



MSU Extension Communications Marketing Checklist: Items to Consider

Below is a list of possible marketing and communication tactics that can be used when marketing your event and/or program. These are listed in the order in which you should approach them, based on a typical timeline of events. This is not an exhaustive list, nor will all tactics be useful and/or plausible for every purpose.

Possible Communication Tactic	Timeline	Completed
Post on MSU Extension calendar <ul style="list-style-type: none">Note: If using Events Management for event registration, they will post the event for you.	<ul style="list-style-type: none">As soon as the date is determined.Can add additional details to event page as they become solidified.	
Post event on community/partner calendars <ul style="list-style-type: none">Events that are open to the public can be shared on community calendars.Ask partners to post information on their calendar.If there are organizations or locations where event clientele are likely to be, post there.	<ul style="list-style-type: none">As soon as the date is determined.Include a link to your MSU Extension calendar listing so people will have access to all the latest information as add additional details become solidified.	
Send a Save the Date <ul style="list-style-type: none">Can be electronic (via email or social media) or print.Recipients could be past attendees, attendees of a similar program, individuals who could benefit from the program or those who have indicated interest in that type of programming.	<ul style="list-style-type: none">Statewide events: as soon as date is determined.Regional/local events: as soon as date and location have been determined.	
Videos <ul style="list-style-type: none">Contact ANR Creative for assistance.	<ul style="list-style-type: none">At least two months in advance of when you want to begin using video for promotion.	
Write a news article and/or release <ul style="list-style-type: none">Define: who could benefit from participating or who might be interested, why it is important, where, when and cost.Could write multiple articles/releases: introduction/save the date, announcing registration and approaching deadlines/different featured subjects.Can be used to direct market to individuals for whom you have contact information (print or electronic).	<ul style="list-style-type: none">Dependent on type of article/release<ul style="list-style-type: none">Save the date release: as soon as dates and location information is available.Registration: As soon as a date and method of registration are available, even if registration is not yet open.Registration deadline: At least one week before.Periodic reminders for programs/resources.	



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Request customized Newsletter Digests <ul style="list-style-type: none">- Can include event listing on calendar as well as appropriate news articles	<ul style="list-style-type: none">- One week before the end of the month that the article was published.- One week before close of registration/event date.- Periodic reminders for programs/resources.	
MSU Extension program pages <ul style="list-style-type: none">- Enhance existing pages or create new.- Associate related events and resources.	<ul style="list-style-type: none">- As often as needed to provide comprehensive and relevant information to interested parties.	
Other organizational communication outlets <ul style="list-style-type: none">- Consider marketing tools of associated organizations: commodity/trade magazines, Michigan 4-H Today e-newsletter, county newsletters, partner websites, etc.	<ul style="list-style-type: none">- Ask partner organization for deadline – typically a minimum of 30 days in advance.- Periodic reminders for programs/resources.	
Social media <ul style="list-style-type: none">- Consider which platforms and accounts will be used.- Include visual aids and hashtags (if applicable).- Determine if partners and/or others can help via social media.	<ul style="list-style-type: none">- Can post multiple times; determine minimum timelines based off news article/release timeline.- Make sure to follow best practices for social media use.- Periodic reminders for programs/resources.	
Other promotional materials <ul style="list-style-type: none">- Fliers, brochures, infographics, ads, etc. (ANR Creative has branded accessible templates for your use.)- Can be electronic or print.- Distribute in places where you would find likely attendees of your program.	<ul style="list-style-type: none">- Once registration is available.- Periodic reminders for programs/resources.	
Cross program/event promotion <ul style="list-style-type: none">- Distribute some sort of promotional material and/or discuss event/program to attendees of a similar event/program.	<ul style="list-style-type: none">- At related event/program.- Periodic reminders for programs/resources.	
Evaluation tools <ul style="list-style-type: none">- Before and after assessments to determine impact.- Collect information on marketing outlets.	<ul style="list-style-type: none">- At event/program.	
Impact statements <ul style="list-style-type: none">- Can be used as a wrap-up or for use in next year's event/program promotion.	<ul style="list-style-type: none">- After event/program.- Get or record a great testimonial for future use.	