

'17 UA MARKETER'S TOOLKIT

The landscape of tools and resources
available to UA marketers



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EXPAND YOUR NETWORK

COMMUNITIES: ON CAMPUS

ON CAMPUS

- ▶ UACreative – Every other Tuesday, 9–11a.m. (brand@email.arizona.edu)
- ▶ UADigital – Friday mornings, and find out more in the Diamond Atrium (baffert@email.arizona.edu)
- ▶ [Event Resource Group](#) – Event planners from across campus who have collected resources and can help!
- ▶ UA Communicators – Pam Scott (pscott@email.arizona.edu)
- ▶ UA Attractions – John Denker (johndenker@email.arizona.edu)

COMMUNITIES: EVERYWHERE

MARKETING

- ▶ [American Marketing Association](#)
And their [marketing dictionary](#)
- ▶ [Tucson AMA](#)
- ▶ [CASE, Council for Advancement & Support of Education](#)

ADVERTISING

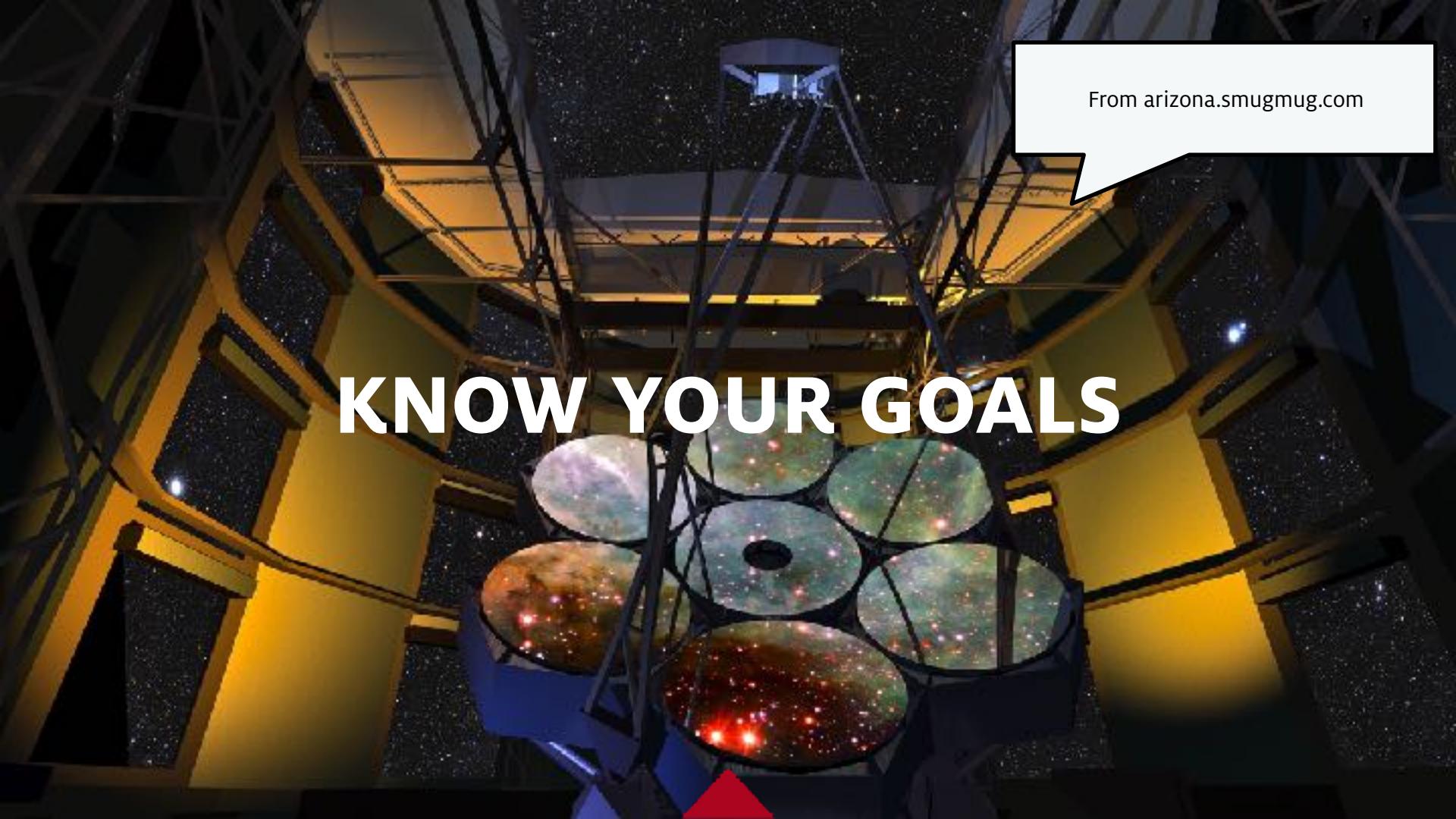
- ▶ [AAF and AD2 in Tucson](#)

CONTENT & COPY

- ▶ [CONFAB Higher Ed Conference](#)
for content marketers

DESIGN

- ▶ [AIGA](#), professional association for design
- ▶ [HOW Design and Conference In-House Blog](#)
- ▶ [D&AD](#), home of the yellow pencil
- ▶ Meetup: [Tucson Adobe User Group](#)



From arizona.smugmug.com

KNOW YOUR GOALS

GET FOCUSED

- ▶ Align with Strategic Plan
– as relates to your area
- ▶ Align with UA Brand Strategy and positioning
- ▶ Understand your Audience
 - ▶ Marketing Research How to guide, [brand.arizona.edu, research tab](http://brand.arizona.edu/research-tab)
 - ▶ UA survey tool, Qualtrics
 - ▶ www.census.gov – so much information available state by state
 - ▶ www.bls.gov/cex – buying habits
- ▶ Make a Plan
 - ▶ Communications Calendars tied into hooks (key events) help to balance your work and ensure you are saying what you need to say when you need to say it
- ▶ Write a Creative Brief with your client
 - ▶ Connect creative to business goals, and gain agreement at the beginning

CREATIVE



BRIEF

<<Creative Brief

CREATIVE BRIEFS THEY COVER YOUR BUTT

2017 UA Creative Brief

CREATIVE BRIEFS
THEY COVER YOUR BUTT

INTRODUCTION

brand.arizona.edu/download/resources

Create from Survey Library

Please select a library:

Global Library: Qualtrics Library

Category:

Marketing

Survey: ✓

Enter the new survey name:

New survey name:

Folder:

- Customer Lead and Qualification Survey
- Sales Followup Survey
- Consumer Product Registration Survey
- Advertising Effectiveness Survey
- ✓ Consumer Warranty Card Survey
- Sales Training Evaluation Survey
- Corporate Marketing Evaluation Survey
- Shopper Involvement Survey
- Dealer Feedback Survey
- Membership Survey
- Radio Station Member Survey
- Direct Mail Advertising Services Survey
- Advertisement Evaluation Survey

Qualtrics 
(survey templates)



Found this image on Pixabay

GET THE MESSAGE OUT

BITIE KE NE WERRUNG

UA COMMUNICATION PLATFORMS

► General Population and Faculty/
Staff via UA Communications:

- [UANews](#) & [UANow](#)
- [UA@Work](#), [Lo Que Pasa](#)
& [UAnnounce](#)
- [UA Social Media](#)
- Connect to Pam Scott,
pscott@email.arizona.edu

► Students

- Work with Student Affairs
Marketing for current
student vehicles
- Admissions for potential students
- All
- [All Calendars](#)
- [Master Event Calendar](#)
(submit your event)

ADVERTISING

- ▶ As of July 1, 2017
- ▶ Advertising vendors >
 - ▶ Traditional Media:
 - ▶ Hilton & Myers
 - ▶ Republic Media
 - ▶ Digital Display:
 - ▶ Barkley REI
 - ▶ Republic Media
- ▶ Search Engine Marketing (SEM):
 - ▶ Barkley REI
 - ▶ Republic Media
- ▶ Questions? – John Denker (johndenker@email.arizona.edu)



From arizona.smugmug.com

HONE YOUR SKILLS

WRITING

- ▶ Tips for expressing the brand through writing
 - ▶ Key Messages
 - ▶ Brand Essence
 - ▶ Ad Writing
 - ▶ Lessons from David Ogilvy [http://
www.copyblogger.com/lessons-from-
david-ogilvy/](http://www.copyblogger.com/lessons-from-david-ogilvy/)
 - ▶ Features vs. Real Benefits
[http://michelfortin.com/the-oft-confused-
features-and-benefits/](http://michelfortin.com/the-oft-confused-features-and-benefits/)
- ▶ TheFreeDictionary.com
 - ▶ PowerThesaurus.org
 - ▶ Grammarly.com
 - ▶ Hubspot Marketing Blog
 - ▶ Ads of the World



THE UNIVERSITY
OF ARIZONA



HERE'S TO THE
WILD AT
HEART



THE UNIVERSITY
OF ARIZONA

go.arizona.edu/apply



FIND YOUR FREEDOM

It's okay to be不同。To push boundaries and ask hard questions. What you learn here will help you find freedom in your chosen path. Prepare with confidence. You'll discover opportunities that you never knew existed. Solve important problems and make your path unique.

#1
PUBLIC UNIVERSITY IN ARIZONA
AND #50 IN THE NATION
U.S. NEWS & WORLD REPORT

BEST
COLLEGE IN ARIZONA
U.S. NEWS

#1
WISCONSIN'S LEARN & LEAD INITIATIVE
POTENTIAL KNOWLEDGE INDEX PUBLIC
UNIVERSITY
U.S. NEWS & WORLD REPORT

#1
RESEARCH AND EDUCATIONAL EXPENDITURES AMONG ARIZONA'S
PUBLIC UNIVERSITIES, WITH \$365 MILLION IN TOTAL FUNDING
APPROVAL, LOCAL ELECTION

MOST
BLAZING-FIRE COLLEGE IN ARIZONA
TIME 2017

TOP 100
HIGH-ED INSTITUTIONS
IN THE WORLD
TIME BLAZING-FIRE, 2017

ONE OF THE
TOP COLLEGES
WHAT PAYS YOU BACK
U.S. NEWS & WORLD REPORT



ACADEMIC INFORMATION + **DEGREES OFFERED**

We offer more than 100 majors to suit all interests. And if you're unsure about what you'd like to major in, we'll work with you to discover your passions and unleash your potential.

gear@arizona.edu | [Degree Research](#)

VISUAL ARTS

- ▶ [Lynda.com](#)
Inexpensive and effective professional development
- ▶ [AdobeTV](#)
Use your Adobe ID to gain access to hundreds of how-to's on the whole suite
- ▶ [B&H Photo](#)
Yes, they sell equipment, but they also offer master classes online
- ▶ Sandbox for designers
 - ▶ Developing a safe digital, collaborative playground for inspiration
 - ▶ Design community can give and receive input

A photograph of a desert landscape featuring a river in the foreground, green and yellow shrubs, and large, layered red rock formations in the background under a clear blue sky.

From arizona.smugmug.com

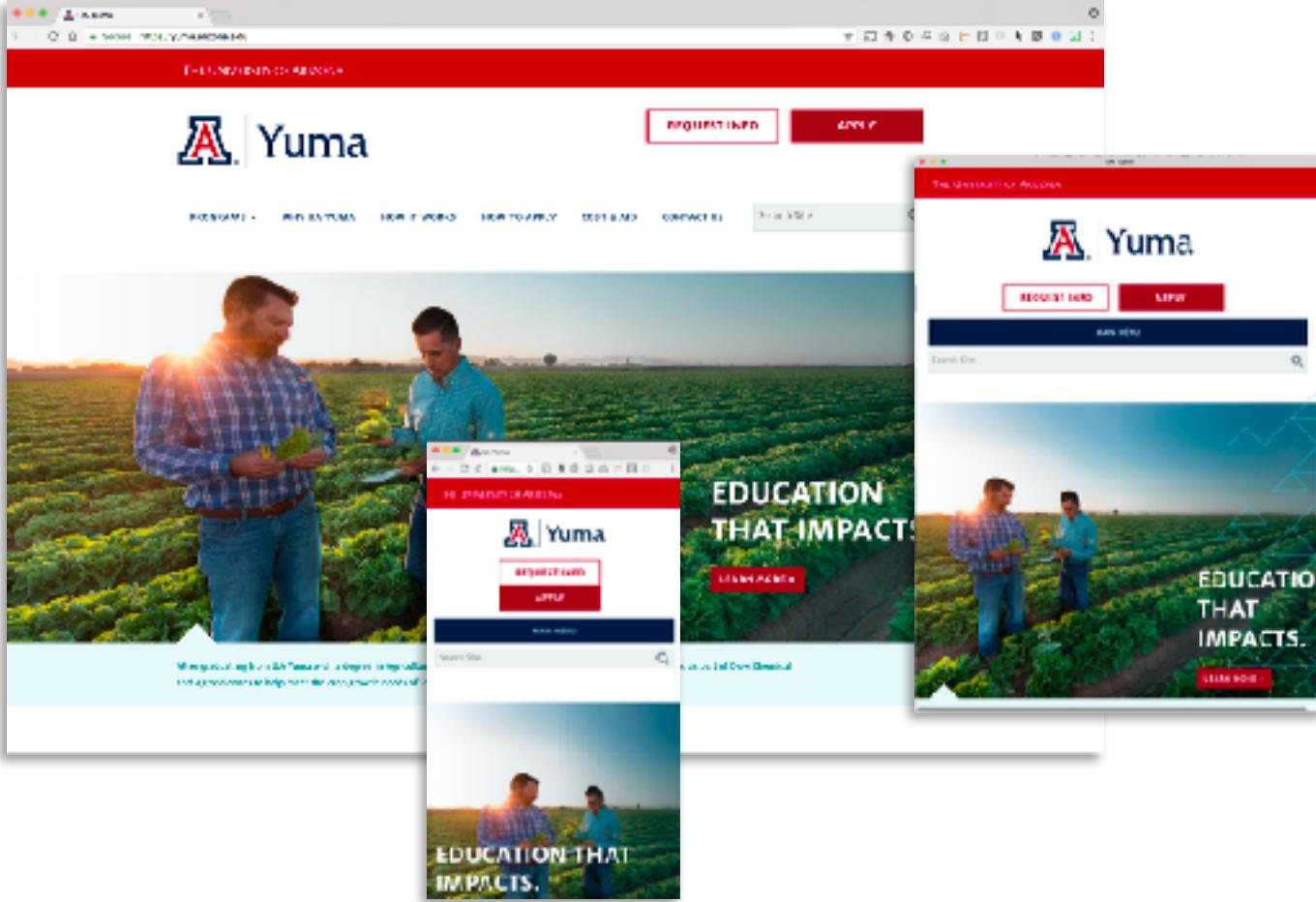
TAP INTO YOUR RESOURCES

PHOTOGRAPHY

- ▶ brand.arizona.edu/downloads/photos
Photos of campus, facilities, students, faculty – increasing every day
- ▶ Arizona.SmugMug.com
Temporary collection of all UR photos
password available upon request
(brand@email.arizona.edu)
- ▶ Adobe Digital Asset Management
in the works
- ▶ [Pixabay](https://pixabay.com) / [Wikicommons](https://commons.wikimedia.org)
- ▶ Taking photos of people
If the person is recognizable, and this is for marketing, get a release!
- ▶ Easy Release App
Vetted by the UA – creates signed PDF with model image (selfie) embedded
- ▶ **DO YOU HAVE PHOTOS TO ADD?**
Contact brand@email.arizona.edu today!
Check out the UA Creative Photo Team Boards in the North Ballroom



**HOW DO I
GET A
RESPONSIVE
SITE...
For the
least time
and money?**



UA WEB DEVELOPMENT

► UA Bootstrap

UA flavor of Bootstrap, a popular HTML, CSS, and JS framework for developing responsive, mobile first projects on the web

► UA QuickStart

Preconfigured distribution and install profile – a foundation for UA Drupal developers

► UA Sites

“Site in a Box” built on a UA Bootstrap & UA QuickStart foundation

ACCESSIBLE UA

- ▶ itAccessibility.arizona.edu
- ▶ Your Resource for Creating Accessible:
 - ▶ PDF Documents
 - ▶ Multimedia Content (Captioning)
 - ▶ Websites and Documents
 - ▶ Events (access statements and resources
- ▶ Contact Dawn Hunziker
 - ▶ 626-9409
 - ▶ hunziker@email.arizona.edu

WEB TOOLS (ACCESSIBILITY)

- ▶ [Vox Media's Checklist](#)

This is the bomb

- ▶ [WebAim](#)

Introduction to Web Accessibility

- ▶ [Font Readability Tips](#)

Not just for the web!

- ▶ [Contrast Checker](#)

Make it easier for users to see and hear content including separating foreground from background. Aim for AAA, but at least AA

- ▶ [Writing ALT Text for Web Images](#)

What is ALT text, and how do I write it to make the images on my site available to assistive technology

- ▶ [Assymetrica](#)

Browser extension making reading better?

- ▶ [Video Captioning](#)

- ▶ [Disability Resource Center](#)

on campus is the place to start

E-NEWSLETTERS

Header Template

- ▶ Brand.arizona.edu
- ▶ Add an image
- ▶ Compelling title
- ▶ Informative subtitle



UA NOW
NEWS FROM THE
UNIVERSITY OF ARIZONA

unews.org | mailing | Master Calendar | September 11, 2014

UPCOMING EVENTS

- BB Local Reunion Is at Innovation Grid
- Science Café at Goodwin Brewing Company - Human impacts on desert ecosystems
- AHSC Lunch with Tech Launch Arizona

What I Wish I Had Known as a Freshman

In this UA Regents' Professors talk about lessons learned from their college experience and how they have applied them. The title of 'Regents' Professor' is the highest faculty rank at state universities in Arizona.

SOCIAL MEDIA

- ▶ Make an appointment with UA Social Media Manager,
Kimberly Davis
kimberlyd@email.arizona.edu
- ▶ Download the UA Social Media profile images from
brand.arizona.edu/social

SCREENED WRISTBAND

Item Size: 7" x 7/16"

Imprint Area: 2 7/8" x 7/32"

One Color

HOW DO I GO
FROM THIS...
TO THIS?

Option A

[Bear Down **Go Cats**]

Option B

[Bear Down **Go Cats**]

Option C

[Bear Down **Go Cats**]

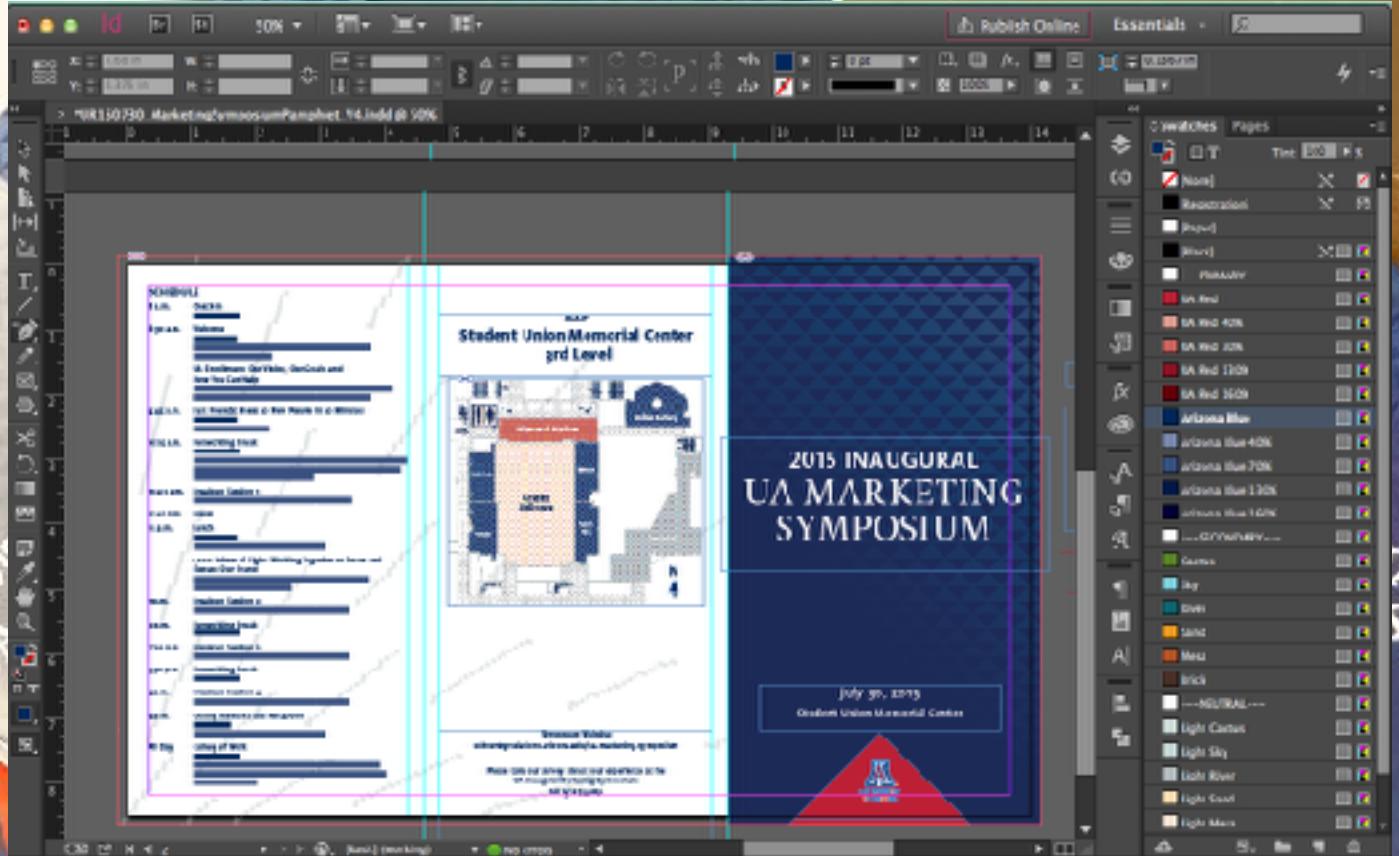
Option D

[Bear Down **Go Cats**]

UA TRADEMARKS & LICENSING

- ▶ Any promotional materials with UA Trademarks must be produced through a licensed vendor
- ▶ Protects the value of the UA brand
- ▶ Money back to student programs
- ▶ Contact: Alixe Holcomb
aholcomb@email.arizona.edu
- ▶ [Licensing.arizona.edu](http://licensing.arizona.edu)
- ▶ Licensed Vendor List:
 - ▶ <http://licensing.arizona.edu/campus-licensee-list>
- ▶ Art Approvals:
 - ▶ <http://licensing.arizona.edu/campus-approval-system>

**HOW
DO I GO
FROM
THIS...
TO THIS?**



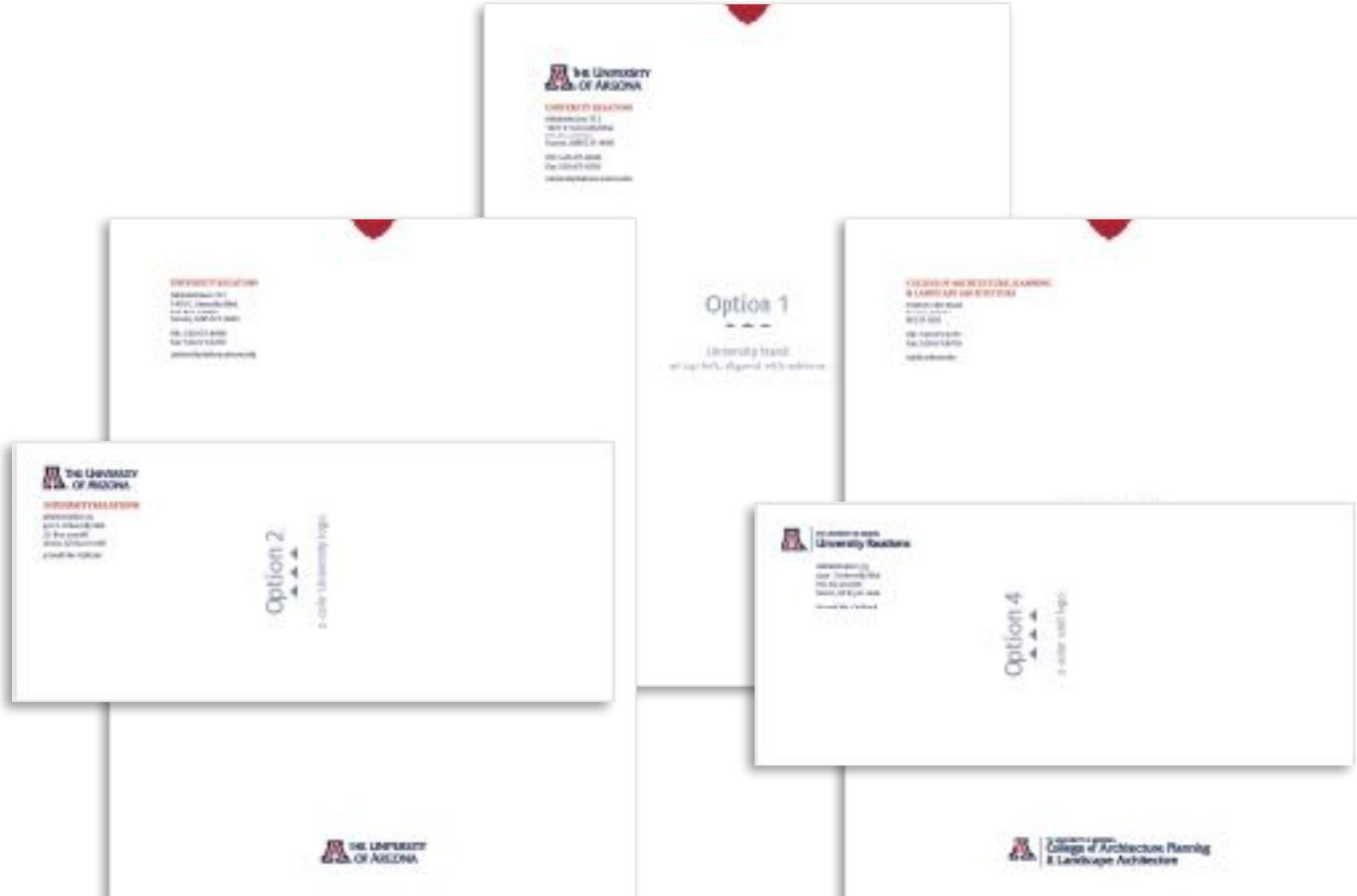
UA PRINT OPTIONS

- ▶ [Print Supplier Program](#)
 - 14 printers
 - no need to bid
 - cost savings
 - finishing & mailing
- ▶ Ask Karen Campasano!
ksc1@email.arizona.edu
- ▶ [On Campus Printers](#)
(list on brand.arizona.edu)
- ▶ And of course ... [Fast Copy](#)
520-621-5306

I NEED BUSINESS CARDS



AND LETTERHEAD WITH ENVELOPES



UA STATIONERY

- ▶ See available options here:
brand.arizona.edu/stationery
- ▶ Then order through
WestPress, the UA's contracted
stationery provider, via
UAccess Financials
- ▶ Not sure how to order? Don't see
the logo suite for your area?
Ask Karen Campasano
ksc1@email.arizona.edu
- ▶ E-stationery is available:
[https://brand.arizona.edu/guide/
stationery#e-letterhead-downloads](https://brand.arizona.edu/guide/stationery#e-letterhead-downloads)



LGBTQ Affairs



REQUEST A LOGO SUITE

- ▶ Send an email to brand.arizona.edu with your unit's official name and the organization to which your unit belongs
 - ▶ For example “Center for Toxicology” is inside the College of Pharmacy
- ▶ Marketing & Brand Management Approval
- ▶ Posted on Box.net for distribution
- ▶ Other people’s logos
 - ▶ [Brands of the World](#)
- ▶ Verticals are here for Colleges
 - ▶ For use only when the main logos absolutely will not work

The background of the image is a photograph of a mountainous landscape. In the foreground, there's a prominent, rugged mountain peak with sharp, rocky ridges. The lighting suggests it might be either sunrise or sunset, as the peak is partially illuminated with a warm, golden glow. Behind the peak, the sky is filled with various shades of blue and white, with wispy clouds scattered across it.

**SEE YOU IN
THE SOUTH BALLROOM!**