

A group of five people (three men and two women) are gathered around a wooden table in a meeting. They are looking at papers and a tablet. The room has a brick wall and a whiteboard in the background. The image is dimmed to serve as a background for the text.

GBP Hustle: Marketing and Branding

Ashley Hurssey

10:00 AM- 10:50 AM



What is Marketing?

Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. It involves pushing your product, service, or the like to a particular audience who you believe will be most interested in what you have to offer.

Examples of Marketing- Hands Full



Examples of Marketing- Dream Crazier





The Benefits of Marketing:

- ✓ Interact with your target audience
- ✓ Increase sales or clients
- ✓ Increase awareness of your business



Examples of Branding

The Benefits of Branding:

- ✓ Makes a business easily recognizable
- ✓ Increases brand awareness



What Are You “Selling”?

Service

GBP is a service-based organization, and on a college campus where many people find importance in getting involved, your chapter can help them accomplish that!

Scholarship

Keeping in mind that we are an honor society, we want to recognize great academic achievements accomplishments! Let your audience know this.

Character

GBP can help build a person’s character as a student and a community leader. Offer the opportunity to grow through service and celebration of academic achievement.

Getting Started

Who is your audience?

Examine the students on your campus!

*Are there many online/distance students?
Do majority of them live on campus?*

Best way to reach them?

How do students on your campus communicate with each other?

Consider a survey of current members.

Are they relatively young, undergraduate students? Maybe social media like Instagram and Twitter can reach them!

Steps to Take?

Once you understand who your audience is and how you can best reach them, begin working with exec. to finalize a plan!

Look At Your Competition

Who are your competition?

Look at other honor societies on your campus. Many of them aim for the the same thing as your honor society- membership and member engagement.

How are they able to reach their audience?

Find inspiration for your plan and get a better understanding of the kind of students on your campus!

Example:



✓ Audience

Majority are undergraduate students who live on campus or commute to campus. Many of them are involved in several activities that may limit their interest in participating in GBP events.

✓ Outreach

Social media platforms such as Instagram and Facebook are really popular among students in this age group (18-22 years old).

✓ Steps

This chapter offers points, rewards, and recognition for members who show outstanding work within their campus community and honor society.

This chapter began marketing campaigns on Instagram and Facebook to better inform their members of meetings in addition to traditional methods (e.g. email).

This chapter began hosting live video sessions for students who cannot make it to meetings in person and offered incentives (e.g. points, food) for those to attend in person.

Think of Your Chapter

Using what you've learned how can you begin marketing your honor society?



✓ **Count off Groups**

✓ **5-10 Minute Discussion within Groups**

✓ **5-7 Minute Open Discussion**

THANK YOU!



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