



Précis and action points from the **Marketing Committee** meeting held on Friday 2nd October 2009 in St-Andrews.

**Present**

Grant Reilly (Chair) (GR)  
 Julie Falls (JF)  
 Sarah McMichael (SM)  
 Shona Roche (SR)  
 Sam Roberts (SRO)  
 Ross Simpson (RS)  
 Dave Hegarty (DH)

**Apologies**

**WELCOME, AND SCENE SETTING**

1. GR welcomed everyone to the meeting and thanked everyone for volunteering to be part of the marketing group. GR thanked Saints for hosting and providing the great lunch.
2. GR explained the function of the marketing group and the aims for the year ahead.

**ACTION**

**ONLINE MARKETING**

*SUS website*

3. GR discussed the web stats, and how they need to be more specific to highlight new visitors, unique visits and generally be more specific.
4. SR queried why the kit form was being downloaded lots but no orders being made
5. GR reminded the committee of the 10% increase to membership targets set last year.
6. SRO explained how every Saints club page has a link to SUS on it.
7. SRO suggested the use of a REP sport page.
8. RS suggested a FAQ page to help answer all the usual questions, and iron out any misunderstandings.

*Newsletter, Facebook, Twitter*

9. RS to draft email to directors and Presidents requesting a push to get colleagues to sign up to newsletter, FB and Twitter. RS
10. GR to look at the FB settings for news feed information. GR
11. GR suggested discount on clothing if people sign up to newsletter.
12. RS to look at what kit could be discounted RS

**OFFLINE MARKETING**

*How can we get more of a SUS presence at individual institutions?*

13. SRO directed the attention of the committee towards the new Saints banner and suggested signs, flags and banners could be placed in institutions.
14. GR suggested having a slogan "want to play for Scotland?" visit SUS website.
15. DH suggested having SUS branding stashed in city hubs.
16. SR to contact institutions to see who would be willing to put what branding up. SR

*Brand ambassadors*

17. GR talked through the brand ambassador paper and general concept
18. All agreed to move forward with this idea
19. Brand ambassadors to be tested at 4 institutions first, so SRO, DH, SM and GR to select ambassadors within their institutions. SRO,DH,S  
M,GR
20. SRO to draft up job specs for brand ambassadors, to include what the ambassadors will gain from it (kit, reference etc) SRO



**SPONSORSHIP & ADVERTISING STRATEGY**

21. The committee was requested to take time to read over this and send feedback to SR & GR. ALL

**SEMINAR/CONFERENCE ADVERTISING & SPONSORSHIP**

22. GR requested that the group generate a list of tradefair ideas. ALL  
 23. ALL to email any contacts to GR & SR ALL  
 24. GR reported that the BUCS tradefair had worked well and that SUS should use similar ideas.  
 25. SR to circulate package options SR  
 26. ALL to read and feedback to SUS by 16<sup>th</sup> October ALL  
 27. DH suggested having local business and charity rates

**ANNUAL REVIEW**

*Glossy document needs producing*  
 28. SR to send image and text to GR SR

**ANY OTHER BUSINESS**

29. SM informed committee about a development that SUS could benefit from. GR requested we move on this. Details to follow. SM  
 30. Next meeting date: Friday 20<sup>th</sup> November Dundee

**Actions List**

Draft email to directors and Presidents with sign up push	RS
Look at the FB settings for news feed information	GR
Look at what kit could be discounted	RS
Contact institutions to see who would be willing to put what branding up	SR
Pick a brand ambassador from institution	SRO,SM,DH,GR
Draft up job spec for brand ambassadors	SRO
Read and feedback regarding strategy	ALL
Email contact lists and ideas	ALL
Circulate package options	SR
Read and feedback to SUS	ALL
Send image and text to GR	SR
Secret project	SM