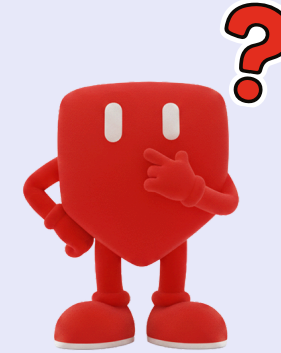


# Best Practices for Marketing & Communications Strategy + *Proposed Timeline*



## Best Practices

- Create an email account for your program to funnel questions to; this account can be passed down to Graduate Assistants, student workers, etc.
- Introduce to new students during orientation
- Build a web page that provides more information on what the program is and what its value proposition to students is
- If your program is required, host drop-in office hours for students

## Marketing Timeline

### 01 Start with a kickoff email

1. This should always include instructions on how to download the mobile app and log in on the website (app.suitable.co) so students can take action right away
2. Include program information and a "Getting Started" badge if you have one

### 02 Host a Kickoff event / Info session\*

1. This could be for faculty/staff as well
2. Put a face to the program
3. \*Programs should consider a separate cadence for Transfer Orientations to introduce to this population at another specific time

### 03 Determine a sustainable communication strategy

1. There may be some trial and error here to see what your students respond to best
2. Weekly, bi-weekly or monthly emails
  - a. Include upcoming events, competitions, recognize students on the leaderboard and/or have completed achievements, highlight an achievement to complete

### 04 Continued Engagement

1. Utilize push notifications to students who have started utilizing the mobile app
2. Utilize social media posts, based on what you have access to

# WEEKLY PUSH NOTIFICATION TEMPLATE OF UPCOMING EVENTS

Follow these instructions to create a push notification, create it as a News & Nudges type notification, and use the below template to send a weekly agenda of upcoming events directly to student's devices:

## What's Happening This Week

**\*\*Monday, 1/9/26\*\***

-Test

-Test

**\*\*Tuesday, 1/10/26\*\***


-Test

-Test

**\*\*Wednesday, 1/11/26\*\***

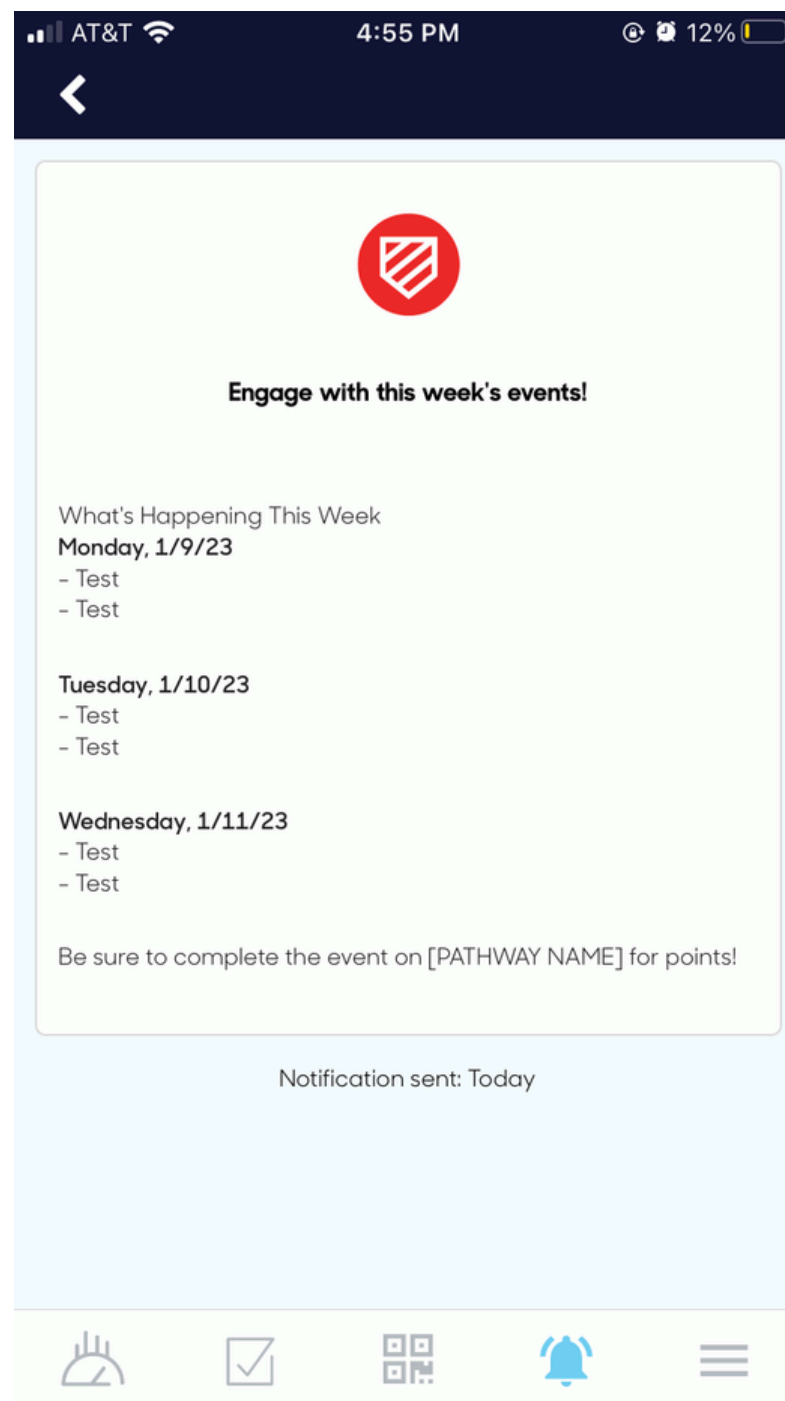
-Test

-Test

 Be sure to complete the event on [PATHWAY NAME] for points!



This notification will appear as:



## Pro Tips

- Fill in the [Pathway Name] section for your pathway
- Duplicate the notification every week instead of creating a brand new notification by returning to the past notification, clicking on the three dots, and choosing 'Duplicate Notification'. Make appropriate edits for the week, and you're good to go!

