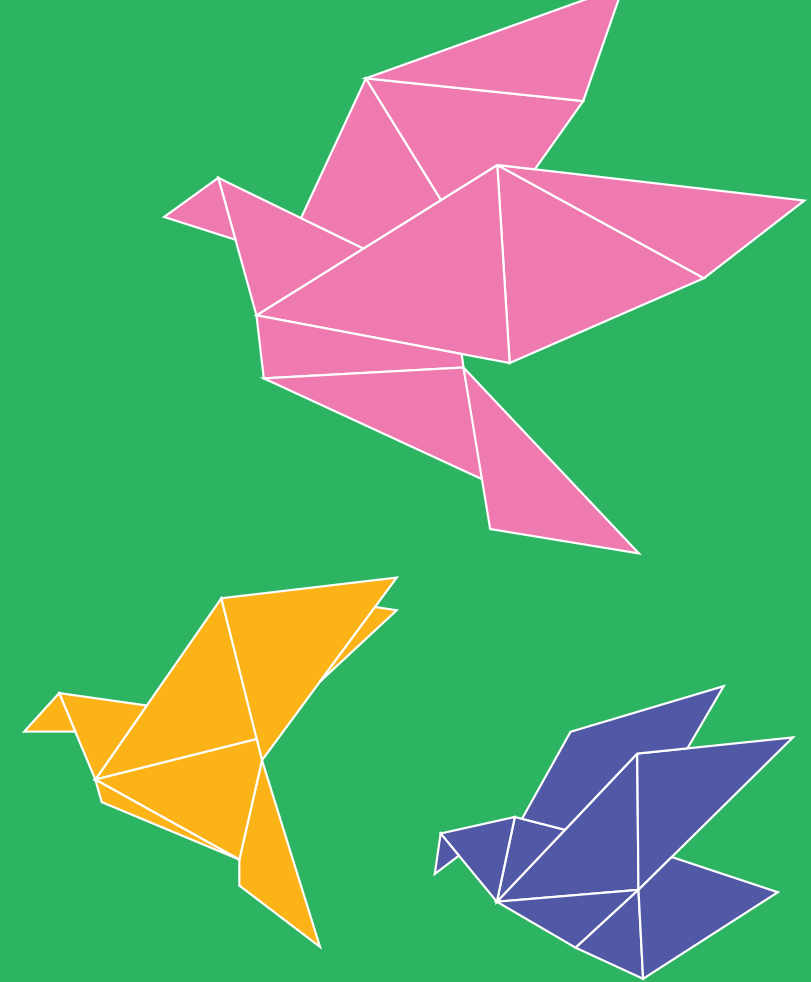


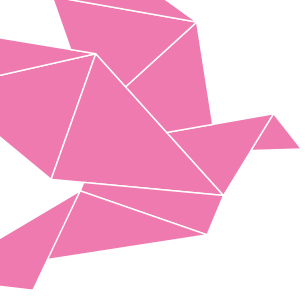
**USASA
Clubs &
Societies**



How to Market Your Club:

Building a Marketing Plan for
your next Campaign





Marketing Team

Jackson Polley:
Marketing
& Creative
Coordinator

Rachael
Sharman:
Marketing
Officer

USASA Social Media

- Run accounts for USASA + Clubs
- Post regular content to promote specific clubs, its members & events
- Responding to messages
- Cross promotion of Uni-wide events & achievements
- Sharing job opportunities

Video Production

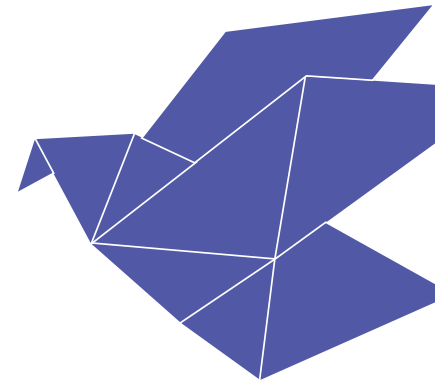
- Uploading & sharing club curated videos through USASA

In-house Services

- Logo Design
- Poster Design
- Poster and Flier Printing

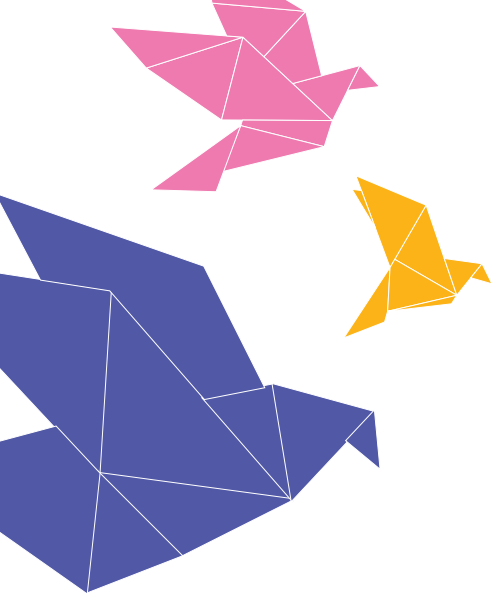
Other

- Coordinate USASA Communications - FYI Newsletter
- Upload news items including Humans of USASA Clubs & Club Features



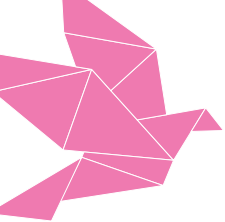
Introduction: What does the USASA marketing team do?





If you had no limits on budget or space what would be your dream online or on-campus club event?





What are your event objectives?

- Objectives could include:
- Build brand awareness (To increase students knowledge of your club)
 - Increase club membership (To grow your club members)
 - Create a fun & engaging event for members
 - Raise funds for the club

When will your event run?

- Time & date (Weekend, during the day, evening)
- Why have you selected this time?

What are the event key messages?

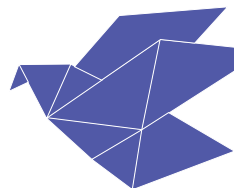
- What is the messaging you will use to promote your event?
- Tell your audience what will be happening?
- Is the event open to all UniSA students, or is it an event just for club members?

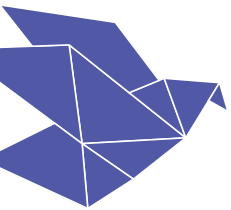
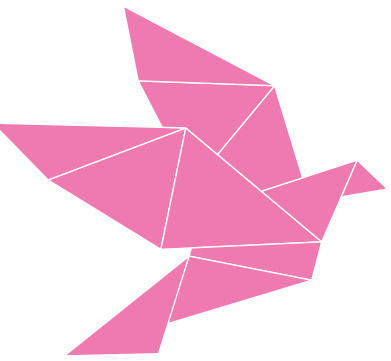
What is your call to action?

- Free giveaway
- Competition entry
- Registrations
- Increase memberships

What link will you include?

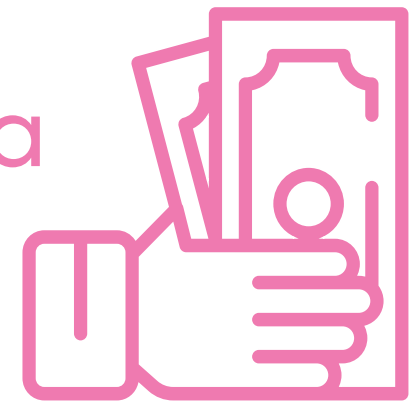
- Eventbrite for ticket sales?
- Facebook or Instagram URL's?
- Facebook Event or USASA Event link?
- Will you need a QR code?
- What link will the QR code go to?





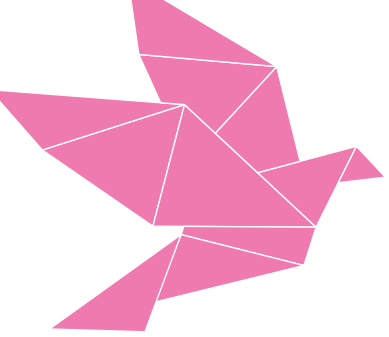
Marketing Grant:

Max \$2500 to purchase promotional equipment and marketing materials, including a video production budget



Approve your Event: Apply for grants



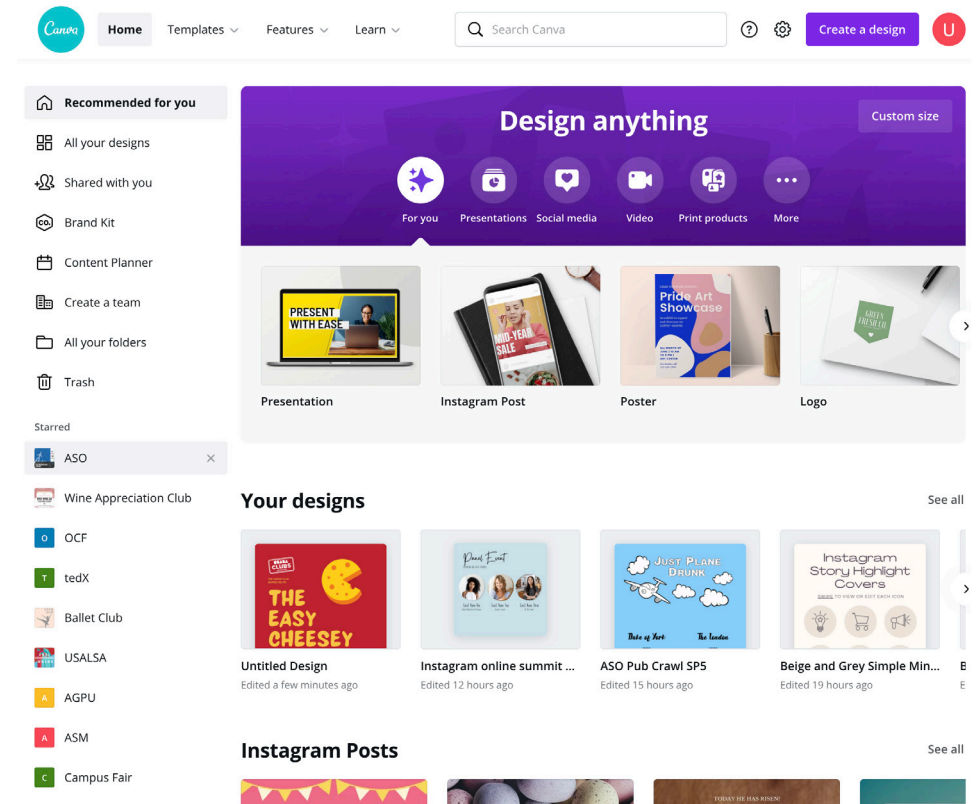


Login to Canva  2 mins

Club Canva Account available for all clubs to use to create free content

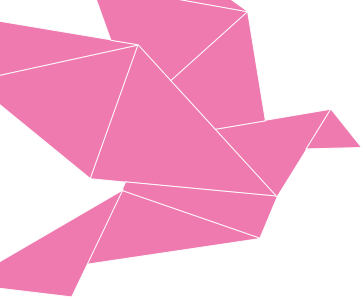
www.canva.com/login

Login details:
USASA.clubs@unisa.edu.au
WeLoveClubs2020



Executing Your Idea: What will it look like?

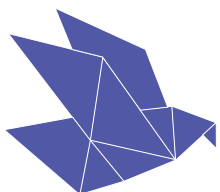




Design your poster  10 mins

What will you put on your poster?

A brief description of your event this should include:



USASA Clubs approved Logo + Club logo

Event Name

Event details
Date and time
Cost/ registration process
A catchy 2-3 sentences describing the event itself

A3 Size
297 x 420 mm



What imagery will you use?

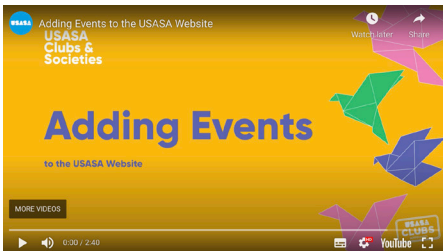
- Club logo
- Photos of your club
- Illustrations
- Icons
- Just text-based and graphics

URL or QR code to the event or USASA Club page

Executing Your Idea: What will it look like?



Set up a USASA Event webpage



View the video here:
[USASA.sa.edu.au/
clubtraining](https://USASA.sa.edu.au/clubtraining)

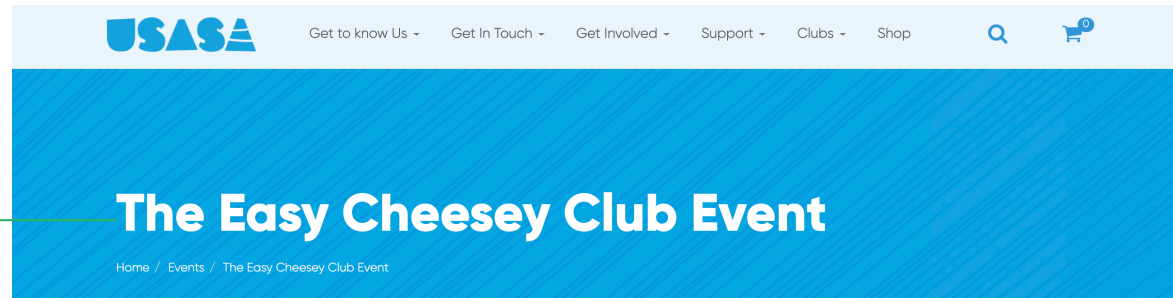
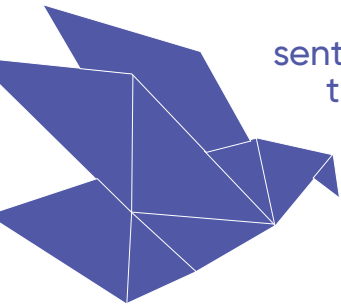
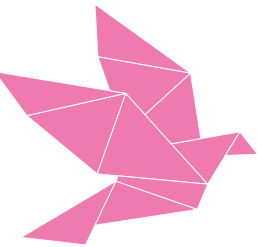
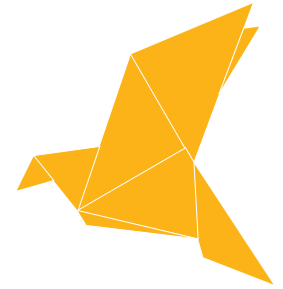
Upload your Event to the USASA Website

Add your event to the USASA calendar to promote to thousands of website visitors every month. What's more, once your event is on the website, USASA can provide a free poster printing service.

1. Navigate to your Club webpage
2. Click on 'Administration' and then 'Settings' to enter the Administrative Dashboard
3. From the menu on the left-hand side click 'Events'
4. Select 'New' from the expanded selection
5. Now you can enter the event details including images
6. Once all fields are filled-out click 'Save'
7. From here you must select the event type:
 - One-off event select 'Fixed'
 - Recurring Event at regular intervals select 'Recurring'
8. Once you are happy with all the fields, click 'Create' or 'Generate' at the bottom of the page (this will depend on whether your event is fixed or reoccurring)
9. That's it!

Note: You can edit content at any time via the [Edit] link next to the 'Event' heading.

Set up a USASA Event webpage



Event Name

Event details
Date and time
Cost/ registration
process
A catchy 2-3
sentences describing
the event itself

Event details

Start Date
Wednesday, April 28th, 2021
 Start Time
12:00 pm
 End Date
Wednesday, April 28th, 2021
 End Time
3:00 pm
 Location
Hej Plaza City West



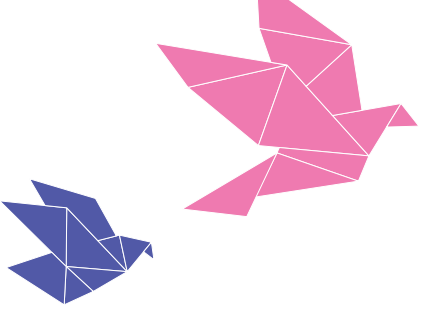
Event Image
(on holding slide)
16x9 ratio, 1280x720
Event Header (shown)
16x5 ratio, 1696x530.

URL
to the event or
USASA Club page

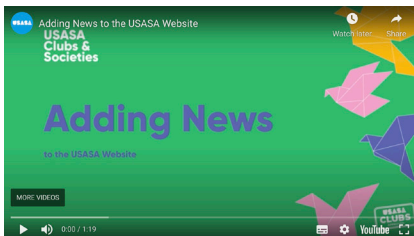
Poster

[View poster](#)





Add a USASA
Website News
item about
the event.



View the video here:
[USASA.sa.edu.au/
clubtraining](https://USASA.sa.edu.au/clubtraining)

Upload your News Item to the USASA Website

Follow these easy steps to add your news item to the USASA website and let everyone know what you've been up to.

1. Navigate to the Club homepage, scroll down to the 'News' heading and click 'Add'.
2. Under the 'News' heading fill out all relevant sections. The body field accepts Markdown.
3. Once you are happy with all the fields, click 'Save' at the bottom of the page. This will complete the process. You can edit content at any time via the [Manage] link next to the 'News' heading.

Include:

- Date and time
- Cost and if necessary registration process
- Link to your USASA Website
- A catchy 2-3 sentences describing the event
- Any additional information relevant

Note: You can edit content at any time via the [Edit] link next to the 'Event' heading.

Set up a Facebook Event

Set up an Eventbrite page

Cover Image
1920 x 1080 px

Event name
Location
Date

Event details
Information can
be consistent with
what you provided
in your poster

The screenshot shows a Facebook event page for 'The Easy Cheesy Club Event'. The cover image features the text 'THE EASY CHEESEY CLUB EVENT' and 'Come try some cheese + join the club' with a calendar icon for the 28th. The event details section includes: 408 people responded, organized by USASA UniSA Student Association, located at Hindley St, Adelaide SA 5000, Australia, on Wednesday, April 28, from 8 PM to 5 AM UTC+09:30. The event is public and tickets are available at neonnightcraw12021.eventbrite.com.au. The description states: 'The Cheese Club is hosting their next event and everyone is welcome to join! Come try some cheese + join the club! Bring your mates or come on by between lectures and taste some FREE cheeses plus get to know what our club is about.' The date, time, and location are listed as: - Date: Wednesday, April 28; - Time: 12 pm - 3 pm; - Location: City West - Høj Plaza. A link to find out more is provided: USASA.sa.edu.au/CheeseClub.

Remember to
Request USASA
and USASA Clubs
pages as co-hosts

- Eventbrite for ticket sales?
- Facebook or Instagram URL's?
- Facebook Event or USASA Event link?
- Will you need a QR code?
- What link will the QR code go to?

Ensure your USASA Club Page is up to date



About/bio: Here you can include information about What your club does? Who are you for?, provide context to users who come to your page.



Club events/News Items: Include a calendar of past and upcoming events so members can find ways to be involved and potential members want to be a part of your club.



Contact information: Who should people talk to, to find out more? Make sure your club contact is up to date and you are regularly checking this.



Link to your other platforms (Facebook, Instagram + social channels): Provide an opportunity for people to find out more.

Cheese Fan Club

Home / Clubs / Cheese Fan Club



Don't Brie a stranger! We just want to have a Gouda time!

Join or Renew

- Home
- AGM Minutes
- More Info About Cheese
- Suggestion Box
- Past Award Winners
- 2020 Cheese Cheese Award Nominations
- Administration

Contact Us

Connect on Facebook

Connect on Instagram

Description

This is a club dedicated to cheese. Camembert, Cheddar and Edam we love them all!
You can join our club by clicking the 'Join or Renew' button in the menu. Membership is free but expires on Jan 31 of each year, so please remember to renew each year. When you join our club, we'll add you to our mailing list to keep you up to date with the latest information about upcoming events and club news.
PLEASE NOTE: This club is not real and only used for training purposes

Events

28 APR
THE EASY CHEESEY CLUB EVENT
Come try some cheese + join the club

The Easy Cheesy Club Event

HOU PLAZA CITY WEST
TEST EVENT Come try some cheese + join the club!

View Details

News

CHEESE CLUB CALENDAR
See what's coming up!

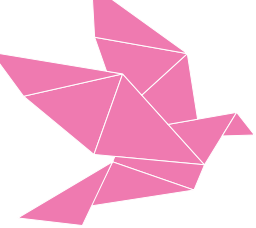
Upcoming Cheese Club Events

Find out what Cheese Club have coming up!

View Details

Effective Marketing and Promotion: What's important to add to your marketing funnel





Free poster and flyer printing

- Access via USASA.sa.edu.au/clubpromotion
- USASA endorsed clubs that have their events listed on the USASA website
- Poster packages consist of
 - 40x A3 posters
 - 80x A6 flyers (single-sided)
 - one package per event
- Allow 2-3 working days

USASA Get to know Us ▾ Get In Touch ▾ Get Involved ▾ Support ▾ Clubs ▾ Shop 🔍 🛒

Club poster & flyer booking

We offer free printing to USASA endorsed clubs that have their events listed on the USASA website. Poster packages consist of 40x A3 posters and 80x A6 flyers (single sided) and are free to clubs (one package per event). Please allow 2-3 working days if you supply the design or 10 working days if you require the poster/flyers to be designed by USASA. If you're supplying your own design, it must include the USASA Clubs logo to help identify it on campus noticeboards. You can download the logo pack as a .zip file [here \(6.5MB\)](#).

1. Please enter your email address *

2. What is your Club name? *

Not Selected ▾

3. What is the purpose of the poster? *

Promoting an event
 General promotion of club
 Other

4. Have you already designed your artwork for the A3 poster? *

Yes (attach it to next question)
 No - I need USASA's help to design this for me (can take up to 10 business days)

5. How many posters would you like? (we can print up to 40) *

6. Do you require A6 flyers to promote your event? *

Yes, please use identical artwork and text to the posters.
 No thanks.

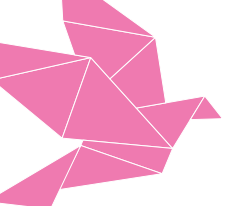
Submit



Include USASA Clubs Approved Logo

If you're supplying your own design, it must include the USASA Clubs logo to help identify it on campus noticeboards.





Use emails to promote your event to your new and existing club members

- Send bulk reminders, invitations and welcomes to your members
- Introduce the club team, i.e Meet the Team Bios
- Send regular emails to let your members know you are active
- Don't forget word of mouth is just as powerful



Dashboard / Cheese Fan Club / Communication Campaigns / Edit Communication Campaign (ID: 1459)

The Easy Cheesey Club Event

Message Recipients Preview Send

Campaign Name *
The Easy Cheesey Club Event

Communication Type
Email

Subject *
Join us for The Easy Cheesey Club Event

Body *

Source [Icons] | Styles | Format | Font | Size | [Icons]

Hi Cheese Fans,

With uni in full swing once again it's time to treat yourselves with some Cheese Fan style fun - we're hosting our next event on campus!
What is it you ask?!

The Easy Cheesey Club Event

Date: Wednesday, April 28th
Time: 12 pm - 3 pm
Location: Hoj plaza - City West Campus

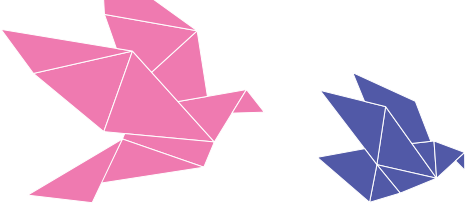
Hope to see you there - Stay Cheesey,
Cheese Fan Club Team 😊

Next

Clone

Delete





Using Social Media and your channels

- Main feed posts**
- Use programs to create: Canva or Adobe Spark to make content
- Mix of content**
- Evergreen: useful and of interest to your club members and audiences, and is unlikely to be immediately dated
 - Topical: content that provides relevant, timely, and targeted information
 - i.e. Event content

Use scheduling Programs:
Later, Hootsuite, Zoho Social, Buffer

Post images with your status updates that connect

Tag a location
in your post (default to University of South Australia, which has great reach in its own right)

Use captions that encourage members to comment and collaborate on your posts

Use relevant hashtags
Tag USASA and USASA Clubs

Include a call to action
URL, comment below etc.

@usasaadelaide
Instagram

The screenshot shows an Instagram post from @usasaadelaide. The post features a vibrant orange and yellow graphic for 'THE EASY CHEESEY CLUB EVENT' with a pizza icon. The text of the post includes the event details: 'Come try some cheese + join the club', 'Wednesday, April 28, 12 pm - 3 pm | Høj Plaza', and 'USASA.sa.edu.au/CheeseClub'. The caption reads: 'The Cheese Club is hosting their next event and everyone is welcome to join! 🧀 Bring your mates or come on by between lectures and taste some FREE cheeses plus get to know what our club is about. 📅 Date: Wednesday, April 28 🕒 Time: 12 pm - 3 pm 📍 Location: City West - Høj Plaza Let us know in the comments what cheese you want to taste on the day! 🧀 Find out more and join our club today. USASA.sa.edu.au/CheeseClub (link in bio)'. The post includes hashtags #CheeseClub, #USASAClubs, #Fun, and #Free. A location tag for 'University of South Australia' is visible at the bottom. Annotations with green lines connect various parts of the post to the surrounding text blocks.

This post will be automatically published



Creating video content

Filming



Use your phone, tablet, laptop to film.

Editing



Utilise free programs (Blender or iMovie) which are relatively easy to teach yourself to use.

Refining



Utilise subtitles/captions to capture your audience who prefer reading over visuals.

Live

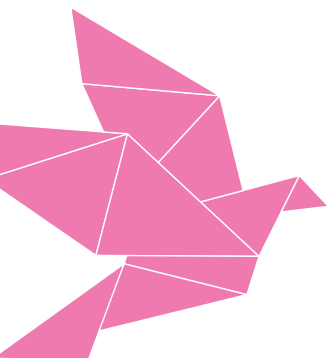


Use the 'Live' option on Facebook or Instagram, to record yourself getting your message out to your club members.

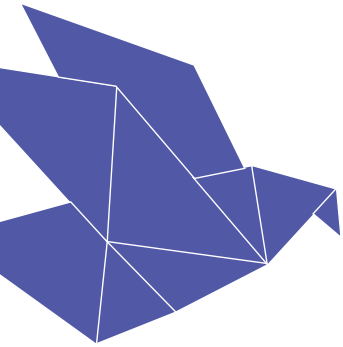
Raw



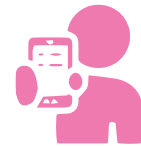
Doesn't have to be perfect, raw video can be just as appealing as a slickly-edited vid.



Making creative & fun Stories



Create Mode



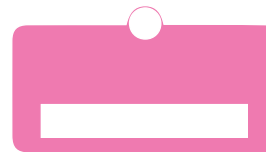
Has tons of pre-made stickers, designed to kick-start your creativity and drive engagement.

Poll Stickers



Can help crowdsource ideas and gather feedback & don't forget to share the results when it's over.

Question Stickers

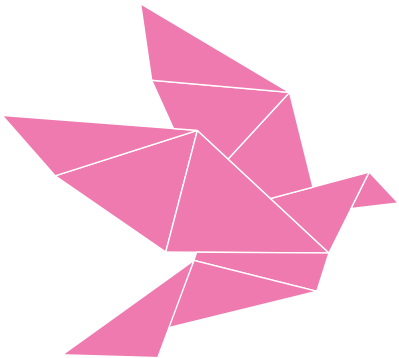


Ask questions like "What events would you like us to run?" Reply to submissions directly to close the loop.

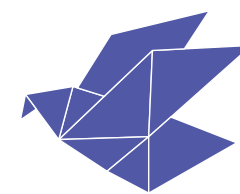
Quiz Stickers



Fun and light-hearted way to get answers to your questions and communicate your club message.



Creating a story in Canva



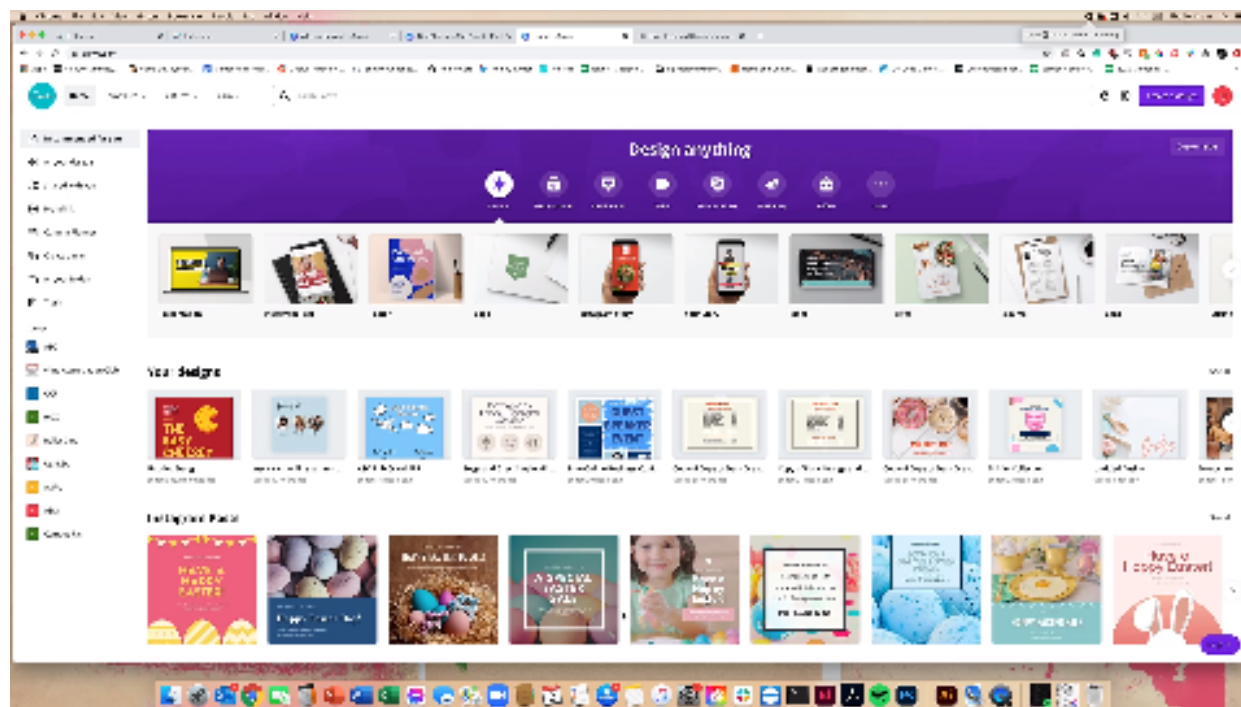
Club Canva Account
available for all clubs to use
to create free content

www.canva.com/login

Login details:

USASA.clubs@unisa.edu.au

WeLoveClubs2020



Executing Your Idea: What will it look like?



**USASA
Clubs &
Societies**

Contact USASA Marketing

USASA.Marketing@unisa.edu.au
@USASAAdelaide on Facebook or Instagram

Resources

USASA.sa.edu.au/clubpromotion
USASA.sa.edu.au/clubtraining
USASA.sa.edu.au/AboutClubs#Run

