



MSU Extension Communications Marketing Checklist

Below is a list of possible marketing and communication tactics to consider when marketing your event and/or program. Tactics are listed in the recommended order of approach for most events. (Rev. 9-2020)

Post on MSU Extension calendar

Completed

- Note: If using Events Management for event registration, they will post the event for you. If you would like to post it earlier (such as a save the date) send the link to Events Management so they can add registration information to the page you have already created.

TIMELINE:

- As soon as the date is determined.
- Add additional details to event page as needed and as additional details become available.

Post event on community/partner calendars

Completed

- 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.

TIMELINE:

- 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 additional details become solidified.

Send a save the date

Completed

- Can be electronic (via email or social media) or print.
 - Use the [social media submission form](#) to submit to MSU Extension social channels.
- 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.

TIMELINE:

- *Statewide events:* As soon as date is determined.
- *Regional/local events:* As soon as date and location have been determined.

Videos

Completed

- Contact [MSU ANR Communications video team](#) to request video production.
- If developing your own, visit the [MSU ANR Communications video production website](#) for video recording best practices and equipment tips and guidelines.

TIMELINE:

- At least two months in advance of when you want to begin using video for promotion.



Write a news article or event/program announcement

Completed

- Define: who benefits from participating or might be interested, why it is important, where, when and cost.
- Could write multiple articles/releases: introduction/save the date, announcing registration, featured subjects/speakers and approaching deadline reminders.
- Can be used to directly market to individuals for whom you have contact information (print or electronic).

TIMELINE:

- Dependent on type of article/release
 - *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.
 - *Registration deadline*: At least one week before.
 - *Announcement of new program*: When information is ready for dissemination.
 - *Reminders of existing programs/resources*: Periodically.

Request customized or placement in MSU Extension News Digests

Completed

- Include link to event listing as well as links to appropriate news articles and send to your [MSU Extension communicator](#).

TIMELINE:

- One week before the end of the month that the article was published.
- One week or more before close of registration/event date.
- Periodic reminders for programs/resources.

Social media

Completed

- Decide which platforms and accounts will be used.
- Include visual aids and hashtags, if applicable.
- Can partners and/or others help via social media?
- Consult [ANR Communications social team](#) if considering paid advertising.

TIMELINE:

- 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

Completed

- Fliers, brochures, infographics, ads, etc. ([branded accessible templates are available for your use](#)).
- Can be electronic or print.
- Distribute in places where you would find likely attendees of your program.

TIMELINE:

- Once registration is available.
- Periodic reminders for programs/resources.



Other organizational communication outlets

Completed

- Consider marketing tools of associated organizations: commodity/trade magazines, e-newsletters such as Michigan 4-H Today, county newsletters, partner websites, etc.

TIMELINE:

- Ask partner organization for deadline — typically a minimum of 30 days in advance.
- Periodic reminders for programs/resources.

Cross program/event promotion

Completed

- Distribute some sort of promotional material and/or discuss event/program to attendees of a similar event/program.

TIMELINE:

- At related event/program.
- Periodic reminders for programs/resources.

Evaluation tools

Completed

- Before and after assessments to determine impact.
- Collect information on marketing outlets.

TIMELINE:

- At event/program.

Impact statements

Completed

- Can be used as a wrap-up or for use in next year's event/program promotion.

TIMELINE:

- After event/program.
- Get or record a great testimonial for future use.