

How Do I Market My Department?

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I toured the morgue...



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Overview

- Learn from vendors
- Know your customers
- Know your competition
- Tell your story
- Learn from NACUMS peers

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Learn from vendors

- Marketing doesn't happen by accident
- What's your brand?
- Communication plans



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Marketing doesn't happen by accident

- Have a defined strategy
- Identify your core products and services
- All marketing tasks support the marketing strategy



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What's your brand?

- Defining yourself AND your department
- Physical presence AND virtual presence
- Be authentic



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Communication plans

- Why us?
- Consistency is key
- Where are your customers?
- Never “one and done”



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Know your customers

- Who are your key customers?
- Why do they work with you?
- What problems do you help solve?
- What results do you create?

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Who are your key customers?

- Students
- Administration
- Faculty
- Community

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Why do they work with you?

- Never required - always a choice
- Ease of use
- Demonstrated expertise

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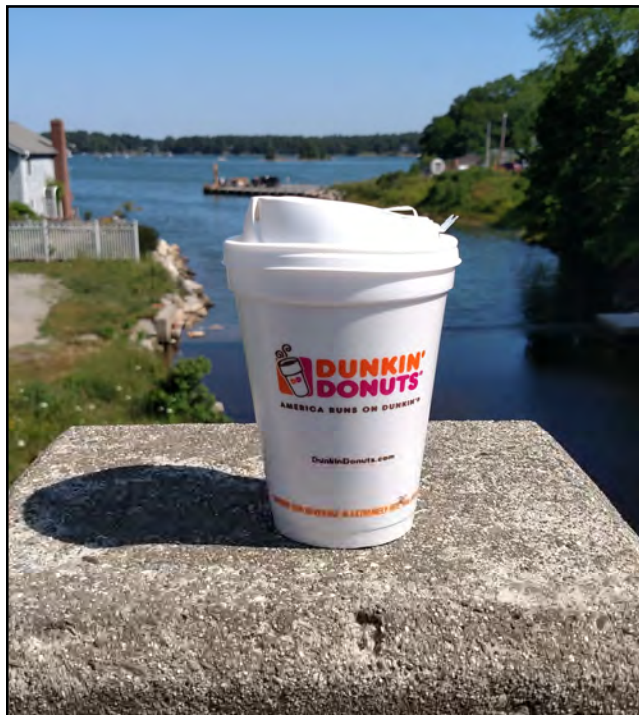


What problems do you help solve?

- Packages urgently needed
- Receiving information and payments
- Getting intricate mailings completed
- Issues with vendors – including the USPS

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What results do you create?

- Timely processing of inbound mail and packages
- Satisfied faculty, students and parents
- Effective mailings at lowest possible costs
- Awareness and education on shipping and postal issues

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Know your competition

- Outsourced work
- Departments doing their own work
- “Do nothing”



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Outsourced work

- Identify what work is being done by outside vendors
- If possible, get copies of invoices and actual mailings
- Read responses to RFPs
- Develop business case with emphasis on costs



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Departments doing their own work

- Look at work being collected at departments
- Schedule sales calls with department admins – then managers
- Follow-up with cost savings



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“Do nothing”

- Difficult to identify
- QBRs with key departments
- Make it easy to do business with your department



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Tell your story

- What's your brand?
- Examples of success
- Multiple audiences = multiple channels

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What's your brand?

- Department brand **AND** personal brand
- No one knows what you do
- Intentionality is fundamental

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Examples of success

- It ain't bragging if you done it!
- Small wins PLUS big wins
- Data transformed into personal stories

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Multiple audiences = multiple channels

- Management reports
- Email and website posts
- Videos
- Open houses
- Social media – tread lightly

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Learn from NACUMS peers

- Success stories
- Publishing
- Speaking
- Open houses
- Video
- Social media



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Remember...

- Learn from vendors
- Know your customers
- Know your competition
- Tell your story
- Learn from NACUMS peers



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Thank you!

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