

HOW TO MARKET YOUR EVENT

PLANNING

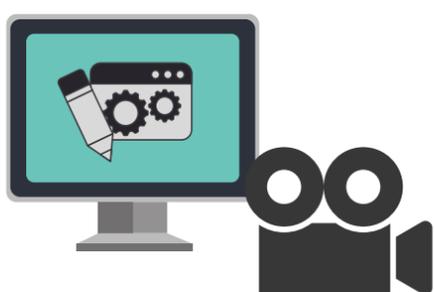
KICK-OFF

Client meets with marketing & briefs us on what they want, provide all information, & discuss any theme they'd like. Project timelines are being set as well.

**ONE
WEEK**



**TWO
WEEKS**



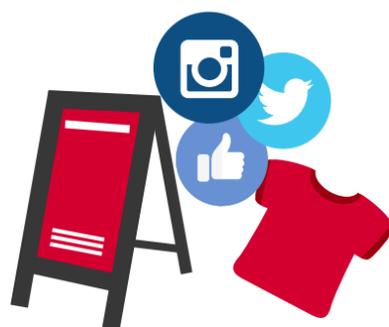
CREATION

Our team gathers all relevant materials for the project & begins creating deliverables. To stay on track, clients may only make **two revisions**, so remember to give as much detail as possible in requests..

MARKET EVENT

For the most efficient marketing, make sure you have two weeks before the event to promote on social media, around campus, and get the word out!

**TWO
WEEKS**



NEED TO PLACE AN ORDER?

For items such as flyers, apparel, banners, etc, an additional **TWO WEEKS** must be factored in for delivery.

*Tip: The earlier you start the less stressful it will be! If problems occur there will be enough time to resolve it

SUBMIT A REQUEST

All request must be submitted through the **Marketing Request Forms** at csunas.org/marketing

General Marketing Request:

Use this form for any request not associated with an event. Examples include, general promo, forms, signs, apparel, etc.

Event Marketing Requests:

This request is for Events. Examples include Big Show, Big Politics, Earth Fair, Sports-a-Palooza, etc. Do not use this form for general print/web/digital/general requests.

Social Media Post Requests:

Want to promote something on the official CSUNAS social media? Submit this form with any imagery you'd like us to use and details for captions.

When submitting your request please be sure to include **AS MUCH DETAIL AS POSSIBLE!**

To stay on track we will only allow **TWO REVISIONS per deliverable**. Any additional revisions may add another week to your project timeline.

COMMUNICATION



Once your request is submitted and project has been created, **all communications will be on Basecamp**. This includes any comments, questions, concerns, updates, etc.

All tasks will need written approval from client before we can begin printing or ordering so it is important that you always check Basecamp when you have open projects.

REMINDER

Do **not** create to-dos, add due dates, or assign projects as these features are for internal **marketing use only**

FAQ

What's my designers schedule?

Please keep in mind our designers are students and schedules vary. Please consult with them on Basecamp to schedule appointments.

Why does this process take so long?

Your project needs to be quoted, designed & printed. We also have other projects from other departments that need to be accounted for.

What if I have an another request for an existing event?

If there is already an event project created on Basecamp but you would like to request an additional deliverable for your event, you may make the request in the "Message Board" section of the event project. From there we will communicated with you to ensure there is enough time to complete any additional tasks.