Marketing Tools: Building Up Your Network

### Slide #1: Strategy for Marketing Needs

- Work backwards – Point Z → A.
- Timelines may vary, but always leave plenty of time for changes and unexpected delays.
- Create an *outline* in advance.
- Have a clear concept.

### Slide #2: Timeline Distribution of Email Communication: Events

- 2-3 months → “Save the Date”
- 1 month → “Invitation”
- 1 week → “RSVP/Reminder”
- ‘Thank you’ follow-up (day after the event)

### Slide #3: Timeline Distribution of Email Communication: Events

**Send all marketing communication to staff liaison**

- Conceptualize and create your communication (content creation) → *2 weeks prior to desired distribution date.*
- Schedule date/time you want to have email sent (for review) → *1 week or more prior to desired distribution.*
- If there are no changes or only simple grammatical revisions, marketing manager will correct and distribute email on desired date.
- Copy doesn’t need to be in draft or final format. Just send over the facts :)

### Slide #4: Time of Sending

- Avoid sending after 7 p.m. (best times are in the morning)
- Avoid sending late Friday afternoon or right before a holiday or long weekend.
- Popular days of the week: Tuesday, Wednesday and Thursday (10 a.m. - peak time)
Slide #5: Email Templates: Examples (Rebranding)

Slide #6: Newsletter (Draft): Asian Pacific Alumni (APA)

Slide #7: Newsletter (Final): (Project SPELL)
Slide #8: Email Best Practices

- Subject lines → direct and descriptive. Avoid misleading and overly clever subject lines.
- Preheaders → add additional detail to support your subject line
- Copy → email attention spans are short. Be concise. Less is more.
- Call to Action (CTA) → Be direct and straightforward.

Slide #9: Helpful Resources

- brand.ucla.edu
- AP Style
- Centennial Celebration website
- UCLA Alumni social channels (FB, Instagram, Twitter)
- Emails from other networks

Slide #10: Questions?