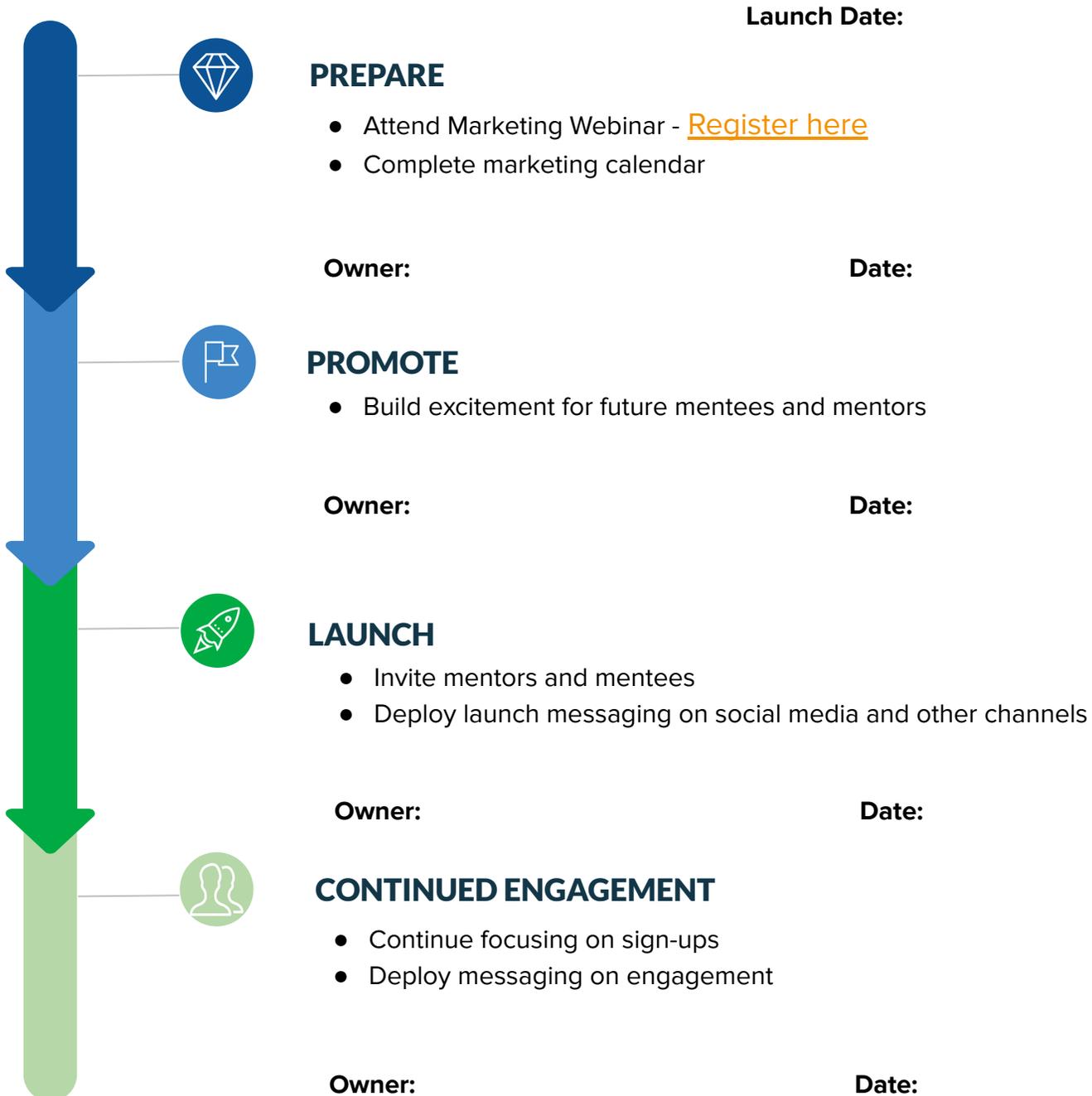

Platform Marketing Plan

OVERVIEW

Engaged users are the key to a successful platform. Utilizing marketing strategies, you can build awareness and excitement for your platform to attract more potential mentors and mentees and create a vibrant and active community. This document will walk through the process of creating a marketing plan to ensure a successful launch for your platform and introduce you to the resources PeopleGrove has to support you on your journey.

MARKETING & COMMUNICATIONS TIMELINE

Develop a marketing timeline by working backwards from your launch date and assign an owner for each stage.



PREPARE

While you are working on preparing for your soft launch and full launch sequences, you will want to begin planning your marketing and outreach calendar.

MARKETING CHANNELS

Consider your audiences and where best to reach them. For example students may be on campus, in classrooms, on social media, and in student groups. Alumni may be on social media, receive a monthly alumni newsletter, or attend alumni events.

- PeopleGrove bulk email - we recommend sending email invitations directly from the platform with imported email addresses
- Website - homepage, alumni association, career services, link from other student facing platforms
- On campus - communal spaces, department offices, outside classrooms, bulletin boards
- Alumni communications channels - newsletters, social media, postcards, alumni events
- Student communication channels - social media, student groups/organizations
- Colleagues, staff and faculty - as ambassadors via word of mouth

ASSETS AND MATERIALS

Now that you know where to reach your audience, what assets and materials do you need to put together for the various channels that you have available?

- Flyers and/or signs - PeopleGrove
- Social media posts - videos or images and short text
- Alumni/Student Communication - brief value statement for each communication channel
- Staff/faculty - in class announcement statement or brainstorming session on how to include the platform into curriculum

ADDITIONAL RESOURCES

- Attend our Marketing Training Webinar
 - In this webinar you will learn how to use PeopleGrove's tools to support your marketing efforts. [Sign up here](#) (or view the recording)
- Join the [PeopleGrove Community](#) and explore examples from our partners
- Explore examples and articles on PeopleGrove support
 - [Partner examples](#) of pitch videos
 - [Help your students/alumni get started examples](#)
 - [Marketing & Engagement general articles](#)



PREPARE

CREATE YOUR LIST

What opportunities and resources can you leverage to promote the platform? Consider your audience, channel and then what assets you need to create or provide for each channel.

Audience	Channel	Asset to create
<i>Students</i>	<i>PeopleGrove bulk email</i>	<i>Invitation drip campaign (3 emails)</i>
<i>Alumni</i>	<i>PeopleGrove bulk email</i>	<i>Invitation drip campaign (3 emails)</i>



About 2 weeks before your launch date, start building excitement about the platform. You have your list of channels in which to reach your audiences. Now consider how to get your audiences excited about the new program and what they will get out of being a member. We want them to sign up, but also to engage and participate in the platform.

BENEFITS

Have a list of platform benefits ready to use when creating content for your audiences. Another approach is to think of problems that the platform solves for your audiences. What are the benefits that are specific to your platform and your audiences?

For students and alumni, that could look like:

Students benefits

- Get support from alumni
- Learn about career pathways
- Speak with alumni who have the same background
- Talk to alumni who have a degree you're considering
- Get advice on how to make the most of your time in college
- *Add more benefits*
- *Add more benefits*
- *Add more benefits*

Alumni benefits

- Take the next step in your career
- Connect with other alumni in your field
- Develop leadership skills through mentoring
- Give back to your community through mentoring
- *Add more benefits*
- *Add more benefits*
- *Add more benefits*

Use these lists as a starting point when thinking of strategies for marketing. Share these benefits with anyone who could be communicating about the platform. This could include your marketing team for social media and website content.



SAMPLE SOCIAL MEDIA MESSAGES



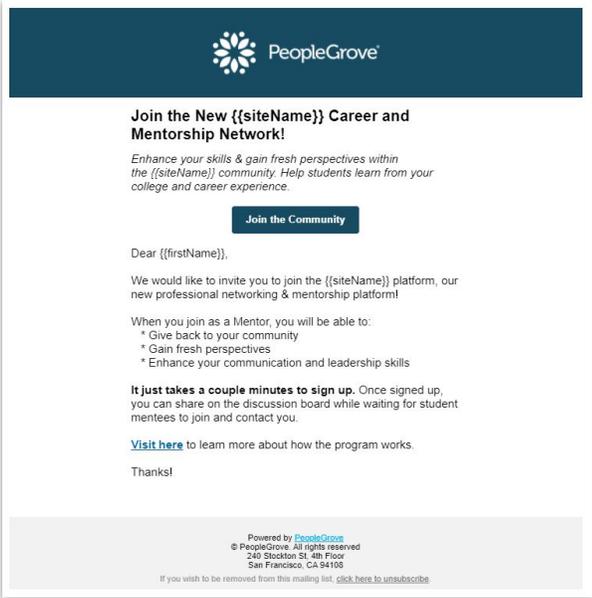
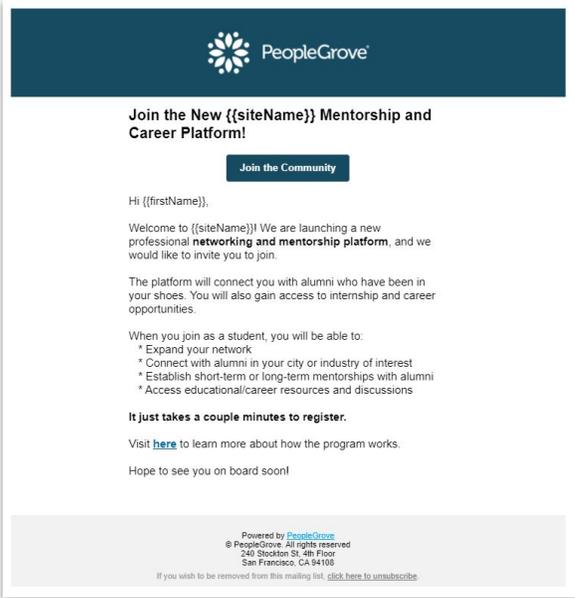
SOCIAL CHANNEL	SAMPLE MESSAGING
Facebook	"What's the secret to having an amazing Fall semester? Ask alumni! Sign up for SITE NAME , where alumni are waiting to help guide you through the new school year"
Instagram	"Announcing PLATFORM NAME ! Sign up to unleash the power of the SCHOOL COMMUNITY and get personalized coaching and support from someone who has been in your shoes"
Twitter	"Introducing SITE NAME ! Connect, learn, and grow with fellow SCHOOL MASCOTS ."
Linkedin	"Looking to develop leadership skills while supporting your alma mater? Join SITE NAME to support and mentor current students and young alumni. Be a part of a powerful community designed to harness the power of the SCHOOL NAME spirit."



Launch day has arrived. It's time to invite users and announce the platform.

EMAIL INVITATIONS

PeopleGrove has made it easy by offering a library of email templates for invitations and continuing communications. Your Implementation Manager will review this tool, how to pull in users from your imports, and how to send out invites and follow up emails using the bulk email tool. Include the benefits of the platform you compared in your drip campaigns inviting users to join as well as how to get those benefits specifically from the tool.

Email Invitations - Mentors	Email Invitations - Mentees
<p>Email 1: DATE Email 2: DATE Email 3: DATE</p>	<p>Email 1: DATE Email 2: DATE Email 3: DATE</p>
<p>Example:</p> <div data-bbox="142 1052 734 1650"><p>The image shows an email invitation template for mentors. It features the PeopleGrove logo at the top. The main heading is "Join the New {{siteName}} Career and Mentorship Network!". Below this is a sub-heading: "Enhance your skills & gain fresh perspectives within the {{siteName}} community. Help students learn from your college and career experience." There is a "Join the Community" button. The text continues: "Dear {{firstName}}, We would like to invite you to join the {{siteName}} platform, our new professional networking & mentorship platform! When you join as a Mentor, you will be able to: * Give back to your community * Gain fresh perspectives * Enhance your communication and leadership skills It just takes a couple minutes to sign up. Once signed up, you can share on the discussion board while waiting for student mentees to join and contact you. Visit here to learn more about how the program works. Thanks!" At the bottom, it says "Powered by PeopleGrove" and includes copyright information and an unsubscribe link.</p></div>	<p>Example:</p> <div data-bbox="878 1052 1453 1650"><p>The image shows an email invitation template for mentees. It features the PeopleGrove logo at the top. The main heading is "Join the New {{siteName}} Mentorship and Career Platform!". Below this is a sub-heading: "Expand your network, connect with alumni, and gain access to internship and career opportunities." There is a "Join the Community" button. The text continues: "Hi {{firstName}}, Welcome to {{siteName}}! We are launching a new professional networking and mentorship platform, and we would like to invite you to join. The platform will connect you with alumni who have been in your shoes. You will also gain access to internship and career opportunities. When you join as a student, you will be able to: * Expand your network * Connect with alumni in your city or industry of interest * Establish short-term or long-term mentorships with alumni * Access educational/career resources and discussions It just takes a couple minutes to register. Visit here to learn more about how the program works. Hope to see you on board soon!" At the bottom, it says "Powered by PeopleGrove" and includes copyright information and an unsubscribe link.</p></div>
<p>Customize in Platform: HERE</p>	<p>Customize in Platform: HERE</p>



WEBSITE

Add banners and callouts to the platform on your institutions website. Pages to highlight the platform could be career services, alumni services, student services and your homepage.

The screenshot shows the USC Career Center website with a red header. The main navigation bar includes links for Students, Employers, Alumni, Family, Inclusion, Events, About, Personal Finance, Career Center Chronicles, connectSC, Give, Search, and a magnifying glass icon. The USC University of Southern California logo is in the top right. The page title is "Trojans to Trojans (T2T)". The main content area features a large graphic with the letters "T2T" and icons representing a city skyline, a globe, and a person. Below the graphic, there are three bullet points: "CONNECT WITH TROJANS WHO SHARE YOUR INTERESTS.", "BUILD YOUR PROFESSIONAL NETWORK.", and "FIND TROJANS AROUND THE WORLD. JOIN THE TROJAN NETWORK TODAY!". To the right, there is a list of links under the heading "TROJANS TO TROJANS (T2T)", including "Trojans to Trojans Initiative", "View Career Videos", "Explore Careers Related to Your Major", "Write a Resume & Cover Letter", "Build Your Network and Find A Mentor", "Find and Accept a Job or Internship", "Interview & Follow-Up", "Make a Career Advising Appointment", "Apply for Funding & Scholarships", "Discover Resources for Graduate and Doctoral Students", "Explore Resources for International Students", "Locate Diversity Resources", "Review Resources for Students with Disabilities", and "Make a Request". At the bottom right, there is a yellow box with the text "Open for Business" and "The USC Career Center is open – virtually – all of our services and resources are available to you, including advising, job and internship opportunities, programs, workshops, career fairs, and more. Find out more."

Career Center USC University of Southern California

Students Employers Alumni Family Inclusion Events About Personal Finance Career Center Chronicles connectSC Give Search

Home > Trojans to Trojans (T2T)

Trojans to Trojans (T2T)

CONNECT WITH TROJANS WHO SHARE YOUR INTERESTS.
BUILD YOUR PROFESSIONAL NETWORK.
FIND TROJANS AROUND THE WORLD.
JOIN THE TROJAN NETWORK TODAY!

Trojans to Trojans

Participate in the Trojans to Trojans initiative (T2T), designed to help new grads and current students connect with USC alumni who are eager to provide them with career advice.

And sign up for **The Trojan Network**, our free online professional networking and mentorship platform.

TROJANS TO TROJANS (T2T)

- Trojans to Trojans Initiative
- View Career Videos
- Explore Careers Related to Your Major
- Write a Resume & Cover Letter
- Build Your Network and Find A Mentor
- Find and Accept a Job or Internship
- Interview & Follow-Up
- Make a Career Advising Appointment
- Apply for Funding & Scholarships
- Discover Resources for Graduate and Doctoral Students
- Explore Resources for International Students
- Locate Diversity Resources
- Review Resources for Students with Disabilities
- Make a Request

Open for Business
The USC Career Center is open – virtually – all of our services and resources are available to you, including advising, job and internship opportunities, programs, workshops, career fairs, and more.
[Find out more.](#)

EVENTS

Host an event or party to celebrate the launch of your platform. Invite a guest speaker or have a panel discussion on mentoring and networking. Invite students, faculty, staff and alumni to participate.



LAUNCH

SOCIAL MEDIA

Post content that includes platform videos or screenshots, sharing how easy it is to get started and the benefits of joining. Ask people to look for the invitation in their email, if you sent invitations from the platform.



PUBLIC RELATIONS

Publish a press release on the platform launch sharing your commitment to mentoring and experiential learning to the community at large.

ADDITIONAL RESOURCES

- [See more examples of marketing content from partners](#)



CONTINUED ENGAGEMENT

On-going marketing will be key to drive users to your site and to keep them engaged. Your Strategic Partner Manager will continue to review how platform metrics compare to your goals *and* work with you on strategic tactics to extend your reach. Initially, you can focus on two goals, continue driving sign-ups and encourage engagement.

CONTINUE DRIVING SIGN-UPS

Not everyone will sign up the first time they hear about the program. Keep sending messages that include benefits that will speak to your students and alumni.

- Nudge those who have not signed up or need to complete sign-up
 - Send a drip campaign using PG templates ([how to run a drip campaign](#))
- Use the [Admin Dashboard tools](#) and [auto-notifications](#) to help guide your outreach and nudges
- Send postcards to those you don't have email addresses for
- Market your platform at virtual & in-person events
- Feature alumni stories - profile alumni wins on social media or in your newsletter

The image is a screenshot of a social media post from the KU Alumni Association, dated January 12. The post features a text-based story about Brandon Monroe, a 2012 graduate, who is now a Digital Marketing Director at Notley Ventures. The text describes how his career path in the oil & gas industry in Austin, Texas, was significantly influenced by his connections with fellow Jayhawks. Below the text is a photo of Brandon Monroe, a smiling man wearing a white t-shirt with the Greek phrase 'create δημιουργία create' printed on it. To the right of the photo is a blue box containing his name, title, and a quote about the importance of networking. At the bottom of the post is the 'JAYHAWK CAREER NETWORK' logo, which includes a colorful hexagonal pattern and the text 'National Mentoring Month'. The post is shared on a platform, as indicated by the 'KU Alumni Association' profile picture and name at the top left.

KU Alumni Association
January 12 · 🌐

Brandon Monroe's career would look very different today if he had not connected with fellow Jayhawks along the way.

Brandon moved to Texas after graduating in 2012 and started working in the oil & gas industry. Since moving to Austin, he has volunteered for the Austin Jayhawk Network, hosted dozens of watch parties with hundreds of Jayhawks, and leveraged his alma mater for introductions to local business leaders.

How has being a Jayhawk helped your career?

Brandon Monroe, b'12
Digital Marketing Director, Notley Ventures

Career Advice:
Network, network, network! My career would look very different today had I not been connected with Jayhawks along the way.

JAYHAWK
CAREER NETWORK
National Mentoring Month

KUALUMNI.ORG
KU Mentor Spotlight: Brandon Monroe
Brandon Monroe, b'12, is a data-driven marketer who is always happy to...



CONTINUED ENGAGEMENT

ENCOURAGE ENGAGEMENT

Once your users have signed up, how can you make sure they're getting the benefits of engaging with the platform?

- Create one minute how-to videos for users on platform and add them to your platform resources
- Build platform engagement into curriculum by partnering with faculty
- Curate platform newsletter (use the [auto-newsletter](#) or creating a template in bulk emails)
- Create an ongoing marketing calendar- [Marketing Calendar](#)

ASSESS WHAT WORKED

Make a list of the tactics and approaches that got the most results and how you can iterate those for more success. Coming up with new creative ideas is always a great idea, but when bandwidth is low and you need to keep getting results, return to this list. Keep it simple and do what is already working.

- Social posts that got the most positive interactions and/or clicks
- Correlate sign ups to your marketing calendar
 - Was there a bump in sign-ups after a specific newsletter went out with a section about the platform? Dedicate space in your newsletter to calling out a benefit of the platform.
- Emails with the highest click through rates

GET SUPPORT

You have more resources than you think to help you spread the word about your platform.

- Delegate tasks and responsibilities to staff, interns or students. Having your audience be part of the process can make it even easier to get targeted creative content
- Recruit ambassador alumni, students and/or faculty that will promote the platform through their own channels like social media and class assignments
- Search or pose a question to your peers in [the PeopleGrove Community](#) for ideas or examples of what others are doing around engagement
- Reach out to your PeopleGrove Strategic Partner Manager for additional resources

