

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.
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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)
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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 :)
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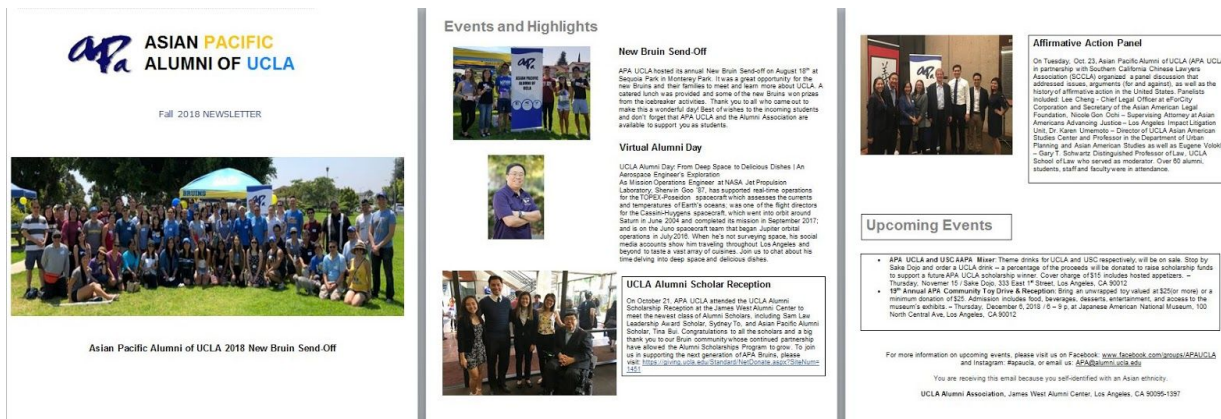
Slide #4: Time of Sending

- 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)
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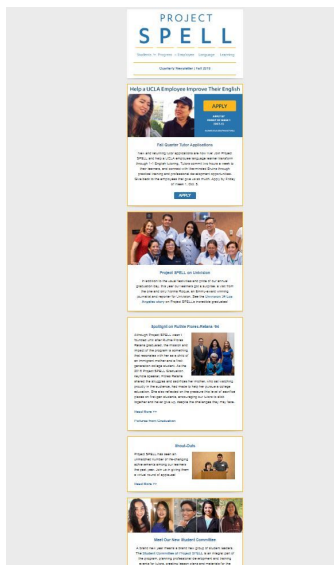
Slide #5: Email Templates: Examples (Rebranding)



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.
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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?