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
* Coyote Chronicle: Linda Sand X75815; 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
	+ Wedge: Felix Zuniga X75095; fzuniga@csusb.edu
	+ Health Center: Ashley Spencer X73655; ashley.spencer@csusb.edu
	+ University Village: Linda Aguilera X74163; linda.aguilera@csusb.edu
	+ UH: Caleb White X77737; caleb.white@csusb.edu
	+ COE: Robert Garcia X75449; rgarcia@csusb.edu
	+ Social and Behavioral: Dustin Grays X73646; dgray@csusb.edu
	+ Jack Brown: Bill Herbert X75755; wherbert@csusb.edu
	+ Natural Sciences: Birdie X75335; 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