Marketing....Like a Boss!

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Agenda

• University name and logo
• Community Relations
• Social Media
• Social Media Exercise
• Advertising
• Discussion & Evaluation
Logo Quiz
Student Club Identity

• Allowed to create your own identity
• The organization’s full name must be included.
• No cartoon or stylized version of the cats or bobcats.
• Design must reflect positively on the university and your organization
Example of Student Club logos
Merchandise

- Two Types
  - Internal Use
  - External Use

- Two Rules
  - Have your design reviewed and approved
  - Use a partner vendors
Community Relations

Amy Kanuch
Bobcat Bulletin

Bobcat Bulletin is a weekly e-newsletter designed to bring the most recent and relevant news about Montana State University directly to friends and neighbors via email.

7,500+ subscribers
montana.edu/bobcatbulletin
Student Recipients of Pure Gold
Social Media

@nilamapatel
Social Media at MSU

- **Facebook**
  - 64k (March 2014)
  - 90,963 (June 9, 2016)
  - 103,241 (October 14, 2016)

- **Twitter**
  - 4k (March 2014)
  - 7,775 (October 14, 2016)

- **Instagram**
  - 0 (May 2014)
  - 13.1k (October 14, 2016)
Goals

1. Increase applications & student enrollment
   Prospective students (13-18) & their parents (35+)

2. Increase student retention
   Current students (18-24)

3. Gain the support of our taxpayers, community & alumni
   Wide Audience (18+)

4. Fundraise in conjunction with the Alumni Foundation
   All donors (25+) & Major Donors (50+)
Bobcats, we saw the season's first snow on campus today! #MontanaState

Montana State University • with Spirit Bobcat and 2 others.
February 14 •

We want to celebrate all those that have found love at #MontanaState! If you have an #MSULove story, please tell us your story below in the comments! And attach a photo of you and your partner as well! Pictured is Teresa Hunt Snyder Borrenpohl ('10) and Craig M Borrenpohl ('08), they were married on the MSU campus in June 2010!

The Art of Voting

Dear MSU Community,

As many of you know by now, I am passionate about the history and the mission of Montana State University as a land-grant institution. I feel inspired by the fact that, thanks to the visionary work of Justin Smith Morrill, Congress approved an idea that was tremendously ahead of its time: the notion that, by establishing one public university in each state and territory of the U...
Instagram

instagram.com/montanastateuniversity
Image Sizes

**Facebook**
- Profile Photo: 180px x 180px
- Cover Photo: 828px x 315px
- Facebook Post: 940px x 788px
- Event Cover: 784px x 295px

**Twitter**
- Profile Photo: 180px x 180px
- Cover Photo: 1500px x 500px
- Twitter Post: 1024px x 512px

**Instagram**
- Any size*
- Post: 1080px x 1080px
Social Media Exercise

Write a Facebook post, Tweet and Instagram post about your organization.

Time limit: 15 minutes

Tips
• Include images (use one of the boxes!)
• Utilize the power of hashtags
• Insert links if applicable
Advertising

Laurynn Olson