

Marketing Involvement

Made by Ian Rundle



Hello! My name is Ian.



I'm a team co-manager or captain whatever you wanna call it

I also do a lotta cad and 3d printing.

DISCLAIMER: I'm not a marketing person and a lot of this will be a discussion rather than a lecture.

* My first picture at BHS... amazing



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| Social Media |
| Graphic Design |
| Pit Banner |
| Robot Stickers |
| Newsletter |
| Raising Awareness to the outside world: sponsors and schools |
| Telling a story, engaging people with the brand |
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Marketing: What do you immediately think of?



Why do we need marketing? (Incomplete list)

- ♦ Social Media, Team Graphics, Promo Material
 - Recruitment
 - T-Shirts
- ♦ Helping with team morale
 - Recess activities!
 - Facilitating other team events. Inter-team events: FIRST chance, can be organized with other teams (BPS)
- ♦ Sponsor communications
 - Thank you potluck (cancelled due to that one virus everyone is talking about)
 - Ordering parts (has been done by captains in the past, but technically marketing)
- ♦ Outreach
 - Demonstration events
 - Summer camp
- ♦ Facilitating fundraising
- ♦ Recruitment
 - Our team needs people?!



What can be bolstered in marketing?

While there has been somewhat of a disconnect between marketing and the build team, it can be fixed.

- ◆ Coordinating team events
- ◆ Writing team updates
 - Helps team be on the same page
 - Marketing also knows the ins and outs of the robot
- ◆ Managing finances and sponsor/school communications
 - Erwin comms, ordering parts, thank you letters
 - Coordinating with Meiring and BPS for team budget
- ◆ Facilitating grant writing
 - Grant writing isn't the most fun thing, but there's no such thing as a free lunch
 - Grant writing minimum time to be in comp? Other suggestions?
- ◆ Meeting with leadership and marketing to make sure all are on the same page
 - Same as the "leadership meetings"
- ◆ Team building activities: broad appeal. Talk to parents so they encourage students to be there!



How can we recruit more for marketing?

We need to somehow increase attendance and number of people in marketing

- ◆ Change the team perception
 - This can probably be done simply with more involvement of marketing in build
 - There can also be an overlap of marketing and build!
- ◆ Present our team as a business... not only STEM people are needed
 - Marketing manages outside communications and finances
 - This could also mean changing our mission statement? Ideas here?
- ◆ Marketing classroom presentations?
 - Mention that robotics isn't only robots, but also running the team like a business.
 - We're a little tech company! Look to the marketing teachers for guidance



Questions?!

