

UC San Diego

Marketing Council

Wednesday, January 29, 2020

8:30 – 10 a.m.

Career Services Center

AGENDA:

1. Welcome and Introductions

Erika Johnson

Chair

2. Member Updates

All

3. Panel: Successful ways to market to students

Amanda Marples, Assistant Director of Marketing, University Center

Jessica Roswell, Assistant Athletics Director-Marketing

Julia Coronado-King, Public Relations Coordinator for Associated Students

Olivia Tan, Marketing Director for Associated Students

What is your greatest success story for 2019?

Amanda

Fall quarter open house event

How did you get the word out? First Friday. Triton Magazine ads. Student class pages.

We had a kickoff to let students know we are there for them. We also really worked with students to find out what's on trend. I can't plan an event unless the students are on board. We've had so many fails because one of us – an "older person" – thought would be really cool. If they're not into it, there will be no enthusiasm. You just brainstorm and go from there.

Jessica

Spirit Night

The biggest thing is figuring out student voices. We did a grassroots survey asking students if they know about Spirit Night. If not, what are the barriers to overcoming? One of the reasons we heard was "It's too far." So we created a shuttle. We had record turnout. Then we surveyed them after the fact.

On most campuses, Facebook is obsolete. But not here. Which changes marketing practices. Another thing is we changed the name from Tailgate to Fanfest, since there are no cars and no booze. We are gathering data. Set this as a benchmark and now we see where to go from there. What percentage of student response do you get from email? We are reaching close to 3,500 students. We see between 60-70% open rates. We used to just send out email when we wanted them to show up. Now we're giving information on the regular, which works much better.

Olivia:

Student activities

Horizon 2020 (replaces Hullabaloo)

We reached capacity of 4,400 before the event. It was a huge success. Artists commended us for how professional the event was. As students, we know what other students want. Every quarter we have a student survey, asking what times work best for them, how much they will walk, what artists they would like to see.

Julia:

Triton Dine event.

We provided free food for students. That's a big thing for students. Offer anything for free and promote the heck out of it. Making sure students are turning out and posting on social media is a big part of it. Instagram stories are a great use because you can post what you want and it disappears. Facebook is huge, I'm not sure why. Trying to get students to come to something during finals week is really hard, so you have to show off what you can provide for them. We heard that there was too much waste last year, so we made an effort to keep it sustainable.

What defines a successful event?

Amanda: Our budget is student fees. A success is hearing feedback from students. It's a real challenge for us. We are starting to look at analytics on Facebook and Instagram. We're dealing with students and their growth and success. We are mentors, really, so we are teaching them skills. I almost feel like a mom, a mentor.

Jessica: My big gauge is butts in seats. When we're planning things, it's student dollars. The question is whether they will come. We aren't able to do things unless it's sponsored. With new ticket system, you can track the community.

Olivia: If students post about something, we know they are spreading the word. Twerking contest=Success.

Julia: Posting analytics. If they are interested, they are going to engage. If not, they won't put in the time. Noticing the graphics we use on social media, it really helps to make it look aesthetically pleasing. Posting time is also important. Seeing when people are on IG and FB can help reach a larger audience. Comments shows they care about it and are interested in going to your event.

What does well for students and what doesn't?

Julia: Free stuff. When you caption something, keep it light and not too dense. Otherwise, people are not enticed to read it all. Keep it fun. Emojis. Easy language. You go to social media to get away from the real world.

Posting times, if you have your profile on business, you can see when your followers are on. Usually between 12-4, 10 pm, 2 am it spikes up. Posts that do well are events like Sun God and Horizon. Posts that don't do well are text heavy, or targeting just a few specific groups on campus.

Insta stories: Show people out there having fun, entice them to go.

Jessica: Graphics don't play well. Treat the platforms the way they were created. Instagram is for photos. A lot of it is just bench shots, of people getting excited. Sometimes our writing is too formal, so I have to add in that "yo!" You have to create a voice and have fun with it. There are people on at 2 am. It's kinda creepy, but they are. What's most engaging are things that relate to students. Videographers are looking to provide content.

Amanda: If you have a graphic, have someone hold it and take a picture. Whatever you can do to make it more exciting. There are students who want to provide content. You just need to reach out.

If you don't have student workers, what's the best way to get engagement?

Olivia: Show them there's something they can get out of it.

Jessica: Free stuff. Even our little stickers. Pop sockets. We gave away free fanny packs on Friday and they went like hotcakes. It was hysterical.

Amanda: Even just walking around on campus, see what students are wearing and doing.

Jessica: We are letting students design their own t-shirts. Because we saw them doing this.

Julie: Students are really into networking. If you have a professional who can talk to them, they really get into that. Getting free stuff, getting to go somewhere, and meeting a professional really gets them excited.

Other questions:

Do you use memes?

Olivia: I use them all the time. I actually made a spirit Tinder account. Have people tag themselves.

Jessica: Check out the Oregon Duck on Tinder.

Other than social media, what do students look at?

Julie: Price Center marquee. Student event insider. We're always looking for AS events on campus for our newsletter. Get a table on Library Walk. Students are passing by already. Posters work, even in random spots like the bathroom. Whether they realize it or not, students are looking at everything.

Jessica: I don't table. I have students. Nobody is going to talk to me. Student to student, peer to peer.

Olivia: Lecture hall fliers. Put it on the chairs so when they are bored in class, they have something to look at.

Jessica: Walk around and find people on their phone, then send them an air drop of the flier.

Amanda: Several years ago, QR codes were really popular. Then they dipped. Now they're back. Link it right to the Facebook event page where they can RSVP.

What do your student interns do in terms of content producing?

Olivia: However much they want to put in is how much they will get out.

Amanda: Students will draft a post. I'll look at it and make sure they are not going overboard with emojis.

Do you see a difference in event success between Facebook or Eventbrite?

It's always connected. We start with a Facebook page and then go from there.