

Marketing Plan Checklist

✓	Platform	Submit	Audience	Responsible Party
<input type="checkbox"/>	The Elm: Nursing <i>This feeds weekly e-newsletters sent to faculty, staff, and students.</i>	The Elm submission form <i>Select "School of Nursing" for inclusion on The Elm: Nursing.</i>	UMSON	Sponsoring Unit for Event or Initiative
<input type="checkbox"/>	The Elm Weekly	<i>Select The Elm Weekly only if it is relevant campus-wide.</i>	UMB-wide	Sponsoring Unit
<input type="checkbox"/>	UMB Calendar	Submit to the UMSON Calendar form	UMSON/UMB-wide	Sponsoring Unit
<input type="checkbox"/>	Campus Life Weekly (USGA)	Campus Life Weekly submission form	Students only UMB-wide	Sponsoring Unit
<input type="checkbox"/>	Digital Displays*	Digital Display Signage Submission Form <i>You must export the PPT file to a JPG before uploading it through the submission form.</i>	UMSON Baltimore/UMB-wide	Sponsoring Unit with support from Communications
<input type="checkbox"/>	Constant Contact Event with Eblasts <i>Reserved for high-level events with necessary RSVP functionality.</i>	Email Office of Communications	Specific to event	Communications
<input type="checkbox"/>	Social Media	Email Office of Communications	External audiences	Communications
<input type="checkbox"/>	Printed Collateral* <i>Primarily posters and flyers</i>	Email Office of Communications	Specific to event	Communications

* There may be a budget implication for these items, depending on whether or not you need design services.

Event Promotion Timeline

✓	Timeframe	Content	Platform
<input type="checkbox"/>	8-12 weeks out	Save the Date Basic information: date, time, location	<ul style="list-style-type: none"> • The Elm: School of Nursing Weekly • The Elm Weekly • Common Calendar
<input type="checkbox"/>	6 weeks out	Initiate print projects and digital display design, if you need design services	Work with Office of Communications
<input type="checkbox"/>	4 weeks out	Communicate more detailed information about your event	<ul style="list-style-type: none"> • The Elm: School of Nursing Weekly (include additional details) • The Elm Weekly (include additional details) • Submit digital displays • Constant Contact eblast, as applicable • Campus Life Weekly
<input type="checkbox"/>	2 weeks out	Reminder to non-respondents (if collecting RSVPs through Constant Contact only)	Constant Contact
<input type="checkbox"/>	3 days prior	Reminder to respondents (if collecting RSVPs)	Constant Contact or other email