

# Free Marketing 101

A guide to free/low-cost activity to promote your programs

Created by the Integrated Marketing Team 2023

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In addition to paid campaign activity, there are a range of options to promote new offerings with limited/no additional budget.

Please keep in mind not all listed activities will be suitable for all offerings/audiences, and this should be used as a guide to further discussion.

A set plan of activity is undertaken for the promotion of new courses which includes activities listed in this guide.



## Getting started or need further advice?

Each faculty has a dedicated Marketing Manager who is the best initial contact point for faculty staff:

### **Faculty of Education and Arts**

Nadine Maiolla, Faculty Marketing Manager

[Nadine.Maiolla@acu.edu.au](mailto:Nadine.Maiolla@acu.edu.au)

### **Faculty of Health Sciences**

Sarah Hatton, Faculty Marketing Manager

[Sarah.Hatton@acu.edu.au](mailto:Sarah.Hatton@acu.edu.au)

### **Faculty of Law and Business**

Peta Brideson, Faculty Marketing Manager

[Peta.Brideson@acu.edu.au](mailto:Peta.Brideson@acu.edu.au)

### **Faculty of Theology & Philosophy**

Jessica Vidigal, Faculty Marketing Manager

[Jessica.Vidigal@acu.edu.au](mailto:Jessica.Vidigal@acu.edu.au)

The central MER contact point to discuss marketing a new offering is the Integrated Marketing team:

### **Undergraduate programs** including pathways

Amelia Munro, National Integrated Marketing Manager (Undergraduate)

[Amelia.Munro@acu.edu.au](mailto:Amelia.Munro@acu.edu.au)

### **Postgraduate programs**

Carmen Di Lullo, Integrated Marketing Manager (Postgraduate)

[Carmen.DiLullo@acu.edu.au](mailto:Carmen.DiLullo@acu.edu.au)

## Things to consider and be familiar with early on

Some key information that will be needed in order to decide which channels/opportunities are relevant to the offering are;

- Identifying target audience – for courses, this information is available in CMAS (B1.4). For events/activities please ensure you have a clear target audience.
- Identifying key messages/ unique selling proposition (USP) – what is special/unique about this offering? This is vital to effectively marketing your offering.
- Are there internal staff and networks you need to discuss this with prior to commencing promotion?
- Is this opportunity approved for marketing?

## Job market data as a marketing tool

- Market Insights uses the Lightcast job postings platform to identify in demand skills in the job market
- These are included in our market analysis reports for new and existing courses to inform course development and align it with in demand skills to increase the value of the degree for our students
- We could demonstrate our market alignment on our course pages by showing how our degrees connect to the top skills in demand for the relevant career outcomes
- We can also include the top employers based on the job postings which can provide opportunities to identify partners to help develop our degrees and/or identify cohort opportunities
- Sankey Charts can be provided which measure how the demand for skills has changed over a defined period of time.

**Skills in greatest demand in job advertisements for IT-related positions:  
Jan. 1, 2022 – Dec 31 2022**

### Contact:

- Kirsty McClay, Market Insights

Skill	Skill Cluster	Skill Cluster Family	Skill Postings
Teamwork / Collaboration	N/A	N/A	22,439
SQL	SQL Databases and Programming	Information Technology	15,208
DevOps	Software Development Methodologies	Information Technology	12,144
Software Development	Software Development Principles	Information Technology	11,465
Software Engineering	Software Development Principles	Information Technology	11,377
Java	Java	Information Technology	11,086
Python	Scripting Languages	Information Technology	10,761
Project Management	Project Management	Business	10,052
JavaScript	JavaScript and jQuery	Information Technology	9,953
Technical Support	Technical Support	Information Technology	9,735

## Cross-promotion on the ACU website

There are several options on the ACU website for the promotion of new offerings. These include:

- [Yourfuture](#) – campaign landing page
  - We can feature new and upcoming courses as well as priority courses within the midyear and semester 1 intake cycles
  - Contact your Faculty Marketing Manager
- Study area landing page banners
  - We can support and update banners on each study area page
  - Contact your Faculty Marketing Manager
- Course pages
  - Faculty are responsible for updates to these and can include links to related courses and events
  - CMS access and training is required
  - Contact your Faculty Marketing Manager
- New courses page
  - highlights new courses at ACU (See next slide for more details).

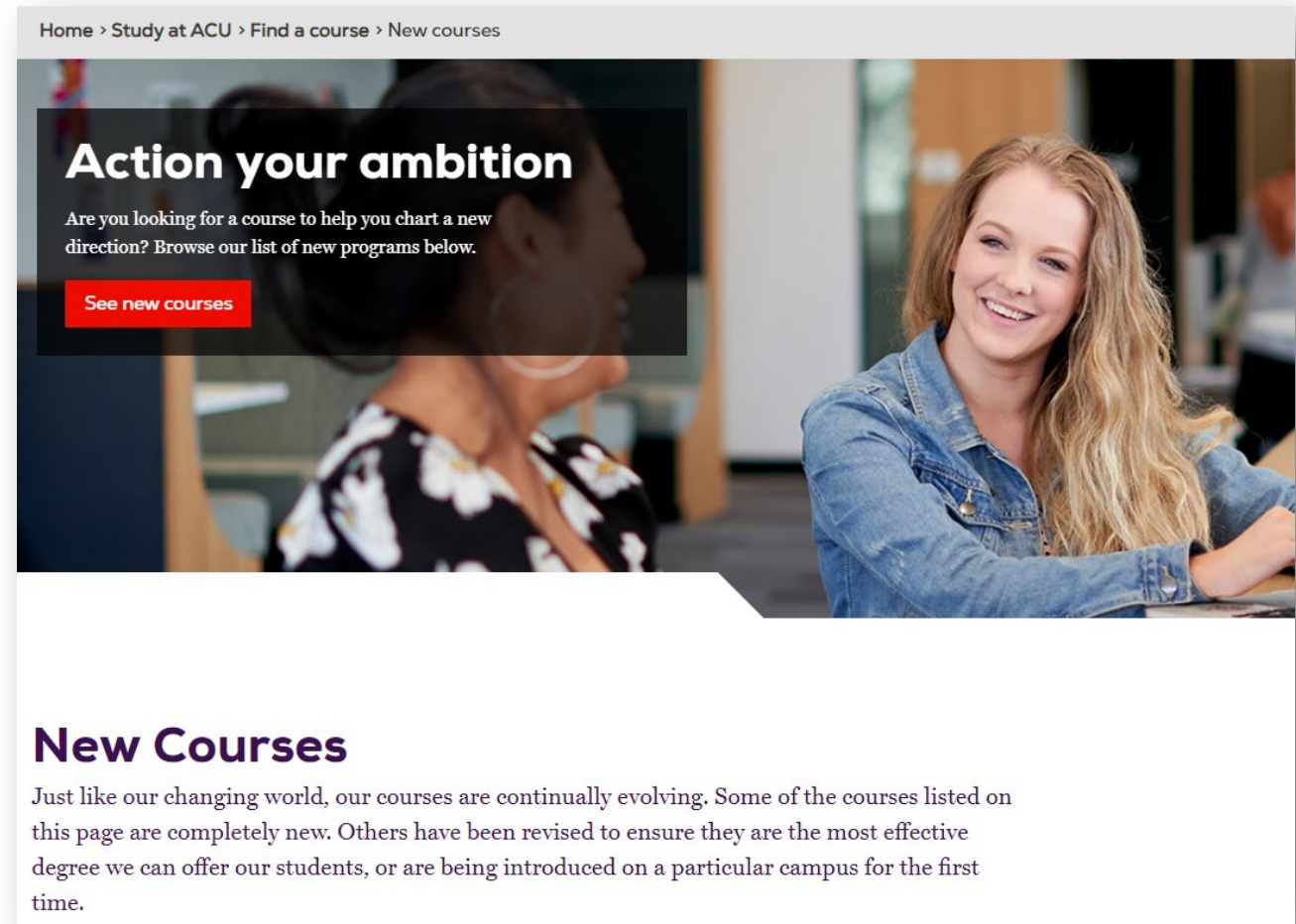
## New courses page

The Integrated Marketing Managers will liaise with you and your Faculty Marketing Manager on new course offerings to ensure they are listed on the [new courses](#) page of the ACU website and will work with our CRM team to have course-specific Register Your Interest (RYI) forms created.

These RYI forms will enable us to track interest and update interested prospective students with application opening dates.

### Contact:

- Amelia Munro, National Integrated Marketing Manager (Undergraduate)
- Carmen Di Lullo, Integrated Marketing Manager (Postgraduate)



## AskACU Knowledge Base articles

The AskACU Future Students team do a fantastic job discussing course options with prospective students, but to do so they need to have accurate and detailed course information.

Creation of [Knowledge Base](#) articles to support enquiries through the contact centre ensures we can provide as much information as possible to prospective students.

These articles must also be regularly updated.

### Contact:

- Jessie Skaftouros, National Manager,  
Sales and Conversion

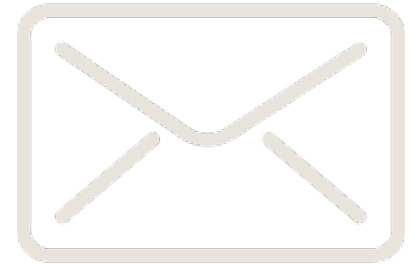


## Contact Centre

The AskACU Future Students team completes weekly offer to enrolment follow up. This has typically been 2 x follow up calls and an email but may be reduced to 1 x call and follow-up email, pending resource availability.

In addition to this the team provide case management to postgraduate prospects from enquiry to enrolment, including additional follow-up and coaching students through the application process.

Subject to resourcing availability adhoc campaigns can be made to cohorts, such as applicants for courses requiring additional EFTSL.



### Contact:

- Jessie Skaftouros, National Manager,  
Sales and Conversion

## Communicate with current ACU students – via Student Communications

The Student Communications team compile, edit and send a monthly Student News and Events bulletin. This bulletin is sent to all students, nationally, and includes a broad cross-section of news, announcements, events and stories from across the university.

The relevant communications teams will review submitted items from a holistic, student perspective and ensure that the content is balanced and sourced from a range of contributors.

Relevant items are also featured on the Student Portal.

You can view processes and dates via the [Student Communications page](#).

### Contact:

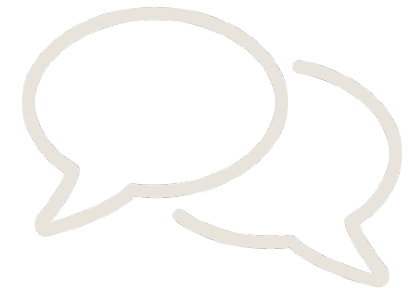
- Emma Rainbow, Student Communications Coordinator

## Communicate with ACU students – via your faculty

Communicating relevant opportunities for further study with current cohorts is a great way to encourage students to consider continuing their studies at ACU (whether it be immediately or in years to come).

### Some suggested activity

- Adding slides to lectures of final year UG units promoting PG conversion
- Email to final year students promoting relevant PG offerings
- Including postgraduate course information at faculty current student events such as job fairs
- Encouraging students to join the Alumni database after they graduate



Contact Carmen Di Lullo, Integrated Marketing Manager (Postgraduate) if you require more guidance.

# Communicate with ACU staff – via internal channels

The Internal Communications team helps staff drive initiatives by providing guidance on preparing communication plans and delivering best practice advice and training on engagement. The team can assist with communicating your news, projects and events across the university via various internal channels such as: the Staff Bulletin, Workplace and via project communications. If you'd like to have a planning chat with the team, you can submit a request via a [Staff communications request form](#).

The weekly Staff Bulletin is shared to all staff and key stakeholders. It includes a broad cross-section of news, announcements, events and stories that meet the [Staff Bulletin guidelines](#). You can submit approved content via the [Staff communications request form](#).

## Contact:

- **Kassandra Zwangobani, Internal Communications and Engagement Manager**



# Media opportunities

You can request to have your research, event or activity profiled via media. These requests are assessed against their newsworthiness, i.e. the likelihood of attracting interest from journalists.

Media engagement includes media releases, direct pitches to journalists, inviting journalists to attend events, and preparation for interviews.

We cannot guarantee media coverage: the only way to guarantee media publication is to place a paid advertisement. Key factors to improve the chance of media engagement are timeliness (how fresh is the news; where it fits the news cycle), interest to an external audience, freshness, point of difference, and target media outlets and audience.

Want to know more?

**Contact:** ACU's media team at [acu.edu.au/contact-us/media-enquiries](https://acu.edu.au/contact-us/media-enquiries)



# Impact articles

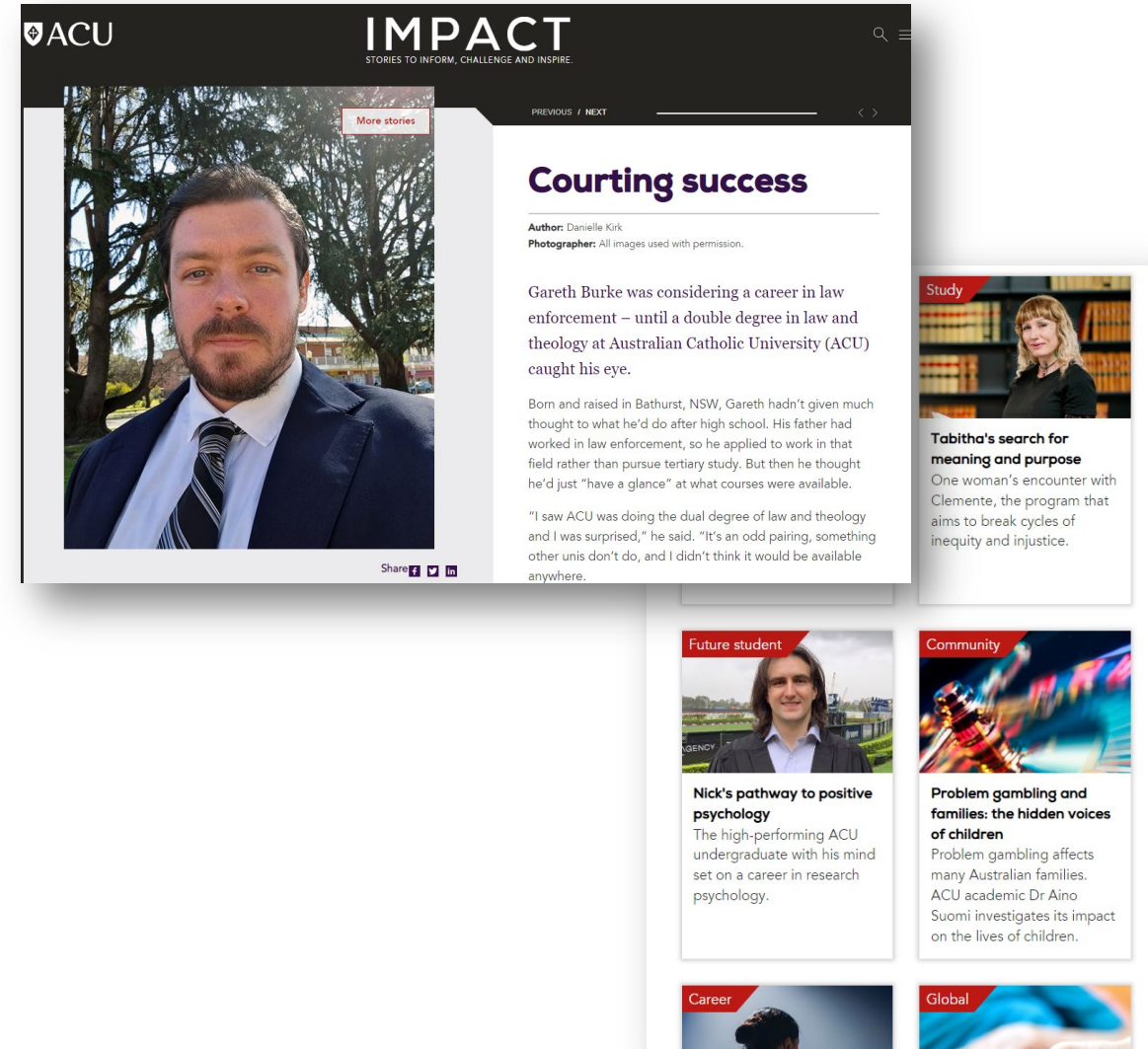
[impact.acu.edu.au](http://impact.acu.edu.au)

*Impact* stories (combined with a plan for distribution) are a great way to promote positive student and graduate experiences. Profiles/story ideas can be suggested to the content team for consideration.

Topics need to have a 'general interest' appeal to be suitable – plus meet one of our content themes and brand pillars. Suggestions are always welcome.

Some common topics include: a graduate with an interesting/community-orientated/impressive job related to their degree; a student who has completed a great internship; an interview on interesting research, etc

**Contact:** [content@acu.edu.au](mailto:content@acu.edu.au)



# Organic Social Media

You can request to have your event promoted on ACU's social media channels. These requests are assessed against their appropriateness for these audiences, as well as other events and activities on the calendar. Organic promotion can be done without cost but will have limited reach. Paid promotion will have a broader reach but you will need a budget to allocate to this activity.

Non-paid requests can be submitted via the [content on social media channels](#) in Service Central.

More info: [KB0014673 Can you promote my event on Social Media?](#)

## Contact:

- Benjamin Marshal, Social Media Specialist



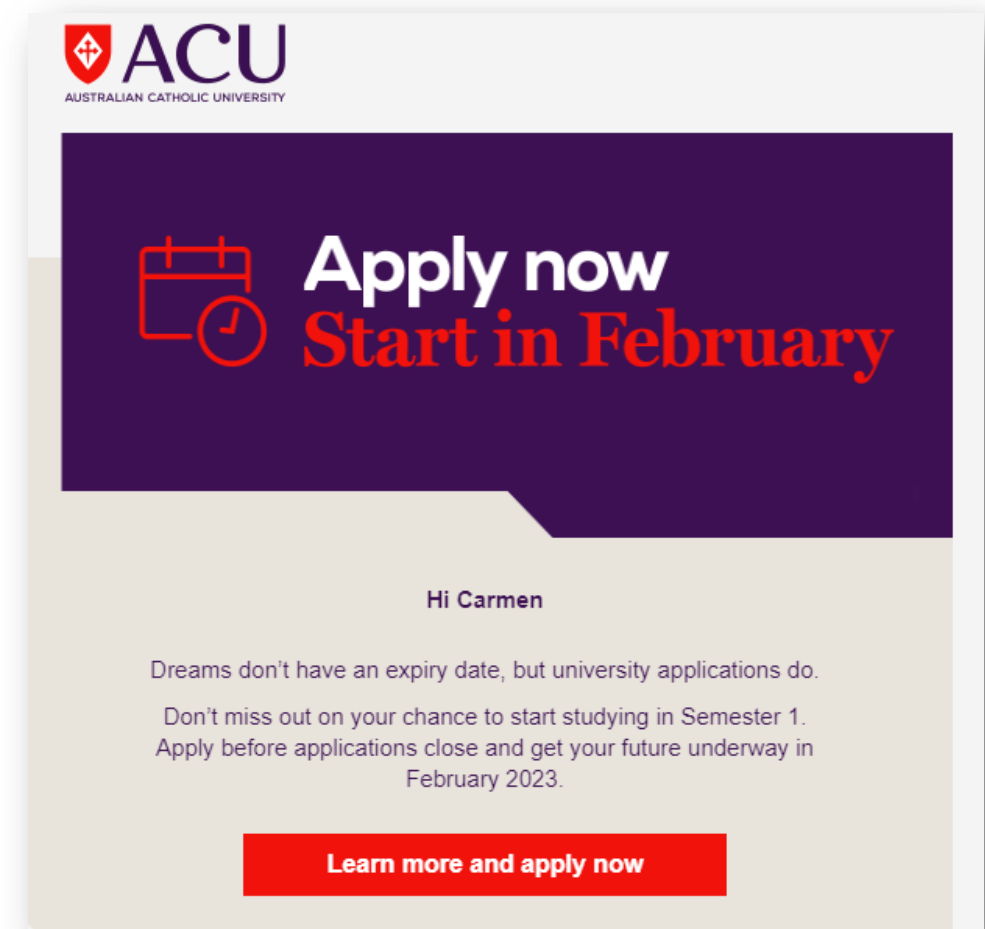
## Email marketing

Marketing and External Relations can support the promotion of courses during our intake cycles.

Our email marketing best practice is to not over-communicate with our database and to lower unsubscribe rates. We encourage promoting courses & events through midyear, Open Day and semester 1 campaigns.

### Contact:

- Monica Hong, National Manager Advertising & Digital Marketing
- Brief via [Service Central](#)



## Promotion through ACU Alumni network

The Alumni Relations Team acts as the gateway to the graduate community. They promote mutually beneficial professional and personal enrichment opportunities to alumni, celebrate their achievements, and encourage a culture of volunteerism.

Faculty-based news and engagement opportunities are sent out twice yearly, in April and September (submissions close 6 weeks prior).

### Contact:

- Kelsie Bancroft, Alumni Manager, Communications and Data
- [Alumni@acu.edu.au](mailto:Alumni@acu.edu.au)



## Promotion through Faculty networks and industry partners

Utilising existing networks and partnerships is a great way to promote new/updated offerings.

Our Content team can assist you with ensuring the copy is of a high standard and aligns with ACU messaging. And our Creative Services team can support you with images and creative where needed.

We recommend you reach out to your networks well in advance of when you would like the promotion/inclusion and find out any specifications for content and imagery.

You can also promote by posting on your LinkedIn and asking high-profile/prominent faculty staff to do so too.

### Contact:

- [Content@acu.edu.au](mailto:Content@acu.edu.au)
- [ACU Images](#)
- [Design request](#)



## Promotion through ACU school newsletters & EDMs

The Future Students team send out regular communications to our school contacts. Faculty are invited to contribute content to both the 'ACU Events' and 'ACU Update' communications, each distributed to careers advisors throughout VIC, NSW, ACT and QLD.

These newsletters are perfect for UG offerings for Year 12s, and promoting PG offerings that are relevant to teachers and school staff.

Standalone communications to schools may also be possible but will need to be discussed directly with Simone Joachim, National Manager, Future Students.

### Contact:

- Simone Joachim, National Manager, Future Students

#### Explore our commerce degrees

##### New double degree in criminology and law

Students can super-charge their criminology and criminal justice degree with law and be ready to launch a meaningful legal career in the criminal justice sector.

This double degree is the ideal combination for students who want to be a criminal lawyer or pursue regulatory or policy work in criminal justice areas covering interpersonal violence, policing, forensic psychology, corrections and cybercrime.

[Find out more](#)



## Incorporating into Future Students' Events

The Future Students team offers support, guidance and information to help potential applicants, careers advisors, and parents make informed choices about university study.

The Future Students team run a range of events and school activities throughout the year and may be able to incorporate and promote your new offering as part of these events.

Event examples:

- Advisory Conference (annual career advisor events and webinars)
- Discover ACU
- Talk with Series (webinars)
- Postgraduate webinars
- Guided campus tours
- Open Day

### Contact:

- Simone Joachim, National Manager, Future Students
- Open Day – Luisana Valderrama, Future Students Project Coordinator [fspc@acu.edu.au](mailto:fspc@acu.edu.au)