

MARKETING GUIDE

AVERAGE MARKETING PORTFOLIO RESPONSIBILITIES

- Marketing Strategy
- Marketing Campaigns
- Social Media
- Design & Print
- Branding
- Apparel
- Promotional Videos
- Newsletters*
- Website*
- Photoshoot*

*These can commonly fall under a different portfolio like Operations or Admin. However, it is closely related and should involve the marketing team as well.

To contribute to this
guide, please email:

evp@rcsonline.ca AND
project.manager@rcsonline.ca

MARKETING INVOLVING PARTNERS

Before incorporating partner logos into any aspect of your marketing, be sure to check that organization's branding guide (it can typically be found by searching "organization name" branding guide in Google). This is especially important for corporate partnerships.

The branding guides you will most commonly need to reference include:

- Ryerson University
- Ted Rogers School of Management
- Ted Rogers Students' Society

CREATE A BRANDING/STYLE GUIDE

Consider developing a branding guide for your student group, which has two major benefits:

1. Creates consistency in your brand identity (fonts, colour schemes, style)
2. Provides the necessary information for designers to create according to the student group's preferences

You might object that this will limit creativity, but done properly it gives consistency, which is integral to brand development. It's important to remember that the point of a brand is to gain some recognition - if you never have any consistency, then you don't have a brand.

EVENTS MARKETING

The marketing and events portfolio are integral to one another, so this is the most important portfolio to maintain communication with.

Marketing Free Events

- Be sure that the events team has allocated enough spots - typically at least half the people who sign up for a free event will not show up. (Example: For a 40 person event, make sure there is at least 80-100 event sign ups)
- The goal is of course to eliminate this type of behaviour. It may not always be the case, but is very common for free events.

WAYS TO PROMOTE

UPCOMING EVENTS & OPPORTUNITIES EMAIL

- Sent to all TRSM Students
- Submit to ohamid@ryerson.ca in advance

TED ROGERS STUDENTS' SOCIETY

- Street Team - st.operations@rcsonline.ca
- Social Media - social.media@rcsonline.ca
- 7th Floor Kiosk - operations.manager@rcsonline.ca (form on website)

OTHER RYERSON SOCIETIES

- Ryerson Communication & Design Society
- Ryerson Engineering Students' Society

RYERSON STUDENTS' UNION

- Upcoming Events & Opportunities Email
- Social Media Postings

RYERSON EVENT LISTING

- Check to see if your event is already listed on the RU main events page.
If it isn't, create an event listing: <http://www.ryerson.ca/news/events/submit/index.html>

RYERSON STUDENTS' UNION

- Upcoming Events & Opportunities Email
- Social Media Postings

LARGE SCALE EVENTS & CONFERENCES

- Ryerson Today (social media or story)
- TRSM Marketing & Communications: Kate Marshall (Director) and/or Katherine Hollas (Co-ordinator) – TRSM Marketing & Communications team: kate.marshall@ryerson.ca and khollas@ryerson.ca