

MARKETING & OUTREACH

Goals for this section:

- Understand marketing needs and priorities
- Utilize a cohesive branding strategy

PRIORITIES & NEEDS

While each new SparkPoint center will have their own marketing strategy based on the needs of their community, it is important to start asking questions to understand and identify who will be responsible for your marketing strategy, how you will connect with your target

audience, how you will raise awareness about the totality of SparkPoint services, and how much support you will be able to get from your institution. Once these questions are answered, you will have an overall understanding of your marketing and outreach strategies.

Who in your planning committee has the most expertise and will take the lead for SparkPoint marketing?

How does your institution currently connect with your target audience?

How do other successful programs within your institution connect to their audience?

What are you trying to communicate to your audience and what action do you want them to take?

What capacity does your marketing department have to support SparkPoint outreach?

How can you embed information about SparkPoint within established, trusted programs on campus?

How can you engage student leadership, staff, and faculty to support word-of-mouth marketing?

What campus support groups or committees can you join as part of the effort to introduce SparkPoint to the campus community?

What upcoming events could tabling or presentations be used to connect with students directly about SparkPoint?

How will students prefer to learn about the program?

How will students become aware of opportunities within the program?

How will students engage with SparkPoint? (website, social media, email, phone, text, in person, etc.)

While print media and other mass communication like brochures and e-mail blasts have been a standard mechanism for outreach, the most successful outreach opportunities for SparkPoint at postsecondary institutions were interpersonal (e.g., personal referrals from related services on campus, incentive marketing, connecting with faculty at division meetings, hosting tables at campus events, presenting at clubs and workshops on campus,

and other face-to-face student interaction opportunities). Another growing medium for outreach is utilizing social media in very specific ways such as creating short videos that offer financial education tidbits or sharing student client stories. Using student volunteers to support social media content can help centers successfully engage on social media in meaningful ways.

BRANDING

It is important that SparkPoint builds brand awareness throughout its networks. Having a cohesive marketing and communications strategy ensures that clients immediately recognize, understand, and differentiate SparkPoint from other financial literacy programs and services. This is especially imperative for the regional network in the Bay Area, considering the high mobility of the target population due to gentrification and push-out. We want clients to feel confident that their expectations of SparkPoint will be met, regardless of the location of the site. One way to support brand awareness is through our SparkPoint Brand Guide which backbones can utilize to maintain consistency with the SparkPoint brand and reach target audiences.

SparkPoint Standardized Collateral

As we mentioned in the Discovery section on the toolkit, UWBA provides partner organizations with a suite of standardized marketing collateral that can be utilized for brand recognition in the day-to-day operations of the SparkPoint center. During the planning phase, it is imperative that new sites decide on and start to use branded materials to instill messaging continuity.

1. **Localized Logo, multiple versions available.**

2. **8.5 x 11 Microsoft Word Templates, double-sided, 10 versions with different header images available.**

3. **24 x 32 Posters, 6 versions available, 3 posters included.**

4. **8.5 x 11 Trifold Brochures, double-sided, included.**

5. **3.5 x 4 Folding Appointment Cards, double-sided, included.**

6. **66 x 42 Vinyl Banner, not included.**

7. **36 x 92 Retractable Banners, 4 versions, not included.**