Marketing Your Organization

How Viterbi Can Help
Email Marketing

• Emailing List
• Don’t become SPAM!
• Be aware of your audience
• Customize and strategize
• Make it creative
• Email Newsletter
Flyers and Videos

• The graphics you make reflect your org and event
• Keep your videos high quality
• Keep it concise and easy to view
• Make it eye catching
• 640x480 jpg
Websites

• Keep them updated

• Make them attractive but easy to navigate

• Do you need help with your website?
Social Media

• Twitter
  • Stay in touch with your members
  • #ViterbiUG

• Facebook
  • Make event pages
  • Pictures
  • Share events with the Viterbi UG Page

• Instagram
  • Tag people
  • Create a hashtag
Event Publicity

• Use this site for events!
  • [http://viterbi.usc.edu/news/events/](http://viterbi.usc.edu/news/events/)

• Flyers
  • Make sure all the information is on the flyer
  • Eye catching
  • Think of your audience for the event
Pro’s/Con’s of the Flyer?

Free Food Will be Provided to Engineering Students!

Register yourself or your team at


Presented by

February 20
4pm-6pm

USC Viterbi
School of Engineering
Freshman and International Students
How to get them Involved
Characteristics of Freshmen

• Remember what things were like when you were freshmen at USC?
  • Where do you fit in?
  • Trying to find new friends?
  • Overwhelmed by the amount of clubs?
  • Not able to find information about certain clubs?
Characteristics of International Students

- New to the environment and culture
  - Excited, hopeful, while lonely and lost
  - If you give them a hand, they’ll really appreciate!!
- They are ALWAYS together in their own groups.
  (Two sides)
  - If you have ONE international student who plays an active role, he/she is going to bring a BUNCH of people to your club
What are freshmen looking for?

• More info about the major
• Hearing from upperclassmen
• Research clubs (building resumes)
• Exposure to practical application and hands-on experience
• Friendships; networking
• FUN!!
Outreach/Marketing

• Club/Involvement Fair
  
  • Some people missed it so that “they can never get involved until next fair or I just luckily see an event”

• Social Media (various freshmen Facebook groups)

• First Year Advisors

• Visit Freshman Classes

• Viterbi Connect