

SUS online marketing strategy

Aim:

Improve our online presence amongst our target markets

Objectives:

1. Create a SUS Facebook page to target our student audience primarily
2. Create a Twitter profile and get people to follow SUS latest news and events
3. Increase the traffic to the SUS website
4. Increase the number of subscribers, from all target markets, to the SUS e-newsletter

1. Create a SUS Facebook page to target our student audience primarily

SUS have set up a (free) facebook page which will go live at SUS conference 2009. The SUS page has been set up as a sport brand. This page is primarily aimed at our student audience as we wish to get more students learning about the opportunities SUS offers to them. People will be able to sign up and become a fan of SUS.

The page will allow students (and anyone else who becomes a fan) to see:

- A brief background to SUS and what it offers
- Pictures from all SUS activities (events, club teams, etc...)
- Videos from all SUS activities (conference videos that shows yearly achievements)
- It has an RSS news feed built into it which currently is linked into twitter so that anything posted on twitter will be posted on facebook too. This could be modified in future to include RSS feeds from main SUS website news and events sections. This allows facebook page to be constantly updating which will attract fans
- Events section where any SUS events can be advertised
- Fans potentially also have the opportunity to add comments, pictures and videos

Marketing of Page:

- The facebook page is called: **Scottish Universities Sport (SUS)** and this should be marketed on all SUS literature along with main SUS website
- SUS should target select opinion leaders within target audiences (i.e. student union presidents, club captains, brand ambassadors) and get them to promote the page and try and get people signing up as fans. Once someone is a fan then they can pass it onto their friends. From this its popularity will spread by word of mouth
- SUS should also add a link button to the SUS homepage that links directly to the page on facebook. This will increase traffic to facebook and vice versa
- In theory by people searching for SUS facebook page it should in theory assist in raising the SUS online presence and possibly Google ranking

2. Create a Twitter profile and get people to follow SUS latest news and events

SUS have set up a personalised twitter page which is live at present but no actively being promoted. The aim is to launch properly at Conference 2009.

Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: What are you doing?

It is a free online tool that is now being adopted by companies and brands to promote themselves. By sending out short targeted 140 character messages to followers SUS can update them about the latest news and events that are taking place.

The major benefit of Twitter is that it acts as an RSS feed so posts can be made on Twitter which will then populate the SUS facebook page at same time thus reducing duplication of workload. This again should, in theory, get more people talking about SUS online and therefore assist in raising the SUS online presence and possibly Google ranking

Twitter will allow SUS to take advantage of another free online site called Tinyurl which allows you to shrink long complicated web addresses to very short ones to go on Twitter. SUS can further personalise these links by introducing a sequential number system (i.e. a typical tinyurl link could be: <http://tinyurl.com/SUS1>, <http://tinyurl.com/SUS2>, etc...)

Marketing of Twitter:

- The SUS Twitter is **twitter.com/ScotUniSport** and this should be marketed on all SUS literature along with main SUS website and facebook page
- SUS should target select opinion leaders within target audiences (i.e. student union presidents, club captains, brand ambassadors) and get them to promote the Twitter and try and get people to follow SUS. Once someone is a follower then they can pass it onto their friends. From this its popularity will spread by word of mouth
- SUS should also add a link button to the SUS homepage that links directly to the Twitter site. This will increase traffic to twitter, facebook and vice versa
- In theory by people searching for the SUS Twitter it should, in theory, assist in raising the SUS online presence and possibly Google ranking

3. Increase the traffic to the SUS website

By launching the SUS facebook page and Twitter SUS should be able to increase its Google ranking and therefore online presence.

The majority of items that will be posted on Twitter will link straight into the SUS website thus increasing traffic to the website

The majority of items that will be posted on facebook will also link straight to SUS website thus increasing traffic to the website

In addition both Twitter and facebook have basic SUS contact details included on them (i.e. address, telephone number, website and email address)

It is important to note that although the key target audience is students for facebook and twitter, many other target audiences will also pick up on it. Academic staff, sport and recreation department staff as well as journalists and other key audiences will all be able to sign up and find out about SUS

4. Increase the number of subscribers, from all target markets, to the SUS e-newsletter

SUS wish to increase the number of subscribers to their e-newsletter. There are several potential ways to do this:

- SUS enhance its membership agreement statement to incorporate a line that states by signing up to SUS you agree to have the e-newsletter sent to you
- SUS contacts the Heads of all Sport and Recreation departments and asks them to provide a list of contact details for all staff so that they can be signed up to the newsletter – the newsletter may be of great benefit to them and they just do not know about it
- Links can constantly be put out on facebook and twitter to urge people to sign up to the newsletter