

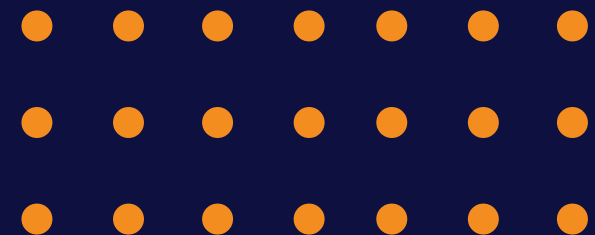
STUDENT LEADER TRAINING

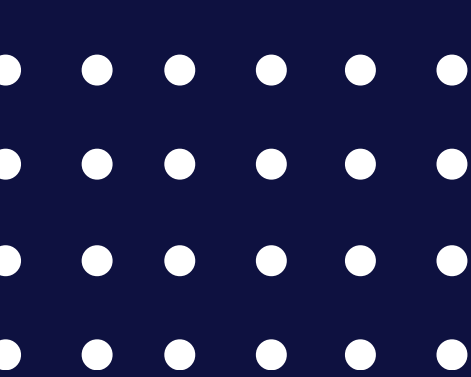
MARKETING





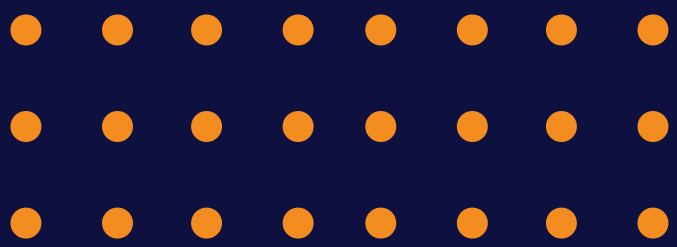
WHAT EVENTS/PROGRAMS DOES YOUR ORG PUT ON THAT MAY
NEED MARKETING MATERIALS?

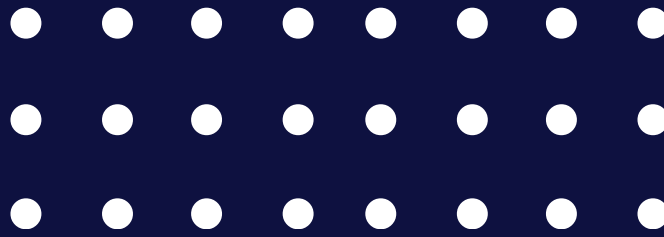




SET YOUR GOALS

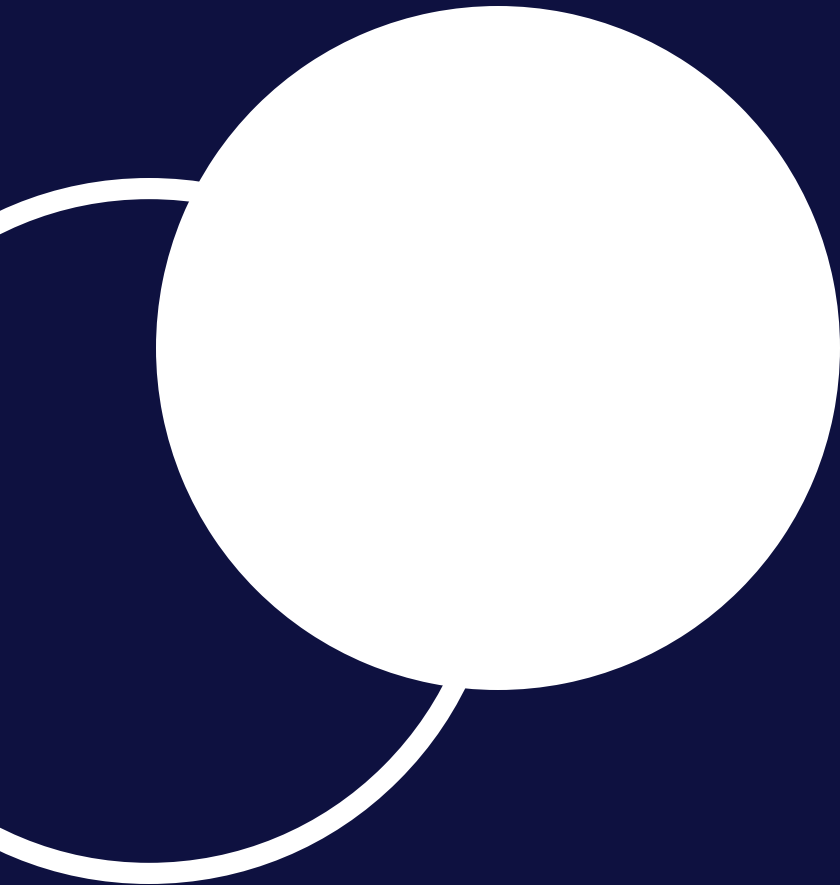
WHAT DO YOU HOPE TO ACHIEVE?
IS THERE A CALL TO ACTION? EVENT?
GENERAL AWARENESS?
WHO DO YOU HOPE TO REACH?
WHAT IS YOUR TIME FRAME?





THE BASICS

- ALWAYS SUBMIT A PROJECT REQUEST
- ALWAYS CC YOUR ADVISOR ON ALL EMAILS WITH DESIGNERS
- YOU ARE NOT ALLOWED TO CREATE AND/OR POST YOUR OWN GRAPHICS FOR YOUR ORG
- MATERIALS MUST FOLLOW AUBURN/LOGO STANDARDS AND BE APPROVED BY OUR DEPARTMENT





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**FREE
MARKETING
MATERIALS**

- AU INVOLVE CALENDAR
- THIS WEEK AT AU
- AUBURN NEWS
- SOCIAL MEDIA GRAPHICS
- AU INVOLVE GRAPHICS
- WEBSITE UPDATE
- PRESS RELEASE
- OSI TV SCREEN
- RESIDENCE HALL
SCREENSAVER



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**PAID
MARKETING
MATERIALS**

- HANDBILLS/PUSH CARDS
 - FLYERS
 - GIMMICKS/BUTTONS/STICKERS
 - THE PLAINSMAN
 - EAGLE EYE, WEGL, THE
GLOMERATA
 - SNAPCHAT FILTER
 - BROCHURES
 - BANNERS
 - TSHIRTS
- 
- 



MARKETING REQUEST FORM

- Found on AUInvolve
- Basic Requirements:
 - Must be completely filled out (no missing information)
 - Be specific- more detail is helpful!
 - If the order requires text (brochure, flyer, etc.), text **MUST** be provided and attached to the form
 - Feel free to upload sketches and/or other inspiration



MARKETING REQUEST FORM

Project Contact

* Name:

* Auburn Email:

* Program:

* Advisor name:

* Advisor email:

Your advisor will be copied on all emails that we send to you.

* Position Held:

Materials Requested

* *Select All That Apply*

- Flyer
- Brochure
- Booklet
- Outdoor Signage
- Indoor Signage
- Social Media Graphic
- Website Update
- Lobby TV Graphic
- Promotional Items (Please Specify)

Apparel (Please Specify)

Other (Please Specify)

* When do you need to have your materials completed?

Please allow a minimum 2 week turnaround time for the first draft of materials. Some projects can take longer.

Project Description

* Is this for an event?

- Yes
- No

* Event Name

* What is the date, time, and location of your program or event?

* Give a general overview of the materials you are requesting:

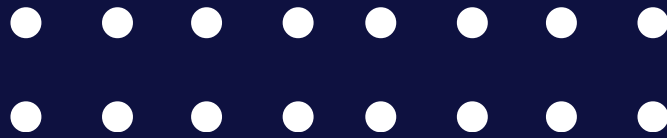
* What information do you want to include?

* Do you have any specific guidelines for the project?

This includes colors, photos and graphics that you want used.

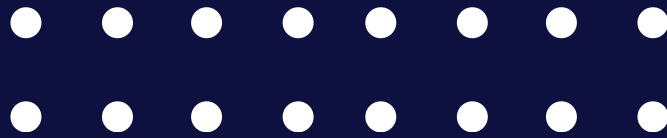
Do you have any size or material requirements?

If this is a t-shirt design please include the color of the t-shirt.



TIMING

- Any material needs at least a 2 week (business days) turnaround time for a finished design
- Forms with multiple materials requested (ex: banner, t-shirt design, and social media graphic) should be submitted *at least one month* prior to deadline
- Items typically take the following amount of time for production and delivery once approved and ordered:
 - Promo items (doozies, cups, pens, etc.): 3-4 weeks
 - Banners: 3 business days
 - Printed items (flyers, posters): 3 business days



TIMING

- Policy for projects submitted with less than 2 weeks' notice:
 - You will receive ONE final draft
 - Edits to vital info will be permitted (location, spelling, time), but no design changes will be made
 - You must respond to the final draft within 24 hours for on-time delivery of materials





SIZING

- Refer to OSI Materials Sheet
- MUST include sizes needed on Marketing Request Form
- OSI Materials Sheet is not a complete list- if you are unsure of what size you should request, please note that in the form and our team will work with you




REVISIONS

- Slower communication time= slower production time
- If you have an idea of what you'd like your materials to look like, feel free to upload a sketch or inspiration with your work order
- We want you to love your order!



PAST EXAMPLES

<http://wp.auburn.edu/involve/wp-content/uploads/2018/04/SAP-projects-FA17.pdf>



The image features a dark blue background with several abstract elements. In the top-left corner, there is a large orange circle partially overlapping a white circle outline. In the top-right corner, there is a grid of small orange dots. In the bottom-left corner, there is a grid of small white dots. In the center-right, there is a large white circle with a grid of small orange dots on its upper portion. A white circle outline is also visible on the left side, overlapping the large orange circle. The word "QUESTIONS?" is written in a bold, orange, sans-serif font across the center of the image, overlapping the white circle and the dark blue background.

QUESTIONS?