Marketing Checklist

**Direct Emails**
Customize as much as possible
Think of the audience. How you market to freshmen will be different than how you market to seniors
Strategize your outreach: There’s a fine line between helpful reminders and bombardment.
Change up the message in your reminders—be creative!

**TV Ads**
640x480 jpeg
Eye-catching
To the point
Send to Christine or Jenny to upload

**Websites**
Keep them up-to-date!
Photos / visuals are a plus
Need to set up your website? Jason Dziegielewski-- dziegial@usc.edu

**Twitter**
#ViterbiOrgs
@ViterbiUG and we will retweet!
Interact with followers—make communication 2-way

**Facebook**
Share large events on Viterbi UG page
Pictures, pictures, pictures!

**Events Calendar**
http://viterbi.usc.edu/news/events/
Don’t forget to include group’s acronym in event title
Let’s make this our hub to keep each other updated!

**Flyers**
Be strategic—flyers tend to end up in the trash or on the ground :( Best for involvement fairs and other events with larger crowds