



Marketing

Description

Marketing is an area that concerns every portfolio of your club and your marketing and/or design teams should be in close contact with everyone to ensure there is cohesion. There are various methods of marketing your initiatives and opportunities through digital and more traditional means. This guide includes information regarding general marketing, marketing for events, blogs, common challenges and branding.

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About Re_Generation

[Re_Generation](#) is a Canadian youth movement that seeks to build a regenerative, sustainable, and just economy. We aim to reimagine our schools, repurpose our careers, and remodel our companies to be aligned with regenerative principles. In particular, we provide resources for individuals to launch impact-driven careers and advocate for change within their companies and schools. We also aim to advance public policies that promote regenerative and sustainable business practices.

Our successful 'Our Future, Our Business' Manifesto campaign received the support of 65 youth organizations, 130 high-level executives, and 100 civil society organizations recognizing the need for reform in business education on sustainability. After three years of existence as the Canadian Business Youth Council for Sustainable Development, we have changed our name to Re_Generation to become more inclusive of all youth, not just business youth.

We believe that the ideal society is a [regenerative](#) one. Regeneration to us means putting human and ecological [well-being](#) at the centre of every decision. It means restoring relationships, both within nature and within society, while helping all communities to thrive. Read more about our history and vision at our [About Us](#) page.

Your Audience

For your events and initiatives, it is important to keep in mind that your audience should not only be business students! You should also aim to target your marketing to students outside of business schools (such as environmental and social sciences, political science, international development, engineering, etc.).

This will:

- Improve cross-disciplinary collaboration and understanding
- Ensure you have crowds with diverse views in which the most valuable conversations take place
- Give you more valuable insights from the initiatives

Make sure it is very clear in your advertising that the events/initiatives are open to all students!

Social Media Platforms

What social media platforms have been most successful?

- Facebook
 - Good to connect with students
 - Best for creating an event page, sharing the event and providing updates and gauging interest and attendees
 - Best to format visuals
 - Can get a lot of interactions on your posts and conversations within the comments
- Instagram
 - Good to connect with students
 - Sharing content is easy
 - Readers can share posts on their story for others to see
 - Can do fun sustainability-related campaigns and engage followers throughout the year
- LinkedIn
 - Best to connect with industry professionals and other organizations
 - Portrays professionalism
 - Good for large event promotions and team announcements

Facebook Event Page

What are best practices for posting on a Facebook event page?

- Prepare all the description, visuals, Zoom links, and ticketing platform before the event publication
- Have tiers of tickets
- Have someone else double check your content (spelling errors, etc.)
- Publish the event (at least 2-3 weeks before the event) in the morning
- Ask team members to say 'Attending', invite friends and share it on their feed
 - Have a countdown in your team chat to give everyone a heads up
- Tag relevant people and organizations for maximum reach
- Invite as many people as you think will be interested and ask those in your organization to do the same
- Post varied posts to appeal to all possible attendees (not too many)
- Do not publish everyday, people will be annoyed
 - Aim to publish around every 3 days to present the speakers, attendee gifts and sponsors
- Closer to the date post "hype posts" to get people excited and make note of the scarcity of tickets
- Consider posting at optimal times such as 5-7pm on Wednesdays or Thursdays

Successful Posts

What posts have been most successful?

- Week long campaigns
 - Educating followers about sustainability-focused media such as podcasts, books, and documentaries
- Relevant topics
 - Posts on sustainability-related days (i.e. Earth Day, World Kindness Day)
 - Relating big news stories to sustainability
- Company spotlights
 - Highlighting different companies and their respective sustainability departments
 - Tag the relevant company as well (could lead to a reshare)
- University's Sustainability Office
 - Posts highlighting your university's Sustainability Office in order to educate other students

- Student articles
 - Articles about sustainability written by internal members
 - Example: Groupe Humaniterre had a blog called “Les Chroniques d’Huma” where internal members wrote articles. They published about 1 article per month.
- Informative posts about the month’s subject
 - Example: Groupe Humaniterre started a project called “On s’éDDuque avec Huma” where they were presenting articles and informative posts on their monthly themes such as CRS, circular economy, Sustainable Fashion, etc. Each month, they had a team of 5 people working on creating content on the month’s subject. The marketing team was then preparing the visuals for their posts. On average, there were three posts per week, published both on Instagram and Facebook.
 - Example: CSR Society at Schulich; For CSR Month, which is a stack of events lined up in the month of November, they had a theme that enlightened the fact that everyone was all online, by travelling to various sustainable cities
 - Instagram Post: Carousel format, where viewers can swipe through was awesome to tackle both the informative piece and the culture of CSRS

Helpful Tools

What tools have helped increase engagement on social media?

- Team engagement
 - Get everyone on the executive team to share on their social media pages
 - I.e. have to share to x number of people
 - Like, share, comment & save!
 - When sharing, be sure to tag the relevant student group
 - Reach out to other students
- Giveaways
 - Sustainability-based products to give away to attendees
 - I.e. partner with sustainable companies such as TenTree
- Canva
 - Go to graphic design program for multiple student organizations
 - Can use Canva Pro in order to benefit from the premium features such branding tools (colours and fonts saved - this assures consistency in the posts), resizing tool, etc.
- Asana
 - Online tools for the marketing team to plan the social media posts by kind, platform, etc.
 - Tasks can also be assigned to specific team members with a deadline and reminders

- Figma
 - Collaborative design tool that is free and can be used to create graphics, PDFs, pngs, to even prototypes
 - Recommend having one file for the entire year to easily eyedrop colours and icons. Dually, it would be best to divide sections in the Figma canvas (the one file) to each event or campaign to keep organized

Marketing after an Event

How do we spread the knowledge from the event to other non-attendees?

- Create summary posts on social media
 - Create a short social media or blog post recapping the highlights of the event
 - Have someone taking notes during the event to help prepare an article and/or a social media post that recaps the highlights
- Summary document
 - Create a summary PDF report or presentation to recap the event
- Share a recording
 - Given permission, share through social media (Instagram, Facebook or YouTube)
- Monthly newsletter
 - Include a recap in your organization's monthly newsletter
- Career Services: post-event report

Sustainability Blog

Tips for those interested in starting a sustainable blog:

- Have a dedicated team to write content
 - Have 3-4 people in the team to help with idea generation
 - Have 1-2 people writing a single blog every month or so
- Adjust teams to fit within your organization
 - If a dedicated team is infeasible, take a different approach
 - Allow anyone who is interested to write a blog if this fits with their schedules
- Receive feedback from student population
 - Create surveys to see interest in specific topics
- Monthly newsletter
 - Create a newsletter to recap recently released blog posts
 - Don't have too many so as not to annoy people, maybe once a month

- Popular blog topics:
 - Trending topics
 - Sustainability trends
 - The divide between sustainability and fashion
 - Greenwashing
 - Sustainability-related careers
- Don't just focus on environmental sustainability
 - Discuss other pillars of sustainability whether that be economic or social

Common Challenges

What are the challenges to anticipate and get prepared for in your position/in this type of initiative?

- There are many different facets to cover in the execution of promotion of an event or a project, and things can easily get missed
 - It is crucial to create structures and processes like schedules and documents with all the necessary information on them ahead of time
 - This allows for straightforward execution of promotion
- An organization needs a clear brand image and vision.
 - Working closely with designers to develop this can take lots of time and energy, but tends to make things much faster and homogenous down the line
 - Working closely with the design team to constantly reiterate this image, as well as bringing in ideas from the entire team will give people a sense of ownership over the image of the organization and create a stronger brand
- It is very easy to get caught in the everyday promotion and to forget about the bigger picture
 - Creating a robust marketing plan outlining the organization's value proposition, its target audience(s), the channels through which it will be communicating, the offers it will be holding, etc. is an incredibly organized way to outline a direction and to put creative ideas on paper
- An organization's marketing team can work very closely with other teams, but they tend to have different structures and to work at different speeds
 - Outlining and implementing processes early on to make sure teams gives adequate time for the designers to develop assets and content will ensure promotion gets put out on time
- Designers tend to get swarmed by last minute requests
 - To ensure this does not happen, create processes, like having team members fill in a spreadsheet with their requests and due dates, to give designers the time they need to operate.

- Make it clear to team members that their requests need to be submitted much earlier than their due date
- Example from Groupe Humaniterre: “We had a Google Doc where the content creating team (for the monthly themes) would have their information ready to go for the Communications team (in charge of creating visuals). We would require them to have the content ready at least one week before the scheduled date of the post. Similarly, the blog articles had to be ready at least a week before publishing (in order to give time to edit the texts, prepare the visuals and schedule the blog post on our website).”
- As design is a creative process, it is not as quickly executable as other kinds of work.
 - Designers can sometimes go too far in their processes and take too much time with their work
 - Discussing with designers the key aspects of branding that deserve ample time and the ones that can be quickly executed is useful in making operations fast and efficient

Resources

Create a brand book for your organization

- Ensures consistency, visual appeal and brand recognition
- Can include: colours, fonts, dimensions for posts, logos, templates, common phrases and words to use/not use, how to represent the organization visually and verbally, mission, values, etc
- Example: “[Blue Book](#)” from AIESEC International (very detailed for large non-profit youth organization)
- Example: Brand Book from Groupe Humaniterre (simple for student group):