

Office of Communications & Marketing Playbook



THE
WORLD
NEEDS
MORE
PEACOCKS

Important Documents & Sites

- [Office of Communications & Marketing Webpage](#)
- [Brand Guidelines](#)
- [Branding & Logo Standards Policy](#)
- [Social Media Policy & Considerations Guide](#)
- [Peacock Press Email](#)
- [Office of Communications & Marketing Email](#)
- [Web Services Request Form](#)
- [Graphics Request Form](#)
- [Writing Style Guide](#)



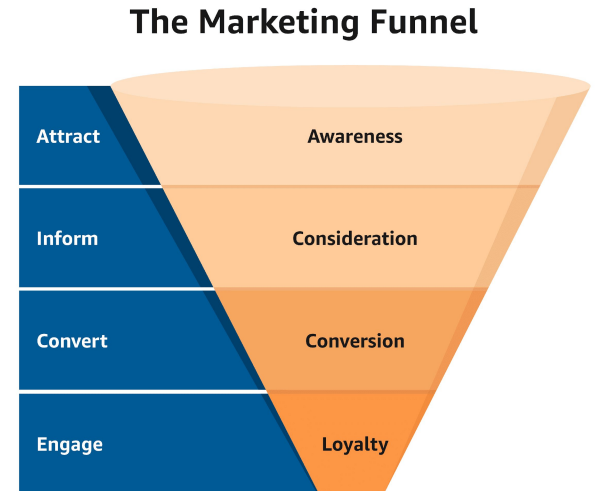
Why Consistent Branding Counts

The Saint Peter's University brand is more than our name or logo. It's the way we look, act and speak. Our brand is the essence of this institution. This means that when you execute a brand, there is a reason behind every visual or verbal decision you make. That is why it is critically important to ensure our brand is used correctly, especially to external audiences.

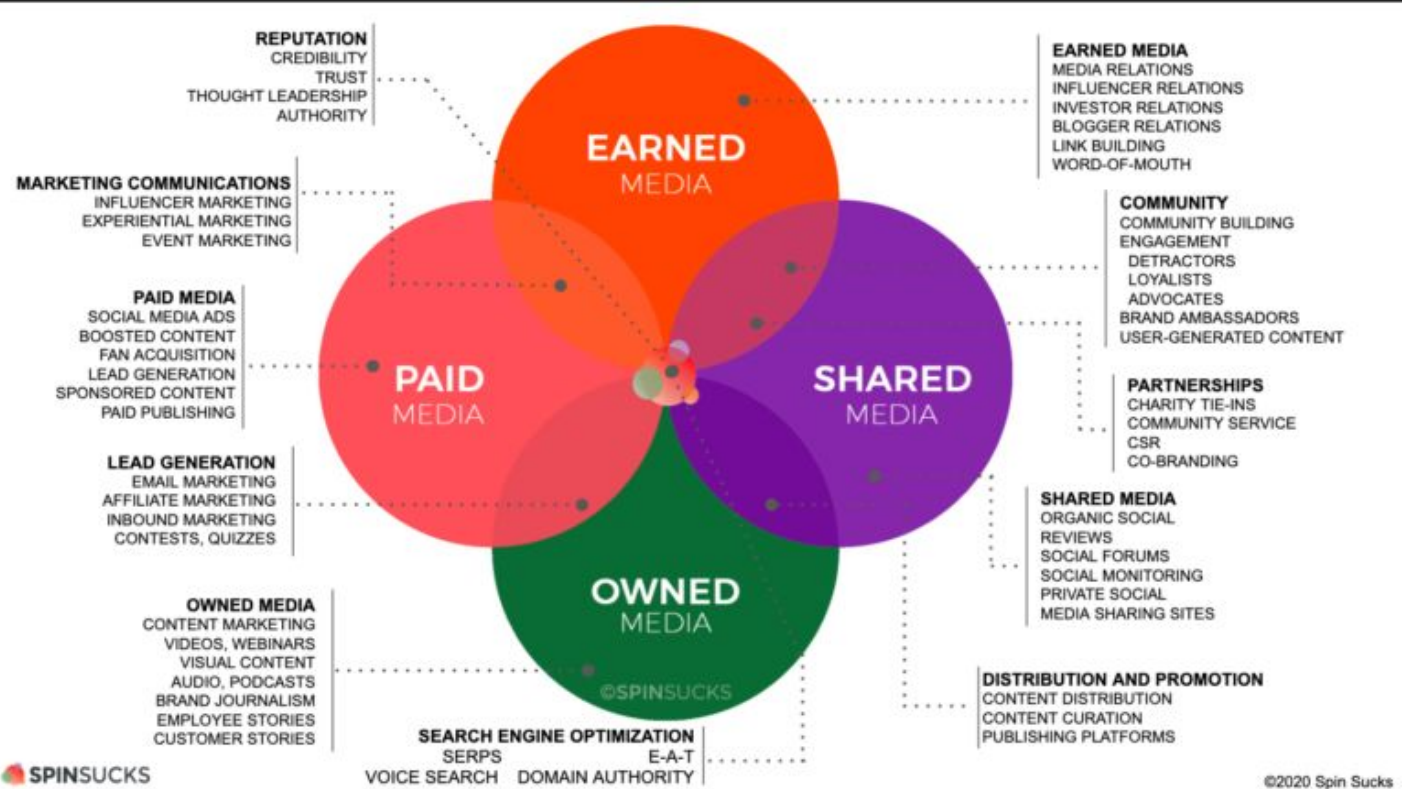


Marketing is a funnel filled with messages and tactics.

- While not everyone served an advertisement will convert, those who do need to be nurtured to stay interested. They are now aware of the brand and considering, but not yet ready to take an action (convert).
- Higher education journeys require additional nurturing for conversion at more points in the funnel. Their journey is also over several years given the various ages of potential students.
- Marketing can only go so far – consistency in messaging across the funnel and by tactic is key to keeping interest and pull them further down the funnel.



To drive people down the funnel, are used across Paid, Earned, Shared and Owned Media (PESO).



Integrated marketing ensures everything is on-brand, timely and consistent with the website at the center.



Questions to consider when working with our team.

- What are you looking to accomplish/what does success look like to you?
- What audiences are you looking to reach?
- Are you looking to reach external audiences or internal audiences?
- Are there any important messaging considerations we need to discuss?
- Who are the key stakeholders/approvers for this project?
- Do you have the required specifications (size, file type, etc.) or other content available like copy and images for our team to use available?
- What date do you have in mind for completion/live? OCM team may make suggestions based on other priorities/communications going out that are already planned to avoid overwhelming audiences.

Team Member Responsibilities

- Daniel Bocchino, Interim AVP of Communications & Marketing and Director of Web Services
 - Webpage creation, updates or writing
 - Intranet updates
 - Pop-up modal
 - Alert banner
 - Internal/external communications
- Christopher Debose, Director of Public Relations & Communications
 - Press releases and announcements
 - Internal communications
 - Media outreach
- Paul Vanderberg, Graphic Designer
 - Printed materials
 - Digital graphics
 - Logo designs
- Meghan Boyd, Executive Director of Marketing
 - Paid media/advertising
 - Branding
 - LED board
 - Content marketing
 - Magazine
- Grace Oddo, Social Media Specialist
 - Social media content planning
 - Short form video

*Event coverage will be determined on a case-by-case basis depending on team availability and audience attending the event.

What our team can't do/alternative ways to help.

- In-house photography & video production - list of freelancers available.
- Printer coordination for printed materials - limited basis/events like Commencement only, needs to come out of requesting department's budget.
- Student communications/graphics without the Saint Peter's University logo - please reach out to the Office of Student Involvement.
- Academic program one-pagers - please reach out to Enrollment.
- Individual department event flyers - unless this uses the Saint Peter's University logo and is being distributed externally where external guests can attend (i.e. Arts on Bergen).
- Quick turnaround graphics - 5 business days is requested for all requests, on-brand templates are available for a quick turnaround projects and we request approval before they are used.
- Social media content creation - our team only creates content for the official Saint Peter's University social media accounts in partnership with other departments, but feel free to reshare our content.
- Event promotion on social media - individual events, unless coordinated with our department ahead of time, will be shared via Stories to avoid the main feed being past events.

Don't know where to start?

If you don't know where to start or think you need assistance from more than one member of our team, we are happy to meet to create fully integrated marketing plan to help! Email the [Office of Communications & Marketing](#) and we will be in touch to schedule a meeting.

Be sure to check your email for Office of Communications & Marketing office hours where you can ask questions about what we do and learn how best to work with our team!