

# Student group marketing plan

## Step 1:

### What do you want to do?

Bring your committee together and brainstorm lots of ideas for events and activities.

Aim to come up with 2-3 simple event ideas that you could deliver over the next couple of months.

It can be a good idea to talk to your members (if you are a current group) and find out what they would like to see.

## Step 3:

### Why should students attend?

Think about what your members will get out of your events. This is about convincing students to attend.

For example, will they make new friends, socialise with like-minded people, learn new skills, meet potential employers, network with interesting people, or explore your subject area further.

This will form how you promote your events.

## Step 2:

### Who will want to come to your events?

Think about who will enjoy your events. How will you find these people? For example, if you are planning a fashion academic student group, you will start with letting the fashion students know about your group and events.

You could approach the course leaders and course reps to ask them to promote your group. You may also think about who else might be interested in coming. Such as photography students who may want an opportunity to attend events to practice photography skills.

It is important to think about how you will reach as many people as possible.

## Step 4:

### How will you promote your events?

There are many channels you could use for promoting your events. We recommend a mix of Students' Union website and additional promotion from their marketing team, through the Students' Union social media channels.

We also suggest you have your own Instagram account and/or Facebook page to build up your following. You can also use your events to create more content for you to use on your channels such as photos, quotes from attendees, blogs from the committee, videos and much more.