Marketing Team Overview
Overview

- The Team

- Our Expertise
  - Integrated customer lifecycle marketing
  - Internal marketing services

- The Process
Who Are We?
The Marketing Team

Ra Goel
Marketing Manager

James Lew
Marketing Co-ordinator

Michelle Devine
Sr Graphic Designer

Deborah Bordeos
Graphic Designer
What Do We Do?
What We Do

Integrated customer lifecycle marketing

Marketing strategy and insight

Internal marketing services

Brand Management
Marketing strategy and insight

- Annual marketing strategy and plan
- Brand tracker
  - To track and monitor levels of awareness and understanding in key markets
  - Benchmark survey to launch in March 2010
- Portfolio research
  - Insight into customer wants and needs
  - Study to take place in April/May 2010
- Business of Branding
  - Annual survey with current students, alumni and staff
- Post campaign analysis
  - Monitoring and measuring impact of marketing communication activity, for example Summer School campaign
- Competitor analysis
Integrated customer lifecycle marketing model
Integrated customer lifecycle marketing examples

- Brand and acquisition
  - Advertising
  - Events
  - Web marketing
  - Direct Marketing
  - Interactive marketing

- Customer conversion
  - Brochures
  - Even more events
  - Emails
  - Telephone/1-2-1

- Engagement and endearment
  - E-newsletters
  - Videos
  - Magazines
  - More events

- Experience
  - Orientation
  - BSOC & GSA support
Internal marketing services

Consultancy ➔ Planning ➔ Delivery
Internal marketing services

- **Consultancy**
  - Communications strategy
  - Design consultation
  - Implementation and production recommendations

- **Planning**
  - Project planning and scheduling
  - Resource management (including supplier procurement where appropriate)
  - Budget management
Internal marketing services

**Delivery**

- Design (print and web)
  - Print materials including brochures, publications, posters, invites
  - Web design including banners, email templates
- Advertising
  - All bookings need to come through ASB Marketing
  - Design and artwork
- Merchandise
  - Artwork
- Event materials
  - Event material look and feel
  - Printer materials such presentations, banners, signage
Internal marketing services examples

- **Other**
  - Supplier identification
    - Photographers, specialist freelance designers, copywriters
  - Photo library
    - Images of the campus and ASB building
    - Images of Sr Management and key faculty
    - Limited images of students
What We Don’t Do

- Print management
  - Unless job is complex off-set printing, which is cross-charged at cost

- Desktop publishing

- Image search

- Copywriting/copyediting

- Proofreading
The Process
The process

Client Brief
- Client to brief marketing team on requirements
- Design briefing template to be completed where required
- Submit requirements via email (asbmarketing@unsw.edu.au) or face-to-face

Response
- Marketing team to review brief and respond with feedback, further questions
- Timing: Within 1 week

Planning
- Based on final requirements, marketing team to develop project plan, to be agreed with client
- Timing: Within 1 week after final requirements agreed

Delivery
- Implementation of project plan – client to deliver to schedule as well as Marketing
- 2 rounds of design changes per item
- Strict sign off procedures for quality assurance
Key design timings

- Concept development: 1 - 2 weeks
- 4-8 page document copy layout: 1 week
- 8 page+ content layout: 2 weeks
- Advert or email banner/template formatting: 1-2 days
- Digital printing (small quantities of 500 and below): 1 week
- Off set printing: 2-3 weeks

NB – these timings are very broad and exact schedules will be based on project priorities and studio capacity.

Where the studio is at full capacity, freelance designers can be bought in to undertake work, which is charged at cost
How can you reach us?
Contact

- **Email:**
  - businessmarketing@unsw.edu.au

- **Call:**
  - Ra Goel: x51574
  - James Lew: x51077

- **Visit:**
  - Ground floor, West Wing, Australian School of Business building