



MARKETING BUILDING BLOCKS: Building Better Practices



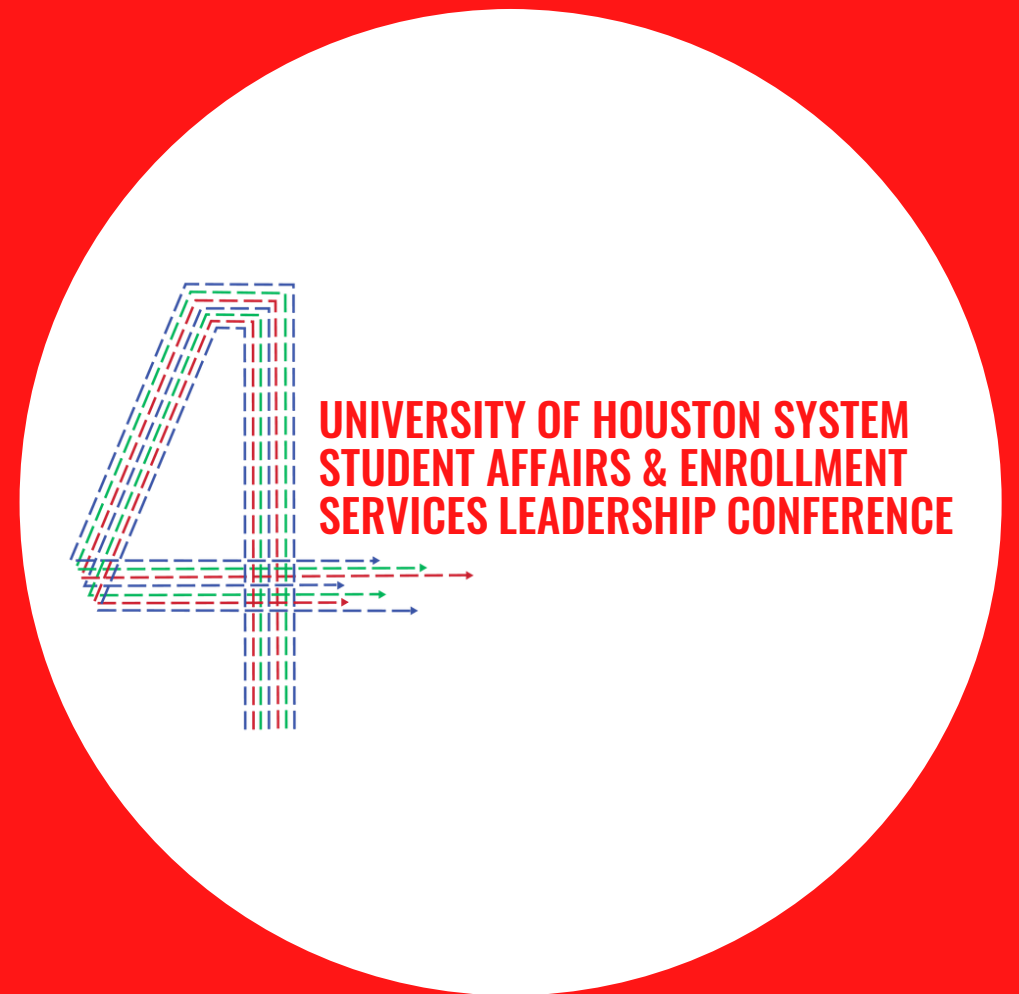
CONVERSATION LEADERS:

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UNIVERSITY OF HOUSTON SYSTEM
STUDENT AFFAIRS & ENROLLMENT
SERVICES LEADERSHIP CONFERENCE



**What do
we want
to achieve?**

**How do we
achieve it?**



Marketing

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

(American Marketing Association, 2017)

Accessibility & Diversity

Section 508 of the Rehabilitation Act of 1973

Areas of Accessibility to consider:

- **Contrasting Colors**
- **Alt-Text**
- **Captions**
- **#CamelCase**

Areas of Diversity to consider:

- **Inclusive Language**
- **Representation**
- **Culture**



Branding & Consistency

A brand is a name, term, design, symbol or any other feature that identifies one organization's identity as distinct from the identity of other organizations.

(American Marketing Association, 2021)

Branding Includes:

- Colors
- Fonts
- Logos



Social Media



Monthly Users: 2.7 Billion
Largest Age Group: 25-34
Gender: 44% Female, 56% Male

38 mins



Monthly Users: 1 Billion
Largest Age Group: 25-34
Gender: 57% Female, 43% Male

29 mins



Monthly Users: 187 Million
Largest Age Group: 30-49
Gender: 32% Female, 68% Male

3.53 mins



Monthly Users: 738 Million
Largest Age Group: 46-55
Gender: 51% Female, 49% Male



Monthly Users: 400 Million
Largest Age Group: 30-49
Gender: 78% Female, 22% Male

14.2 mins



Monthly Users: 100 Million
Largest Age Group: 18-24
Gender: 59% Female, 41% Male

45+ mins



Monthly Users: 265 Million
Largest Age Group: 13-34
Gender: 58% Female, 40% Male

26 mins



Monthly Users: 2 Billion
Largest Age Group: 15-25
Gender: 50% Female, 50% Male

41.9 mins

(Sprout Social, 2021)



What platforms do you use?

What platforms do you need?

What trends are you aware of?

How do you assess your social media success?

Who do you follow?

Building Relationships

Who do you include in your Collaboration Station?

- Coworkers
- Student Staff/Grad Assistants
- Divisional Social Media Managers/Designers
- University Marketing and Communications



COVID-19 Response

- In what ways was your marketing impacted by COVID-19?
- How did your marketing approach change?
- Are there any COVID-19 related changes that you will keep after the pandemic?



Marketing Resources

AT YOUR CAMPUS

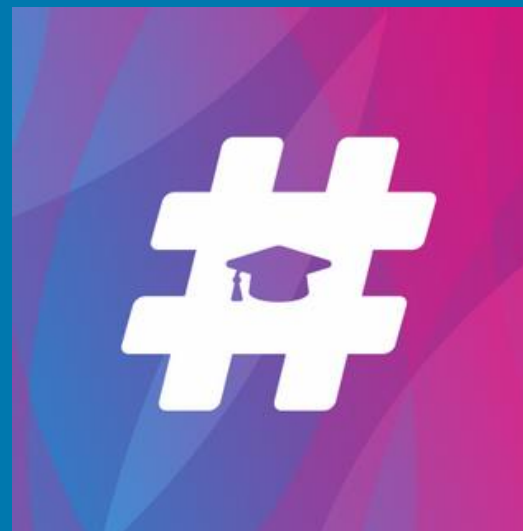
- University Marketing & Communications
- Brand/Style Guides
- Peer Marketing Staff
- Divisional Marketing Committee

DESIGN

- Canva
- Unsplash
- Behance.net (Live Streams!)
- Over
- LinkedIn Learning

ACCESSIBILITY

- ACCESSIBLE SOCIAL FB GROUP
- Section508.gov
- Access-Board.gov
- Digital.gov
- W3.org/WAI
- Webaim.org
- therealalexa.com



#HIGHEREDSOCIAL
thehigheredsocial.org
& FB Group

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