

2021-05-16 Marketing Committee Meeting notes

Date

16 May 2021 7:00PM-8:09

Attendees

- [Scott Newman](#)
- [Jessee Maloney](#)
- [user-eefcb](#)
- Julien Tricheaux

Goals

Discussion items

Time	Item	Who	Notes
	What do we want from the Committee?		<ul style="list-style-type: none">• Attract new members (Goal)• Attract students for classes (Channel for achieving goal)<ul style="list-style-type: none">◦ Have instructors give tours as part of their class◦ Illustrator class (Kenzie and Julien)• Corporate<ul style="list-style-type: none">◦ Membership◦ Sponsorship◦ Collaboration• Post digital flyers on Social Media (Channel)• Local Newspapers (Channel)<ul style="list-style-type: none">◦ Loudoun Now◦ Loudoun Times-Mirror◦ Publicize Monthly Member Meetings and Classes• Target territory is Loudoun County/40 minute radius?• Capture Channel effectiveness<ul style="list-style-type: none">◦ Custom Links for each channel• Facebook Ads (Channel)<ul style="list-style-type: none">◦ Need access to manage Facebook Group• Host community events<ul style="list-style-type: none">◦ Hackathons◦ Tech Job Fairs◦ Craft Shows

Action items

- ✓ Jessee Maloney will reach out to Loudoun Now, work on Landing page and custom links for tracking
- ✓ Scott Newman will reach out to Loudoun Times-Mirror, post minutes
- ✓ user-eefcb will work with scheduling committee to get more classes posted, submit landing page request, research Facebook Group access
- ✓ Julien Tricheaux will research Hackathon opportunities