

## Clubs Marketing

With the change in poster policies clubs will need to get creative in how they market their events to students. Please consider the following marketing tactics to assist you in event promotion:

1. Club Social Media: create a Twitter/Facebook account for your club.
2. SAMU Club Social Media: email Moe your club's event information to promote on the SAMU Club's social media platforms (this will most likely be shared/retweeted by SAMU and MacEwan accounts).
3. Banners/Handbills/Business Cards: budget for printing of marketing materials that have wide visibility. Handbills and business cards will get your membership out and talking with students too – 2 for 1 marketing tactic.
4. Book a Table: Contact Moe to book a table on campus to promote your event, share information, or fundraise

The following are new marketing tactics introduced this year for clubs:

1. SAMU Lounge TVs

If you would like to have your club's event promoted on the TVs in the SAMU Students' Lounge please follow these guidelines:

- I. Image submitted must be 22.75" tall X 42" wide
- II. The image must be ready for publication (no edits will be done internally within SAMU)

Information to include on imaging:

- Date and time of event
- Location of event
- The club hosting the event
- Event name
- Short description of the event
- Catchy imaging
- Contact information (club email, social media, etc.)

2. SAMU Website

If you would like to have your club's event promoted on the SAMU website under "Upcoming Events", please include the following information:

- Date and time of event
- Location of event
- The club hosting the event
- Event name
- Short description of the event

s Contact information (club email, social media, etc.)

Email this information to SAMU's Communications Strategist:  
lesmisterm@macewan.ca.

Event submissions for the SAMU website are due on the last working day of the prior month. It is suggested that you promote your event as early as possible.