Connections

- MUAD
  - Evan — Advisor — have talking points
    - hand in an agenda to him by the end of the day on monday for wednesday meeting
  - Christen — executive director — good to talk to she's knows a lot
  - Kayla — vice director
  - Derek — event coordinator
  - Arun — event coordinator — **going to be leaving soon!**
  - Susan — event coordinator
- Outside:
  - Allesandra? — she makes the poster designs
  - Eliza — don't type anything in bold to her
    - she is very talkative — **make sure to have talking points when going to meet her!**
    - takes a long time to do poster designs
  - Joel — Was the main head of MUAD but switch departments — still can be beneficial

MUAD Marketing

- Mission:
  - **It's about what we stand for.**
- Core Components:
  1. **The core audience target:** ASU Students on campus late at night
  2. **What will be delivered to the audience:** movies, comedy shows, fun, etc..
  3. **The outcome for the audience:** have a great night out with MUAD; come be apart of the ASU community
- How do I get this on it's feet?
  - make a schedule
  - attend seminars
  - look into other companies forms of marketing
  - stay up-to-date on pop. culture
- **How else do we get students to come!**
- **What is another way to market towards them?**
  - Through other clubs
  - Through outer organizations
  - so overall...better planning for events
- Website — needs to be updated — I have no idea what is going on with this
- Dist.
  - Derek — Has cart license — posted posters around famous twice
  - Me
  - Christen — Has cart license — has done it multiple times
  - Kayla — Has cart license — never done it...wacky schedule
- Posters
  - **Post in all the dorms**
  - **Try to maybe get in some cylinders around campus**
  - **Get hung up in MU Friday before or following Mon**
  - **Goal:** Have them out on campus the week of — **need info from event coordinators 1 1/2 weeks ahead of time**
- Social Media
  - Facebook — main source — Over 1600+ followers — events, statuses, photos, etc
    - videos get the most views
    - gifs get more clicks
    - photos get most likes
    - statuses get to more people
  - Twitter — secondary source — few follower like 20+
  - **Instagram** — **for photos...** — **not using this as much as we could**
    - **WHAT ARE WE DOING WITH THIS!!!**
- - Post it: Include the mission statement where it can be found by our audience.
- - Spread it: Make sure everyone involved in content marketing process has a mission statement
- - The litmus test: decide what content you will and will not create