

Aggie Mom University



Marketing Your Aggie Moms Club

Presented by

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and

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Recording in Progress.

Please hold all questions
until the end!

I. Overview of this Class

- **Benefits of Successful Marketing**
- **Create a "Brand" Identity for Your Club**
- **In-Person Marketing**
- **Make the Most of Your Club's Website & Email**
- **Marketing Your Club on Social Media**
- **Traditional Media Marketing**
- **Market Your Club at Community Events**
- **Develop Community Partnerships**
- **Develop a Marketing Plan for Your Club**
- **Federation Resources to Help You**

II. Benefits of Successfully Marketing Your Aggie Moms Club

- Increase Club Membership
- Help fundraising for Club operations and scholarships
- Increase awareness of your Club in the community
- Attract potential Sponsors for Club events
- Build strong Partnerships with other Community Organizations
- Reach our end-goal... **Helping Aggies!**

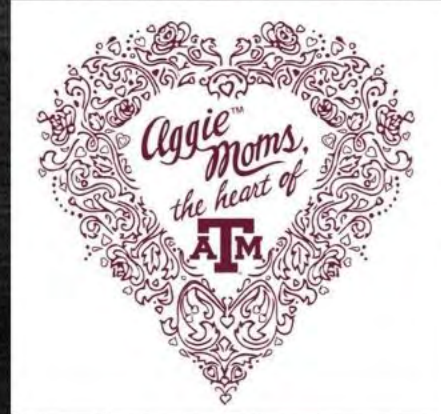


III. Create a Club “Brand”

- Club Color Scheme
- Club Logo - Canva.com
- Club Slogan or Tagline
- Club Group & Event Photographs
- Club Apparel
- Visit <https://brandguide.tamu.edu/>

The Canva logo is displayed in a white rectangular box. The word "Canva" is written in a stylized, cursive script. The letters are a gradient of colors, starting with a light blue on the left and transitioning through darker blue to a purple on the right.

Visit aggiemoms.org/list-of-clubs/



IV. Marketing Your Club In-Person

- **YOU are your Club's MVP - Most Valuable Promoter**
- **Networking is Key :**
 - *Members, Local Leaders, Donors, Current & Former Students**
- **Create a Presentation and Organize Speaking Engagements**
- **Club Meetings are Great Marketing Opportunities:**
 - *Create Excitement to get people talking – Venues, Speakers, Food, Fun**
 - *Keep Your Current Members Engaged – Emails, Newsletters, Thank You's**
 - *Offer Incentives – Prizes for Most Members Recruited, Most Tickets Sold, etc.**
 - *Ask your Club Members to actively promote the Club**
 - *Let Members BrAg and don't be afraid to BrAg on your Club's accomplishments**

V. Your Club's Website & Email

- A website serves as the central information repository for your club
- AggieNetwork.com Websites are available at no charge
- Keep the Website up to date and visually interesting
- Have “Contact Us” Information to connect with potential new members
- Prominently publish Meeting and Event Details
- Include a “Donate” button
- Acknowledge Donors and Sponsors
- Be Creative!
- AggieNetwork Email Addresses are available for Club officer positions
- Create Branded Emails with Club Logo, Website URL and Mailing Address

VI. Marketing Your Club on Social Media

- **Have a Facebook Page – Your Club's Online Billboard**
- **Private Facebook Group – For Club Members Only**
- **Public Facebook Group – Friends of Your Aggie Moms' Club**
- **Create Facebook "Events"**
- **Take advantage of Facebook "Live"**
- **Share Posts from Texas A&M and the Federation**
- **Post Video to appeal to emotions**

- Instagram, Twitter, Snapchat and more...
- Recruit a Team of “Share Volunteers” including Influencers
- Create Hashtags for recurring events...#HowdySocial
- Tag, Mention and Check-in
- Check out what other Aggie Moms’ Clubs are doing on Social Media
- Connect your Website and Social Media Platforms into a Network

VII. Traditional Media Marketing

- **Create a Club Banner**
- **Print Posters, Flyers, Business Cards**
- **Community Newspaper (Print & Online)**
- **Local Radio**
- **Local Television**
- **Community Calendars**
- **Other Club and Church Announcements**
- **Create Attractive Invitations for Club Events**
- **Who, What, When, Where, Why**

VIII. Promoting Your Club at Local Events

- **Attend Local Festivals & Fairs, etc. for Membership & Fundraising**
- **Create a Noteworthy Event if your community doesn't have one**
- **Promote the Event on Social Media and elsewhere**
- **Organize & Publicize your annual Howdy Event**
- **Encourage your Aggies to Attend**
- **Always bring your Banner**

IX. Develop Community Partnerships

- Host a Joint Event with your local TAMU Former Students Club
- Have a group from your Club attend the local Aggie Muster
- Host a Joint Event with a neighboring Aggie Moms Club
- Invite nearby Aggie Moms Clubs to your big events and attend theirs
- Patronize your Partners/Sponsors/Donors Businesses:
 - *Hold a Club Meeting or Event at their Business
 - *Include their product in Goody Bags and Club Meetings
 - *Promote them on your website, social media, and print

- **Consider Community Partners for meeting Speakers:**
 - *Have the local Aggie Club President or Muster Chair be a Meeting Speaker**
 - *Have a Former Student speak about their career or Aggie story**
Meteorologist, Game Warden, Veterinarian, Engineer, etc.
 - *Have a current student speak about their Study Abroad or Student Org**
Hold the meeting at a related Community Partner's location

X. Develop a Marketing Plan for Your Club

- Choose some of the ideas above for your Club and Implement them
- Just take Baby Steps...Think Long Term
- Appoint a Club Marketing Chair to focus on promoting your Club
- Get Everyone Involved:
 - *Have social media savvy Moms assist your Marketing Chair with posting, tagging and sharing
 - *Ask techy Moms to assist with graphic design for invitations, website, etc.
 - *Choose an outgoing Mom to speak about the Club in the community
 - *Ask a Former Student Member to recruit local Aggies to participate
 - *Don't forget Aggie Dads as resources and promoters

XI. We are Here to Help – Federation Resources

- Federation Electronic Information Chair for Website Questions
email: ElecInfo@AggieNetwork.com
- Federation Social Media Chair for Social Media & Canva Questions
email: FederationSocialMedia@AggieNetwork.com
- Federation 4th Vice President for other Marketing Questions
email: 4thVPReports@AggieNetwork.com
- Visit aggiemoms.org/resources/ for Meeting & Speaker Ideas
- Scott Oswald, Program Manager, TAMU Marketing Dept for Speaker Ideas
email: soswald@tamu.edu

Recording will now be
turned off



Questions?