MARKETING CHECKLIST

## The following marketing check list depends on the scale of your event. For smaller events, the timeline may be shifted or adjusted.

## 2 months:

* Graphics Request: In House (Graphic Design Student Asst). Out of House (SMSU/ASI)
  + Large (Dimensions 11x17)
  + Sandwich Boards (Dimensions 23x35.5)
  + Small (Dimensions 5x7)
  + Social Media/Digitals (Vary)
* Video Request: [smsumktg@csusb.edu](mailto:smsumktg@csusb.edu)
* Coyote Chronicle: Linda Sand X75815; [lsand@csusb.edu](mailto:lsand@csusb.edu)
* Coyote Radio Announcement: <http://fs24.formsite.com/Coyote/CoyoteRadio/index.html>
* Press Release: <https://www.csusb.edu/advancement/strategic-communication/request-services>
* Send Save the Date Email
* Establish Street Team Dates (On the Floor Marketing)
  + Tabling:
    - SMSU Area
    - College of Education
    - Jack Brown
    - Arts and Letters
    - Natural Sciences
    - Social and Behavioral
    - Front & Back of Library
    - Physical Science
    - Rec Center
* Establish Social Media Campaign dates
  + Twitter: OSECSUSB
  + Facebook: OSECSUSB
  + Instagram: OSECSUSB

## 1 month:

* Printing Request
  + Large (11x17)
  + Sandwich Boards (23x35.5)
  + Small (5x7)
* Newsletter (Constant Contact)
* Marquee: <https://www.csusb.edu/advancement/strategic-communication/electronic-marquee-request>
* Video Screens (TV Monitors)
  + ASI: <https://www.csusb.edu/sites/csusb/files/New%20Design%20Form_0.pdf>
  + SMSU: <https://www.csusb.edu/smsu/resources/marketing>
  + Rec Center: Sean Kinnally X77387; [sean.kinnally@csusb.edu](mailto:sean.kinnally@csusb.edu)
  + Wedge: Felix Zuniga X75095; [fzuniga@csusb.edu](mailto:fzuniga@csusb.edu)
  + Health Center: Ashley Spencer X73655; [ashley.spencer@csusb.edu](mailto:ashley.spencer@csusb.edu)
  + University Village: Linda Aguilera X74163; [linda.aguilera@csusb.edu](mailto:linda.aguilera@csusb.edu)
  + UH: Caleb White X77737; [caleb.white@csusb.edu](mailto:caleb.white@csusb.edu)
  + COE: Robert Garcia X75449; [rgarcia@csusb.edu](mailto:rgarcia@csusb.edu)
  + Social and Behavioral: Dustin Grays X73646; [dgray@csusb.edu](mailto:dgray@csusb.edu)
  + Jack Brown: Bill Herbert X75755; [wherbert@csusb.edu](mailto:wherbert@csusb.edu)
  + Natural Sciences: Birdie X75335; [bwang@csusb.edu](mailto:bwang@csusb.edu)
* Social Media Campaign Execution
  + Weekly (2x) All platforms
* CoyoteConnection
  + Event Form
  + News Post

## 3 weeks out:

* Street Team Execution
  + Bulletin Board Posting
  + Sandwich Board Setup and Posting
  + Put Banner Up
* Social Media Campaign Execution
  + Weekly (3x) All platforms include OrgSync

## 2 weeks out:

* Street Team Execution
  + Flyer pass out and marketing (12-2pm) (4-6pm)
    - College of Education (Monday)
    - Jack Brown (Tuesday)
    - Arts and Letters (Wednesday)
    - Natural Sciences (Thursday)
    - Social Ns Behavioral (Friday)
    - Front & Back of Library (Monday)
    - Physical Science (Tuesday)
    - Rec Center (Wednesday)
    - SMSU (Thursday)
* Social Media Campaign Execution
  + Daily
    - Twitter
    - Facebook
    - Instagram