

Have a marketing idea but not sure how to describe it?  
Need to promote something but unsure where to start?  
Wondering how get your message out?  
We've got you covered!

Check out our **Marketing Support Menu**—a helpful guide to familiarize you with various marketing options, spark ideas, or put a name to that “what do we want?” feeling.

While exploring this, you may realize you need several of these options! When you're ready, click the **Project Request Form button** on the Marketing page in the Portal to get things rolling. We're here to bring your vision to life!



## marketing support *Menu*



### marketing strategy consultations

*For larger marketing campaigns or initiatives aimed at broader goals like increasing participant base or building awareness, or large promotional campaigns, we require starting with a marketing strategy consultation.*

- **Meet with program / team stakeholders to discuss a large, evolved marketing strategy**
  - Identify and discuss marketing goal
  - Identify target market
  - Develop messaging
  - Discuss channels to deliver the message
  - Discuss outreach methods
  - Develop outline and timeline of the project



### communication support

- **Support in drafting, development, delivery of:**
  - general messaging for Hilltop event/program/promotion
  - talking points
  - press releases
  - company-wide messaging
- **Presentation consultation and support**
- **Partner communications (emails to the community)**
- **Copy writing, editing, reviewing, proofing and support**



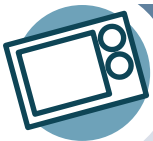
## digital communication support

- **Internal communication support**
  - Hilltoppers portal and program/company-wide Viva Engage posts
  - Email graphics (banners and headers)
  - Copy for company-wide emails
- **External communications**
  - Website management
  - Social media posts and campaigns
  - Digital advertising campaigns (part of a larger marketing strategy)
  - Email blasts
- **Photo/Video** *(for more details, refer to Marketing Photo Guidelines on portal)*
  - Department headshots
  - Event photography
  - Client storytelling



## print materials

- Rack cards
- Business cards
- Fliers / Posters
- Signs
- Stickers
- Mail-type materials (post cards, invitations, envelopes, newsletters)
- Brochures
- Branded outreach packets (program focused)
- Menus (dining or other)
- Maps / blueprints
- Interaction with print vendors (Patton's, Impact, Vistaprint, etc)



## paid advertising/promotions

- **Design ads for print and digital**
- **Write/prepare radio spots**
- **Write/prepare video spots**
- **Develop advertising strategies**
  - Guidance on media strategy (who/where/when will we place the ads)
- **Advertising representative liaison + budget management**
  - Place media buys, manage invoice, billing, coding
- **Maintain media relationships**
  - Engagement opportunities
  - Collaboration
  - Oversight on outside production



## swag and table/booth event items

- **Guidance with vendor connections and product selection**
  - Promotional items - Hilltop branded give-aways
    - Pens, pads, stickers, lanyards, squishees, etc
  - Tents, banners, tableclothes with Hilltop branding

### MARKETING PROJECT REQUEST FORM LINK

If you need to reach our marketing team individually:

**Sheri Ray**- sherir@htop.org-- Marketing Manager

**Emilie Stickley**- emilies@htop.org -- Marketing Specialist

**Joe Foelker**- joef@htop.org -- Marketing Specialist