

An Overview of Club Marketing

Know Your Marketing Options

- Posters/flyers
- Digital Signage (send designs to digitalsignage@loyola.edu)
- Social media (mainly Instagram)
- The Bridge (all events should be uploaded!)
- Emails via The Bridge
- Word of mouth!
- Tabling – for recruitment, for upcoming events, etc.

Why Marketing?

- There's a lot that goes into event planning – marketing ensures you get the turnout you initially anticipated!
- Addresses the concern that “Nothing fun happens on campus”
- Your club contributes to a sense of belonging and community on campus
- All club members should understand the marketing plan and their role in it

Utilize Your Resources

- Club Connections and SGA support form
- Club Handbook and Directory
- Partner with marketing clubs and connect with the HAP Marketing Committee
- Get to know other club officers and members – partner with them on events!

Final Reminders

- Tag other clubs, departments, SGA on Instagram posts – encourages re-sharing
- Make sure your event tags on The Bridge are accurate
- Take photos during your event for a post-event review on Instagram
- Discuss best practices with incoming officers – spread the knowledge so your club can be successful for years to come

Don't Hesitate To Reach Out

- If you have any questions or concerns relating to marketing, you may reach out to the workshop presenters:
- Brendan Sweeney, Program Assistant in the Office of Student Engagement (bpsweeney@loyola.edu)
- Reese Talbott, Director of Club Connections for SGA (rtalbott1@loyola.edu)