

REPORT FROM THE MARKETING GROUP

The SUS Marketing Group has been working on the following:

- Annual marketing strategy has been reviewed and social media strategy also included
- SUS iPhone app
 - Retainer fee has been agreed and app will continue to operate in current form for 12 months. At this point a decision will be made to keep and develop it or to kill it. Awaiting on decision about becoming Scottish Student Sport first
- Online presence – still going up but not as quickly as we reach mid/ end of year
 - Twitter 297
 - Facebook SUS 2018
 - Facebook SUSPAC 136
 - Facebook SCS 135
- Looking to set up a Twitter account for Casie the mascot to compliment/ replace current facebook page as think we could get better exposure form it and have some fun with it. Will be managed by Marketing Group and each person will take charge for a few weeks at a time
- Grant to potentially deliver seminar on twitter for SUS staff and new presidents
- Offline presence
 - Brand ambassadors job spec redefined to run Jan- Jan
 - Existing ambassadors will either run on til January 2012 and help train up new ones
- Conference
 - Would like to host meet the media session at conference where we invite journalists along to conference to see SUS in all it's glory. To be discussed at next PDC
- Honorary President
 - Mark Beaumont has agreed in principle to do this
 - Jacqui and Grant pulling rough expectations list together for him
- SUS Challenge video
 - Looking to do viral promotional video using our member institutions to promote the running challenge that will be launched at conference
- SUS promo video
 - Looking to do a viral promotional video using our member institutions and SUS sports/ activities to launch at conference

SUS Executive is asked to consider the following:

Item
None at Present