

Marketing Manual

2019-2020

**The Marketing Team is
here for you!**

www.aureus.nl

study association of the school of business and economics

AUREUS

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1. Introduction

Aureus has a corporate identity to ensure that all communication towards both internal- and external parties will meet the set requirements. The **Corporate Identity Manual** helps you to correctly apply the Aureus corporate identity to all promotional material. You can find the Corporate Identity Manual in the Marketing Manual on the website in the Committee Members Folder. Next to the Corporate Identity Manual we have this manual, the **Committee Marketing Manual**. The aim of this manual is to provide you with information regarding the role of the Marketing Team, the usage of the promotion channels, the creation of a promotion plan and information about InDesign.

After reading this manual and the Corporate Identity Manual you will know the basics of Aureus' marketing. If you need more information don't hesitate to contact the Marketing Team (marketingteam@aureus.nl) or the Marketing Officer (marketing@aureus.nl).

2. The Marketing Team

The role of the Marketing Team is to guide Aureus' committees in their marketing/promotion. Every committee will be assigned a member of the Marketing Team that will act as the contact person throughout the year. The aim of the Marketing Team is to assist the committees with their promotion and to exchange thoughts. The Marketing Team is not responsible for your promotion and will not create your promotional material. Finally, the Marketing Team will perform the final check, after which all the materials will be sent towards the Marketing Officer.

2. 1 Prior to the first meeting

Before your promotional period starts, you need to contact the Marketing Team to make an initial appointment. Make sure you **come prepared** to this meeting in order to make it as efficient as possible.

- Make sure to bring your initial promotion plan (see chapter "Promotion plan"). The plan doesn't have to be perfect. During the first meeting you will finalize the plan with the Marketing Team.
- Finding the right picture is probably the most time consuming part of the whole process so make sure you have already a few possible photos ready prior to the first meeting.
- Furthermore, write the text for the flyer, poster or banner and bring this to the meeting as well. This will smoothen the process and your flyer will be finished in no time!

2. 2 The first meeting

It is often challenging to make your own flyer/poster since you probably don't have a lot of InDesign experience. During the first meeting, the Marketing Team will assist you with this problem. You will finalize your promotion plan and together you will make a start on the flyer, poster or (Facebook) banner.

2. 3 After the first meeting

After the first meeting you will work on the flyer, poster or (Facebook) banner yourself. When you are finished you need to send the final documents to the Marketing Team and they will do the final check. There is a possibility that they will send the documents back to you with feedback. As soon as the documents are approved by the Marketing Team, they will send this to the Marketing Officer, after which the documents will be finally checked and approved.

3. Promotion Channels

As a large organization we have a lot of promotion channels that we can use in order to reach our target group. The channels can be split into "offline channels" and "online channels".

3.1 Online Channels

Aureus Website

- All promotion leads to the Aureus website. The website is therefore the most important and most powerful promotion channel. It is the place where all information is stated and where your target group subscribes for the event.
- The text on the website should therefore contain a clear overview of your event, why someone should apply and all other practical information.
- The Innovation Officer is responsible for the website and all information should therefore be send to innovation@ aureus.nl. You, your committee and your TBL'er are responsible for the content of the text. The Marketing Team will not check this. The website has to be online before the promotion for the event can start.
- The text should at least contain: name, date, time, location, application deadline and target group.

Facebook

General Aureus Facebook page

- The general Aureus Facebook page is controlled by the Marketing Officer. Ask the Marketing Officer whether it is possible to promote something on this page.

Event

- The Facebook event is an important channel to inform your target group about your event. The advantage of this channel is that you can invite your friends personally and that Facebook automatically sends a reminder to the invited people.
- An open Facebook event should always contain a designed Facebook banner in the Aureus corporate identity. A format can be found in the Marketing Manual (in the Active Members folder on the Aureus) website. The Marketing Team performs the final check.
- An internal (active members) Facebook banner does not need to contain a designed Facebook banner. The event has to be created under the name Aureus and therefore the Marketing Officer is responsible for this.
- In order to create the Facebook event you should send the following information to the Marketing Officer: Facebook banner, name event, date, time, location, application deadline, URL to website and informational text about your event.
- Once you have invited the target group to your event you can post in your event

Groups

- The name of a specific master group is: VU SBE • MSc "Study" "year". For example: VU SBE • MSc Marketing 2018-2019.
- The name of a specific bachelor group is: VU SBE • "Study" "study period". For example: VU SBE • International Business Administration 2017-2020.
- The advantage of the Facebook groups is that you can segment your promotion to only your specific target group. Furthermore, the members of the group receive a notification once you post something in the group.
- Since they receive a notification there is also a clear danger for overkill of Aureus communication. Bear in mind that other committees would like to post something in the groups as well. Your planning should therefore first be checked with the Marketing Team before you post something.

- You can do two types of posts in the Facebook groups:
 - 1) Share Facebook event:** Share your event in the group and type a short text (aim for a maximum of 3 to 4 lines or 140-200 characters).
 - 2) Link post:** Copy the URL of the event on the Aureus website and paste this in the designated Facebook group. The website will be loaded in the Facebook group. Once the website is loaded in the group, you can delete the URL and type a short text (aim for a maximum of 3 to 4 lines or 140-200 characters). Make sure to check whether the photo is also visible in the post (ask the Marketing Officer when this is not the case). In order to measure the exact clicks on a link post we use unique URL's. Ask the Marketing Officer for the right URL's before you post.
- In a 3-week promotional period the order of posts is as follows:
 - 1) Share event**
 - 2) Link post 1**
 - 3) Link post 2 (application deadline reminder)**

Note: It is important to note that the Marketing Team will not be able to check the text of all Facebook posts. It is up to the marketing representative of each committee to create the text that goes with the posts and the text should be checked by your TBL'er. If the marketing representative of the committee has any questions regarding the posts, these should be asked ahead of time to the Marketing Team. Please ensure that there are no spelling/grammar errors. Your schedule with the dates of posting will be made by the Marketing Team

Canvas

- Canvas is used to promote exclusively career oriented events. The Marketing Officer is responsible for this channel. If you wish to promote your career event via this channel send the required information to marketing@aureus.nl.
- Per career event, a maximum of two messages can be send: an opening message and a deadline reminder.
- Canvas text should at least contain: name, date, time, location, application deadline and target group.
- Canvas is one of the most effective online promotion channels.

Blog

- The blog can be used to promote your event. It is for example possible to share a previous experience/testimonial of an applicant or to introduce a certain subject. The blog cannot be used as promotion for companies/in a commercial manner.
- The Marketing Team is responsible for this channel so you need to discuss the opportunities with them.

Instagram

- Instagram is used for after marketing of an event or as an impression of a certain happening. The Marketing Team is responsible for the Instagram. If you wish to upload a picture on the Aureus Instagram send a picture, some #'s and one or two sentences to marketingteam@aureus.nl.

LinkedIn

- LinkedIn is used to give you insights to your future career. This platform will be used to promote vacancies, career events and other career related topics. The marketing team is responsible for this channel so if you want to use this channel or if you have ideas for this channel you can always contact them.

3.2 Offline Channels

Posters

- Goal: Create awareness.
- The aim is that your target group sees the poster, becomes interested and visits your website. It is the first impression.
- The poster therefore should only contain the essential information about the event.
- You design the poster yourself and the Marketing Team will do the final check. Once the final check is done, the Marketing Officer will order the poster. A format can be found in the Marketing Manual (in the Committee Members Folder on the Aureus website).
- In order to distribute the poster, a stamp on the poster is required by the Facultaire Campus Organisatie (FCO), located in HG 0B-01. They will approve your poster and will provide you with a document of places where you can hang the poster (even floors of main building). If you don't have a stamp, your poster will be removed daily.
- Check the Corporate Identity Manual for how to apply the Aureus identity for the poster correctly.

Flyers

- Goal: Create interest/desire.
- The aim of the flyer is to provide more information about your event and to send your target group to the website.
- You design the flyer yourself and the Marketing Team will do the final check. Once the final check is done, the Marketing Officer will order the flyer. A format can be found in the Marketing Manual (in the Committee Members Folder on the Aureus website).
- Flyers can be handed out after your lecture talk. Often the flyer is also distributed at lectures as a reminder one week after your lecture talk or close to your application deadline.
- You are allowed to distribute flyers on the even floors of the main building. It is not allowed to distribute flyers in de central hall of the main building without permission of FCO.
- The text on the flyer should contain all relevant information regarding your event. Make sure to sell your event in this text. Don't write a book, make sure the text is triggering, not too long and is clear, without errors.
- Check the Corporate Identity Manual for how to apply the Aureus identity for the flyer correctly.

Banners

- Goal: Create awareness.
- The aim is that your target group sees the banner, becomes interested and visits your website. It is the first impression.
- Like the poster, the banner should therefore only contain the essential information about the event. The banner is very large and will attract a lot of attention. Make sure that your target group sees what the banner is about in a split second and know where they need to go in order to find more information.
- You design the banner yourself and the Marketing Team will do the final check. Once the final check is done, the Marketing Officer will order the banner. A format can be found in the Marketing Manual (in the Active Members Folder on the Aureus website).
- The banner can be used for promotion in the Central Hall of the VU. The banner can also be placed in front of the Aureus rooms on the 8th floor.
- Check the Corporate Identity Manual for how to apply the Aureus identity for the banner correctly.

Lecture talks

- Goal: Create interest/desire.
- The aim of the lecture talk is to provide extended face-to-face information about your event.
- The lecture talk is one of the most effective promotion channels. It is a unique opportunity to convince your specific target group to apply for your event.
- In order to prevent an overkill of lecture talks by Aureus we maintain a planning. Please check your schedule with the Marketing Team when you can do the talk. Make sure to check and plan this ahead as many committees want to do talks in the same period.
- After you get an approval from the Marketing Team you may email the lecturers. Again, make sure to plan this ahead as many lecturers don't respond fast.
- Distribute flyers before or after your lecture talk.

Lichtkrant (tv in the Main Hall)

- Goal: Create awareness.
- The Lichtkrant are the digital screens in the main hall next to the main entrance and next to the elevators.
- The aim of the Lichtkrant is to create awareness. It is a first impression and acts like a digital poster.
- Your promotion will be shown for a very short amount of time so make sure it does not contain too much text and the purpose is clear straight away.
- You design the Lichtkrant yourself and the Marketing Team will do the final check. Once the final check is done, the Marketing Officer will upload the Lichtkrant. A format can be found in the Marketing Manual (in the Committee Members Folder on the Aureus website).

4. Promotion Plan

Marketing and promotion is all about planning. The first thing you need to do is to create a promotion plan. You will get this promotion plan before the first meeting with the Marketing Team. Below you will find a detailed explanation of every step of the plan.

Step 1. Information about event

- Committee
- Person responsible from the committee
- Responsible Marketing Team members
- Date of the first meeting
- Date of event

Step 2. Checklist • Promotion Channels

Fill in which online- and offline promotion channels you would like to use. Together with the Marketing Team you will set the deadlines for the promotion.

Step 3. Checklist

- Is the promotion plan ready? Yes/No
- Do you have a good picture for the promotion? Yes/No
- Do you have a good text for the promotion? Yes/No

- Do we need to buy the picture?

Step 4. Deadline

- You will set a first deadline together with the Marketing Team

An ideal promotion period lasts 3 weeks (from start promotion → application deadline). The actual period of creating the promotional materials lasts longer (+/- 8 weeks). In your planning you'll start with the date of the event and calculate backwards. Here, it is important that you take the exam period into account. The Marketing Team is run by students, so they also have to study for exams.

5. InDesign

For creating the posters, flyers, (Facebook) banners and a lot of other promotional materials, we use the program InDesign. The program is installed on all Aureus computers. InDesign is a wonderful program to work with once you get to know the basic features. We will provide you with the basic training, the Marketing Team can also help you, but most of all it is a program that needs trial and error by yourself. If you have troubles with InDesign, there are a lot of tutorials online that can help you. For example: <https://helpx.adobe.com/indesign/tutorials.html>.

Formats

- You can find InDesign formats for posters, flyers, (Facebook) banners, lecture talks, business cards and other material in the Marketing Manual on the Aureus website in the Committee Members Folder. The formats are used to make designing the materials faster and easier, but more importantly, to make sure all the promotional material has the same structure. You are therefore only allowed to adjust this format in consultation with the Marketing Team.

Photos

- When you design a poster, flyer or (Facebook) banner in InDesign it almost always includes a photo. Aureus has purchased a lot of photos already that can be used. Ask the Marketing Team if they can share the file with you. There are also some other places where you can obtain both paid and free photos.

- Istock.com (paid)*
- Shutterstock.com (paid)*
- Flickr.com (free)
- Unsplash.com (free)
- Google.com**

*These pictures are the best, but also the most expensive. Check in your budget whether you can afford this. Use these pictures only for flyers, posters or banners. Don't use paid photos for Facebook banners.

**Google photos can be used for Facebook banners only. However, the quality is often not good, so make sure you double check it.

- It is also possible to shoot the photos yourself. This makes your promotion a lot more personal. However, it can be hard to find the right background and light. Bear in mind that it costs more time. But when it is done correctly the result can be magnificent. It is also possible to use photos of Aureus events for your promotion.
- The quality of the photos that you use should always be above 150 Effective PPI in order to guarantee the right quality. This can be checked in InDesign. When a photo is below 150 Effective PPI, but is still sharp when you export this to PDF, it may be used as well. The Marketing Team will judge this.

Exporting files

- You can find InDesign formats for posters, flyers, (Facebook) banners, lecture talks, business cards and other material in the Marketing Manual on the Aureus website in the Committee Members Folder. The formats are used to make designing the materials faster and easier, but more importantly, to make sure all the promotional material has the same structure. You are therefore only allowed to adjust this format in consultation with the Marketing Team.

Sending your files

- Always deliver all your promotional materials in one Zip.file. The Zip.file should contain your InDesign document, your pdf file, the company logo's, the Aureus logo, the corporate identity elements, the pictures and all other elements that you use in InDesign. InDesign is a program that links the pictures, logos or elements that you use in your document to the place where they are stored on your computer. When you don't send all the files in one Zip.file, the computer that you are sending your files to will not be able to find the location of where the files are stored and you cannot use print your material. And send your InDesign document always in IDML format, otherwise the document cannot be opened on every computer.

Logos

- The company logos and the Aureus logo should all be in .eps format. Ask the company if they can send it to you. When it is not possible to obtain an .eps logo from the company you can download the logo at: <https://www.brandsoftheworld.com/logos/all>. If you cannot find the logo there either, you can use a .png logo with transparent background. If you use a .png logo make sure to double check whether the logo is sharp.
- When a company pays for an event you should **always** use their logos in your promotional material. In any other case you should use the logos of the Aureus main sponsors. You can find the main sponsor logos in the Marketing Manual on the website.

Icons

- For creating a good flyer, it's important that you include all the important information, without using too much text. To help you, we included different sorts of icons. You can find them in the marketing manual folder in the colors 'aureus yellow' and 'aureus grey'. Below you can see some of the icons.



6. Contact Details

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