedIn, and new Google+ Pages, plus a suite of social content apps for YouTube, Flickr, Instagram, and Tumblr.
- There is a free version and a premium version (\$10/mo).





www.hootsuite.com

140 left

Select Profile(s) All | More

Hello, Chris Abraham | Sign Out

Shrink It Send Later Submit Tweet

marcon freshairfund chrisabraham abrahamharrison Featured Abraham Harrison

Last update: 8:48PM | Edit Tab

Add Column Search

Home Feed

- puffadddering** 8:48pm, Jul 30 from Web
Truth About Six Pack Abs - English Version <http://bit.ly/42YOH5>
- EconomyFacts** 8:48pm, Jul 30 from WP to Twitter
US facing worst economy since WWII <http://bit.ly/mBZVU>
- EconomyFacts** 8:48pm, Jul 30 from WP to Twitter
US facing worst economy since WWII <http://bit.ly/0rsR20>
- pulseSearch** 8:48pm, Jul 30 from API
your finger on the pulse <http://bit.ly/c2015>
- Hairspray2** 8:48pm, Jul 30 from API
get 300 dollars free with this site <http://is.gd/1ux7B>
- face5Galleries**

Mentions

- hashwp** 2:14pm, Jul 30 from API
I have been talking about this VIDEO I did on "Step-by-Step Tutorial on How to Blog using Wordpress.com" <http://is.gd/1UO4D> #wordpress
- hashwordpress** 2:04pm, Jul 30 from twitterfeed
RT @abrahamharrison I have been talking about this VIDEO I did on "Step-by-Step Tutorial on How to Blog using Wordpress.com" <http://is.gd/>
- Michellemm** 8:09pm, Jul 29 from Seismic
@chrisabraham Every Tweet you send me sends one from @abrahamharrison too, in case you weren't aware. :)
in reply to chrisabraham
- allisonkroeger** 5:58pm, Jul 29 from TweetDeck
@abrahamharrison is tweeting up a storm right now!
in reply to abrahamharrison

Direct Message (Inbox)

- wdcNightlife** 2:30pm, Jul 30
Thanks for following! Can't wait to hear what you have to say! Tweeting you all <http://wdcnightlife.com/>
- VanessaCipo** 12:19pm, Jul 30
WANT MORE FOLLOWERS??? GO 2 THIS SITE!! :) I JUST BOUGHT IT & IT WORKS!! <http://www.tweetadder.com/affiliate/affiliate.php?id=500>
- Tw_tterPak** 11:37am, Jul 30
Nice to meet you! Here's a great resource for brand new Tweeple on Twitter interested in online marketing <http://bit.ly/GMwPQ>
- ivotings** 11:09am, Jul 30
Hi there! What's up? Thank you for following us on Twitter. What are you doing? I'll be glad to hear your tweets and updates. Keep in touch!

Streams Stats Settings

Get the Hootie! Drag me into your bookmark toolbar Watch Demo

Columns To-Go Embed your search columns on your site!

Tweet the love Tell your friends about HootSuite

hootsuite ©2009 Feedback | About | FAQ | Contact | Blog | Terms | Privacy

YouTube & Vimeo

Why?

- Videos are easier to consume than text.

How?

- Share your videos on other platforms
- Keep it short, sweet, and to the point
- Show student creativity and talent
- Use student videographer

Video Samples

<http://www.youtube.com/watch?v=cmzPhn5pa9M&feature=youtu.be>

<http://www.youtube.com/watch?v=oQp9bwoB6zs&feature=plcp>



Tout

What is Tout?

Tout is a social media video sharing platform that allows you to post 15 second video statuses. Users can also engage in conversations by replying via video.

Who uses it?

Many celebrities like Shaq, Mitt Romney, and The Rock are catching on to the buzz of Tout and using it to interact directly with fans. Brands like Redbull, USA Today, The Weather Channel, Access Hollywood and more use Tout by hosting conversations and solicit comments and questions.



Tout

How can Tout help your event promotion?

- Upload a 15-second video clips before, during, or after your event.
- Share these updates on Facebook & Twitter to get your campus excited about your programs.

Examples:

Concert Example:

- Artist walking in building before show
- Quick Interview Clip
- Artist discussing excitement before performance

Shaq sample: <http://www.tout.com/u/shaq>



Assessment Tools

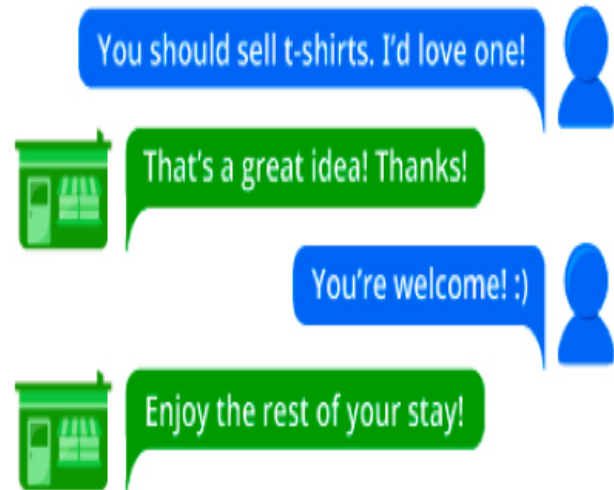


Talk Bin

What is TalkBin?

TalkBin is a tool that allows customers to send messages to your business, like a digital comment card.

Business owners and managers can respond to customer messages from their personal email or mobile phones. And best of all, TalkBin is easy to use! If you can text or email, you can use TalkBin.



How does it work?

- 1 Get TalkBin**

You'll receive a TalkBin phone number by signing up. Your number will be posted on signs throughout your store. Customers send their messages to your business to your TalkBin number which is then forwarded to you.
- 2 Put up signs**

Receive customer message as a text message, email, or on the dashboard. No personal information about the customer accompanies the message, encouraging honest communication from your customers.
- 3 Review & respond to messages**

by simply hitting reply in your phone or email. It's that simple! None of your personal info will be sent back to the customer with your response.

Talk Bin Examples



You can also use Google Voice (it's free) set-up a phone number attached it to your google email and connect to a number (we used office number).

Used this for sign-up to participate in caricature artist—texted student when time was ready. Helped avoid long-line waiting.



What is Klout?

Klout measures your influence based on your ability to drive action on social networks. The best way to drive action on social networks is to truly engage your followers.

How does it work?

- Measures a person's overall online influence on a scale of one to 100
- Analyzes variables across multiple social networks based on your engagement
- The Score is a reflection of influence
- Great goal-setting tool
- Way to keep other members of your organization updated with the effectiveness of the organization's social media influence and activity.





KLOUT

My Klout score is 86.

I have

1,017,498

Twitter followers.

Fix my cable now or everyone's going to know about it.

www.klout.com

'KLOUT SCORE MANIA'

BY JESSENF

"VIRGIN AMERICA OFFERS FREE FLIGHTS TO TWITTER INFLUENCERS"—MASHABLE.COM (21/6/2010)

UNFOLLOW!
FOLLOW!
FOLLOW BACK!



TWEET!
RETWEET!
TWEET!
RETWEET!

YOUR DAD HAS NOT SLEPT OR EATEN FOR DAYS... HE SAID HE NEEDS TO INCREASE HIS KLOUT SCORE....



"IS KLOUT THE NEW PAGE RANK FOR HUMANS?"

Campaign Samples

Blue at Zoo

SPOTLIGHT PROGRAMS BOARD & CAMPUS EVENTS PRESENT

BLUE AT THE ZOO

FRIDAY, SEPTEMBER 7, 2012

ZOO ATLANTA
800 CHEROKEE AVENUE SE ATLANTA, GA 30315
5:30 p.m. - 10 p.m.

Tickets on Sale at Campus Tickets
in the University Center

GSU Students \$5
Guests & Children* \$10
*Children 2 & under are Free

LIVE MUSIC
FREE FOOD*
CARICATURE ARTIST
*While supplies last

Supported by Student Activity Fees

**NON-REFUNDABLE / RAIN OR SHINE EVENT/
TICKET ONLY VALID DURING GSU SPECIAL EVENT / ALL ZOO ATLANTA POLICIES APPLY**

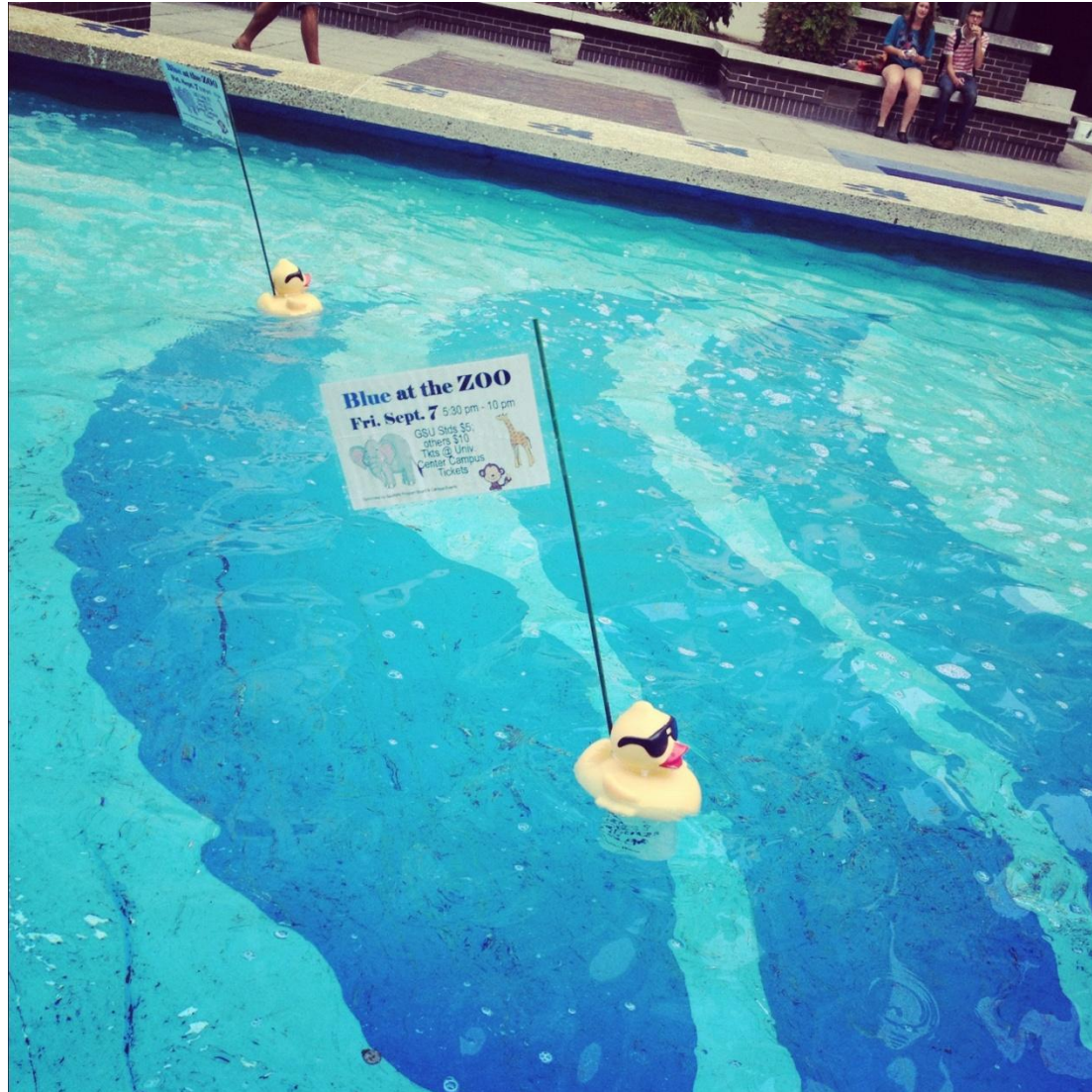
Spotlight
PROGRAMS BOARD

Georgia State University | CAMPUS EVENTS
DIVISION OF STUDENT AFFAIRS

ZOO ATLANTA

Campaign Samples

Blue at Zoo



August

Georgia State Campus Events shared a link.
August 31

Did you know that African Elephants have over 40,000 muscles and tendons in their trunks?!

http://www.zooatlanta.org/home/animals/mammals/african_elephant

Buy your tickets for Blue at the Zoo (\$5 for GSU students, \$10 for guests and kids) at Campus Tickets or at the event. Blue at the Zoo is next Friday, September 7 from 5:30-10 p.m.

	African Elephant www.zooatlanta.org Size Males average 10.5 feet tall (3.2 meters) at the shoulder; females, 8 feet (2.4 meters). Weight is up to 15,000 pounds (6,800 kilograms) for males and up to 8,000 pounds (3,600
--	---

Like · Comment · Share

569 people saw this post

Promote

Likes
August



Liked Mike Epps

Georgia State Campus Events shared a link.
August 31

Zoo Atlanta remembers Ivan the Gorilla. Blue at the Zoo! 9.7.12.

http://www.youtube.com/watch?v=FF1oWHL-LSs&feature=player_embedded

	Ivan the gorilla www.youtube.com The Zoo Atlanta family is saddened by the passing of Ivan the western lowland gorilla, 50 years old and a cherished member of our collection since 1994.
--	---

Like · Comment · Share

500 people saw this post

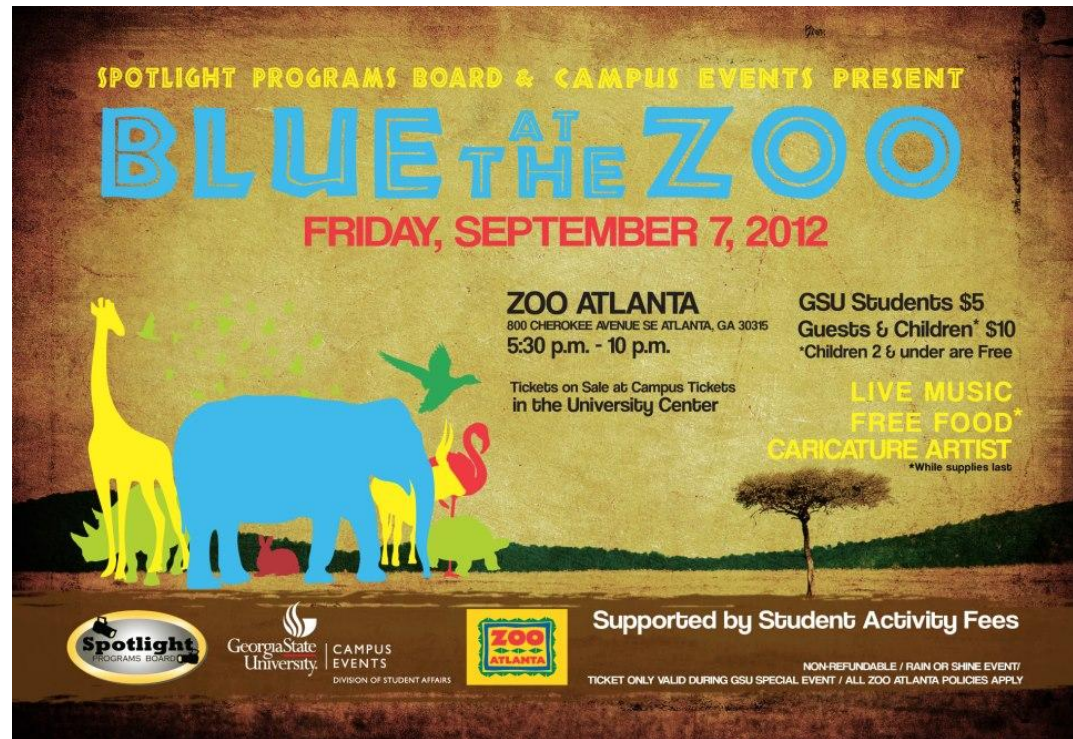
Promote

Georgia State Campus Events
August 31

Have you gotten your Blue at the Zoo tickets yet? Get them today

Campaign Samples

Blue at Zoo



After Event Coverage

<http://www.youtube.com/watch?v=NHf0HzGdiuo&feature=youtu.be>

Campaign Samples

YOLO Panther Prowl


Spotlight Programs Board
PRESENTS


YOLO

FRIDAY, SEPTEMBER 14TH, 2012
8:00p.m. - 2:00a.m.

STUDENT CENTER
FREE FOR GSU STUDENTS
\$2 FOR GUESTS

FREE FOOD
ROCK CLIMBING WALL
DJ PETER PARKER IN UNITY PLAZA 4PM-10PM
GLOW IN THE DARK T-SHIRTS
RAVE PARTY AT MIDNIGHT
THE RUNNING MAN MOVIE AT 12AM IN CINEFEST
& MORE...

Cinefest 
FILM THEATRE

Spotlight
PROGRAMS BOARD 

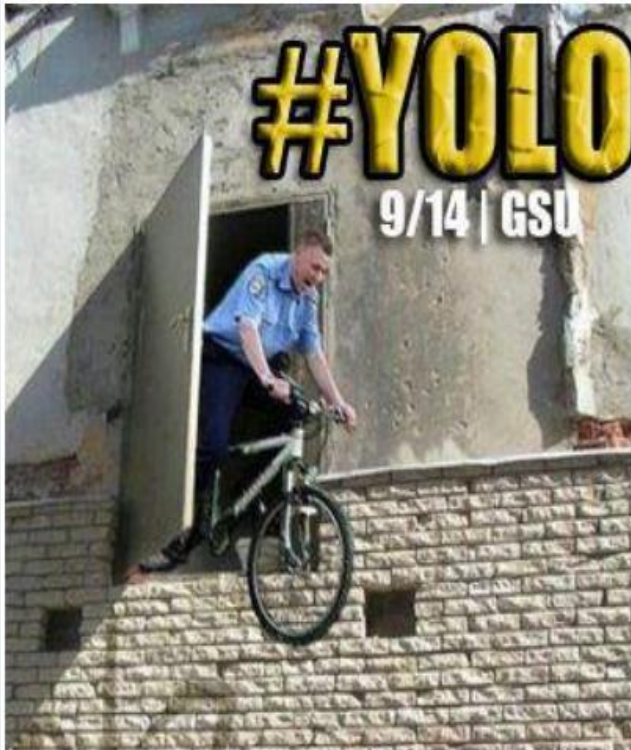
THIS IS NOT A PUBLIC EVENT. LIMITED TO GSU STUDENTS & 1 GUEST ONLY.
SUPPORTED BY STUDENT ACTIVITY FEES.

Spotlight Programs Board Timeline Now

Status Photo / Video Event, Milestone +

+ Create Page

Don't forget to post those pictures, Panthers! Upload them to our page so people can vote! Claim your prize tomorrow #PantherProwl http://ow.ly/i/VOXE



Like · Comment · Share

Nico Behnzukeh likes this.

Write a comment...

#PantherProwl tonight!?

Like · Comment · Share

Nikki McDan and Nigel Watt like this.

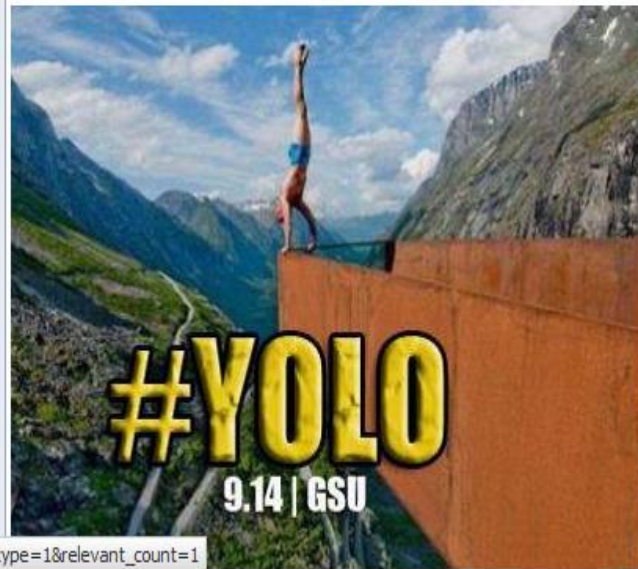
Write a comment...

290 people saw this post

Promote

Spotlight Programs Board September 13 via HootSuite

One more day until #YOLO Panthers! We have a lot in store for you! Are you ready? http://ow.ly/i/VO08



Questions?

Contact Us

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