

# Advanced Marketing Roundtable

*Diana Fontaine*  
*Associate Director of Alumni Chapters*  
*2018 Alumni Leadership Assembly*



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How do you think most people find out about your chapter's events?



**What social media platforms  
do you use?**



# MARKETING CHECKLIST

- Evite from UGA
- Calendar on the UGA Alumni website/  
chapter web page
- Facebook event
- Facebook post
- Facebook boost
- Listserv message



**What else can you do to promote an event?**

*Consider June's Double Dawg Dare – Day at a Museum*



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# LISTSERVS

## **Guess how many subscribers you have!**


Listserv messages are most effective when they:

- Have a call to action – attend an upcoming event, thank you for attending an event/please share feedback, volunteers needed, etc.
- Show personality – this is your direct line of communication to people in your chapter, so don't be afraid to use a more informal voice (but be mindful that you represent UGA!)
- Include verbiage about how people can stay connected to the chapter and stay in the loop about chapter updates



Lunch with UGA IMPACT students - THIS Saturday - Message (HTML)

File Message ADOBE PDF Tell me what you want to do...

 Thu 3/2/2017 10:41 AM

RVA Dawgs <ALUMRICHMOND@LISTSERV.UGA.EDU> on behalf of  
Karisa Strickland <karisa.holden@GMAIL.COM>

**Lunch with UGA IMPACT students - THIS Saturday**

To ALUMRICHMOND@LISTSERV.UGA.EDU

Good Morning RVA Dawgs,

We need several more Dawgs to come out on Saturday to help us support a great group of UGA students! There are 18 students coming through Richmond on spend their spring break in community service to the people of Baltimore, focusing on Veterans' Awareness and Advocacy.

We will host a lunch for them at **1 pm at Kitchen 64**, where we'll will pay for the meal of one of the students. This is a great way to give back to the school and show them some good ol' RVA hospitality.

Please reply to this email to let me know you'll be there, or RSVP to our [Facebook event](#).

GO DAWGS!

Karisa Strickland, BSEd '04  
RVA Dawgs Chapter President

**Looking for us on social media? Check us out!**  
Facebook: <https://www.facebook.com/groups/RVADawgs/>  
Twitter: <https://twitter.com/rvadawgs>  
Instagram: <https://www.instagram.com/rvadawgs/>  
Snapchat: ...we're not that cool...

*To unsubscribe from this listserv, reply to this email or contact [alumnichapters@uga.edu](mailto:alumnichapters@uga.edu)*





Mon 1/8/2018 3:16 PM

New Orleans UGA Alumni Chapter <ALUMNEWORLEANS@LISTSERV.UGA.EDU>  
on behalf of Mary Lane Carleton <marylane.carleton@GMAIL.COM>

**This is it!! Today's THE day!**

To ALUMNEWORLEANS@LISTSERV.UGA.EDU

NOLA Dawgs.....

It's here, January 8th, date with destiny! Do you feel nauseous? Intense butterflies? Work is nearly pointless today, right?

Do whatever rituals you need to do today, eat that Chickfila for lunch, wear the same shirt you've been wearing all season, listen to "All I Do Is Win" on repeat.....

Get to Redd's as early as you like. Let's get pumped up! UGA beat Alabama in basketball over the weekend, Saints won yesterday, should be nothing but positive energy going on around us!

Val bought forks and spoons, I got a big thing of napkins today. Come one, come all, most of us have never had this experience before, let's share it together! And win or lose, let's be the CLASSY fans and alums we know we are!

GLORY, GLORY! GO YOU SILVER BRITCHES! SIC 'EM, DAWGS! CHOPPIN' THE WOOD! ALL OF IT! G-E-O-R-G-I-A!!

Y'all are the best, thank you for the most wonderful season! See you in a little while!!

Mary Lane

To unsubscribe from this listserv, reply to this email or contact [alumnichapters@uga.edu](mailto:alumnichapters@uga.edu)



# FACEBOOK PRESENCE

Our next DC Dawg **Board** Member Spotlight is our game watching chair, John Twomey!

John is a DC Dawg working as a Policy Adviser, Assistant Secretary for Legislation at the Department of Health and Human Services. He graduated from UGA in 2015 with a degree in Environmental Economics and Management. Find out more about John in our Q&A below:

Q: Why did you choose to get involved with DC Dawgs?... [See More](#)



847 people reached

Boost Post

Like Comment Share



NYC Dawgs was **live**.

Published by Robbie York [?] · September 9, 2017 ·

At American Whiskey; Norte Dame Pregame



Your video is popular in [New York](#)

Boost Post

934 Views

Love Comment Share

NYC Dawgs, Layla Lester Harkness, Leah Tran and 39 others [Top Comments](#)

2 Shares



DC Dawgs is with Taylor A. Handberry.

Published by Elizabeth Rene [?] · December 1, 2017 ·

Our next UGA business spotlight is Handberry Creative, a public relations, marketing, and events agency. Whether a brand is looking to transform, grow, or standout, Handberry Creative helps brands build and implement creative strategies to get the results they are looking for.

Handberry Creative was founded by UGA alumna Taylor Handberry. Taylor graduated from UGA in 2014 with a degree in Family and Consumer Sciences and a concentration in Marketing.

In just under six months,... [See More](#)



2,757 people reached

Boost Post

Like Comment Share

DC Dawgs, Sheree Jones, Tanet Taharka and 71 others [Top Comments](#)



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# FACEBOOK BOOSTING

## What can I boost?

- Event
- Post
- Page (*not recommended*)

## How much should I boost?

Start with a \$10-15 boost – you can always add more money! See what works, and adjust your boost as you add to your budget.

 **UGA Alumni Association Las Vegas Chapter**  
February 8 at 8:48am · 🌐

Wow! Yesterday was pretty amazing! It's great to be a Georgia Bulldog! 🙌



**UGA Alumni Association - Houston, TX Chapter** shared their event.  
Published by Katie Uhlenbrock [?] · April 23, 2017 · 🌐

Looking forward to mixing and mingling with fellow Dawgs THIS WEEK Tuesday at Local Pour about exciting upcoming events and opportunities to get more involved with the alumni group! Stop by and say hello! (registration is not necessary.) Light bites provided!




**APR 25** **Houston Chapter Leader Interest Meeting**  
Tue 6:30 PM CDT  
You like UGA Alumni Association - Houston, TX Ch...

# FACEBOOK BOOSTING

## Audience:

- People who like your Page
- People who like your Page *and* their friends
- People you choose through targeting

Boost Event ● In Review ✕


 You are targeting **men and women, ages 22 - 60** who live in **1 location**.

**Location - Living In:** United States: New York



**Age:** 22 - 60

**People Who Match:** Interests: University of Georgia College of Veterinary Medicine, Georgia Bulldogs Fans, Georgia Bulldogs on 247Sports, Georgia Football, Georgia Bulldawgs, Georgia Bulldogs baseball, Terry College of Business, Georgia Bulldogs football, University of Georgia School of Public and International Affairs, University of Georgia School of Law, Georgia Bulldogs basketball, UGA Alumni Association, Dawg Pound, University of Georgia, Georgia Bulldogs and Lady Bulldogs or UGA DawgPound or School: University of Georgia School of Law or University of Georgia

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DESKTOP NEWS FEED MOBILE NEWS FEED

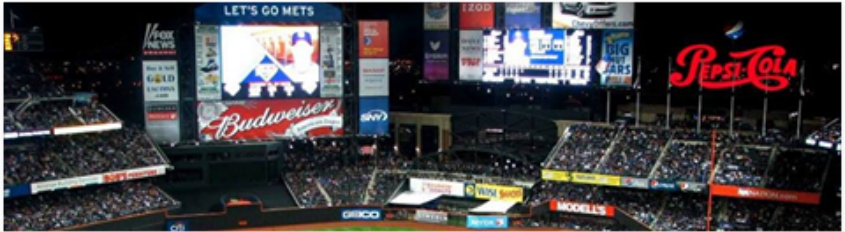
 **NYC Dawgs** shared an event. 

Sponsored · \*

Join fellow UGA alumni and friends for a night at the ballpark as the Atlanta Braves take on the New York Mets on Tuesday, September 26!

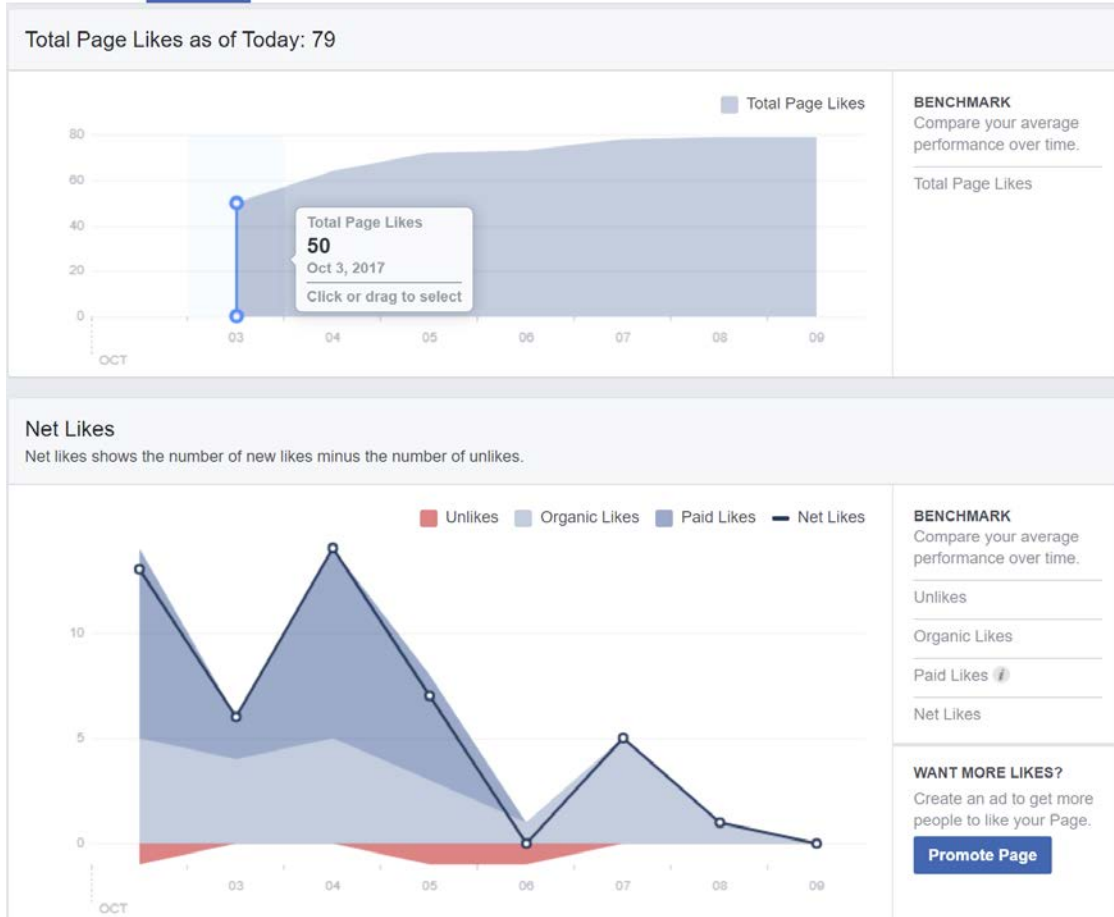
The NYC Dawgs will be seated together in section 327. Tickets are \$30, or you may select a \$35 ticket that includes a \$5 gift to support student scholarships at UGA. Click here for tickets: <http://bit.ly/2v8xGPY>

We look forward to seeing you there!

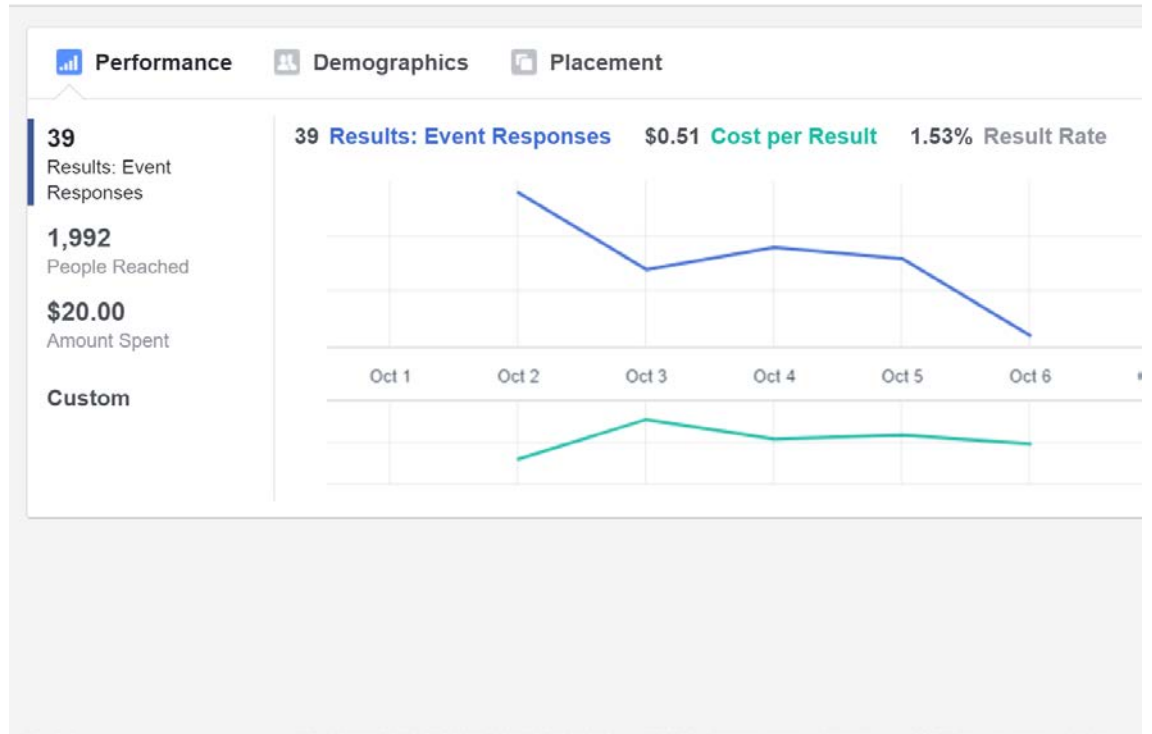




# EXAMPLE: CHATTANOOGA GWP



## Charts for Campaign: Event: UGA vs. Vanderbilt Game Watching Party



**What best practices can you share with other chapters?**





# *Questions?*

*Questions after this weekend?  
alumnichapters@uga.edu*



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