

From *Influence To Impact*: Using Content Creation As A Marketing Tool

Friday, October 6th, 2023 | Dallas, TX

Alycia Chrosniak, Assistant Director, Brand & Venture Development
Kate Savinelli, Marketing & Database Assistant



How many of you are directly involved in the *marketing, promotion or outreach* of your center's programmatic offerings?



Traditional university marketing techniques are *bland and repetitive.*

They become uninspiring for the inspired.



flyers

listservs

involvement fairs

digital signs

university event calendar

tabling

email marketing

word of mouth

outreach emails

Let's Get *Acquainted*

Social media strategy
is in our DNA.



Alycia Chrosniak

Assistant Director, Brand &
Venture Development, CCEI



Kate Savinelli

Marketing & Database
Assistant, CCEI



The impact of “*influencer*” marketing

Attract Participants

*increase
applications &
program participants*

Build Communities

*increase center
awareness &
engagement*

Boost Credibility

*increasing our
staff's credibility
as "thought leaders"*

Pre-Launch Efforts

Strategy Sessions

- ✦ Construct individual team members' public personas each month

Team One-on-Ones

- ✦ Dive into professional strengths, medium preferences, & personal attributes

Market Research

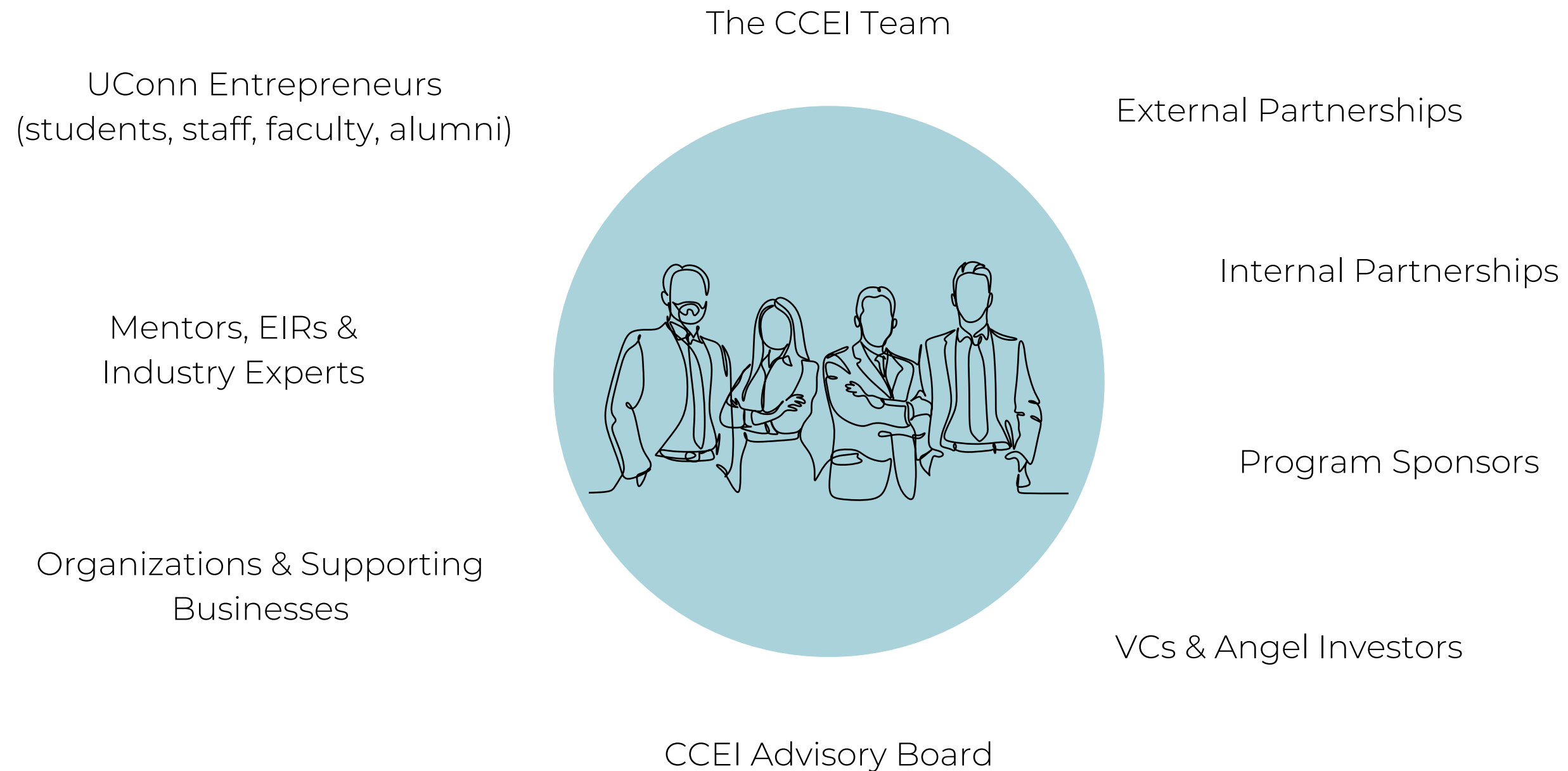
- ✦ Inspiration
- ✦ Trend reports
- ✦ Evergreen content

Problem/Solution Fit

- ✦ What are we already doing?
- ✦ What does our current audience want?

The power of our community

Our strength is in the entrepreneurial ecosystem we have cultivated.





Michelle Cote

Lead Instructor, CCEI
Director, Launc[H]

Let's *Try* This Out

Characteristics:

- ✦ Knowledgeable
- ✦ Community builder
- ✦ Leader
- ✦ Inquisitive
- ✦ Strategic
- ✦ Networker
- ✦ Resilient

Content:

- ✦ Founder interviews
- ✦ Themed guides
- ✦ Event recaps & takeaways
- ✦ Open source workbooks
- ✦ Launc[H] Podcast

More Examples: *Staff Content*



Alycia Chrosniak
Assistant Director

- Startup dictionary
- Startup tools/tips
- Resource roundups
- Website creation tips



Kate Savinelli
Marketing &
Database Assistant

- Social media platform tips
- Startup branding



Jen Mathieu
Executive Director

- Entrepreneurial reflections
- Reading roundups



Rory McGloin
Associate Director

- Communication-based Q&A
- Pitching how-to's



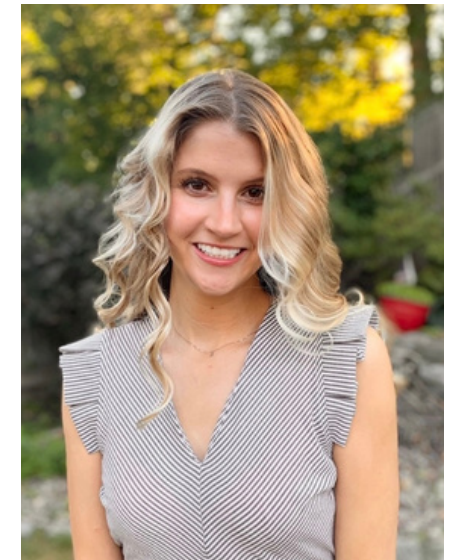
Rachel Borden
Business Operations
Manager

- Entrepreneurship themed memes
- Financial assistance



Michaela Hartl
Outreach & Engagement
Coordinator

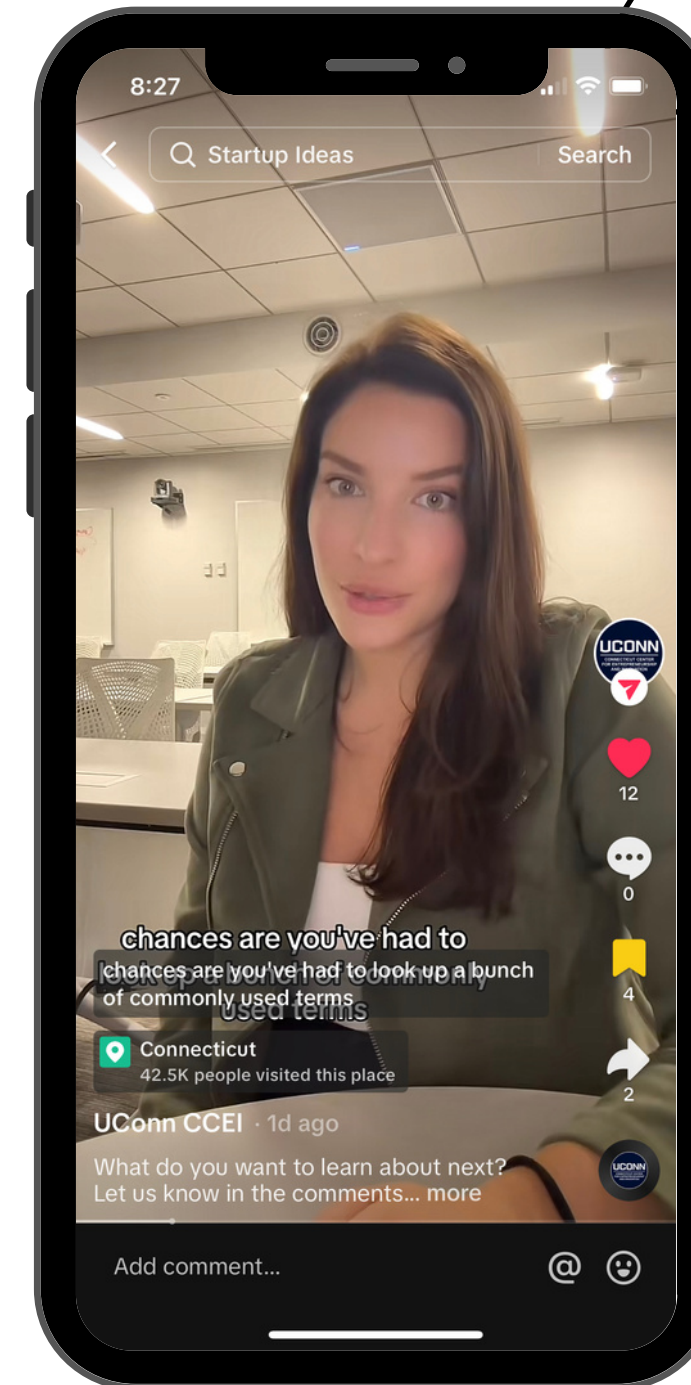
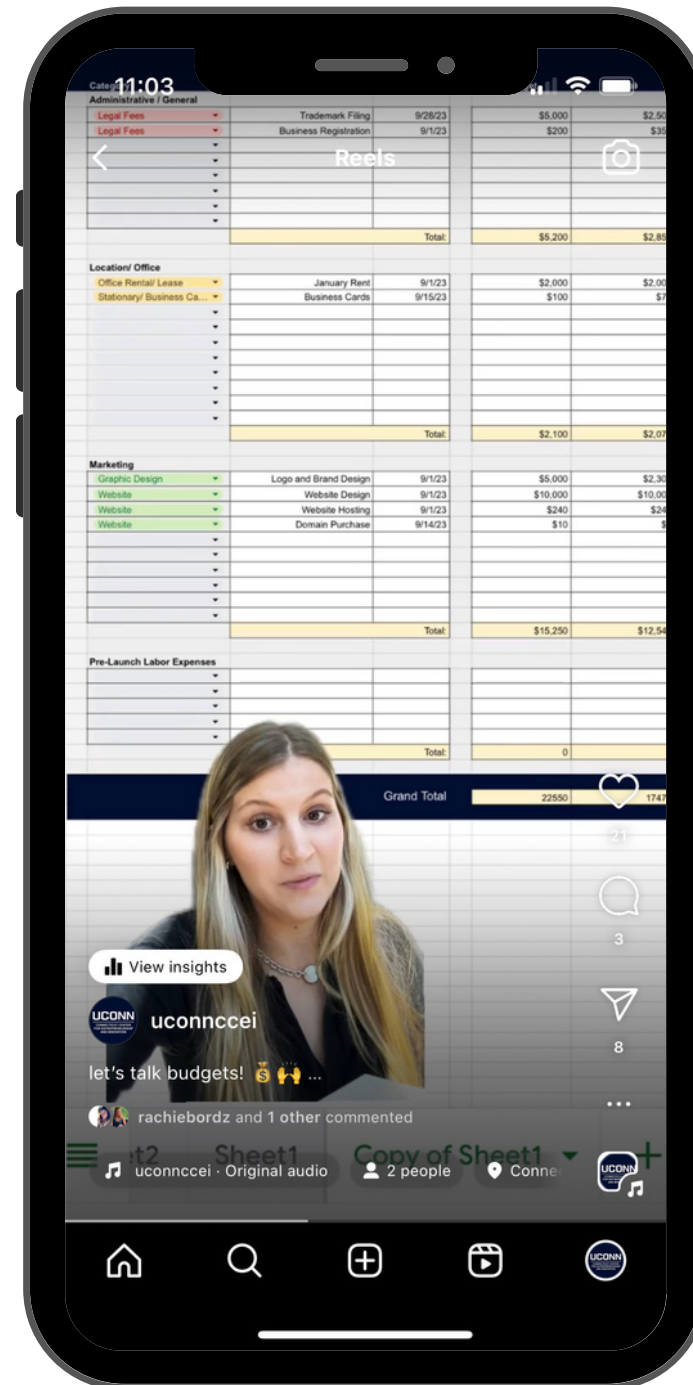
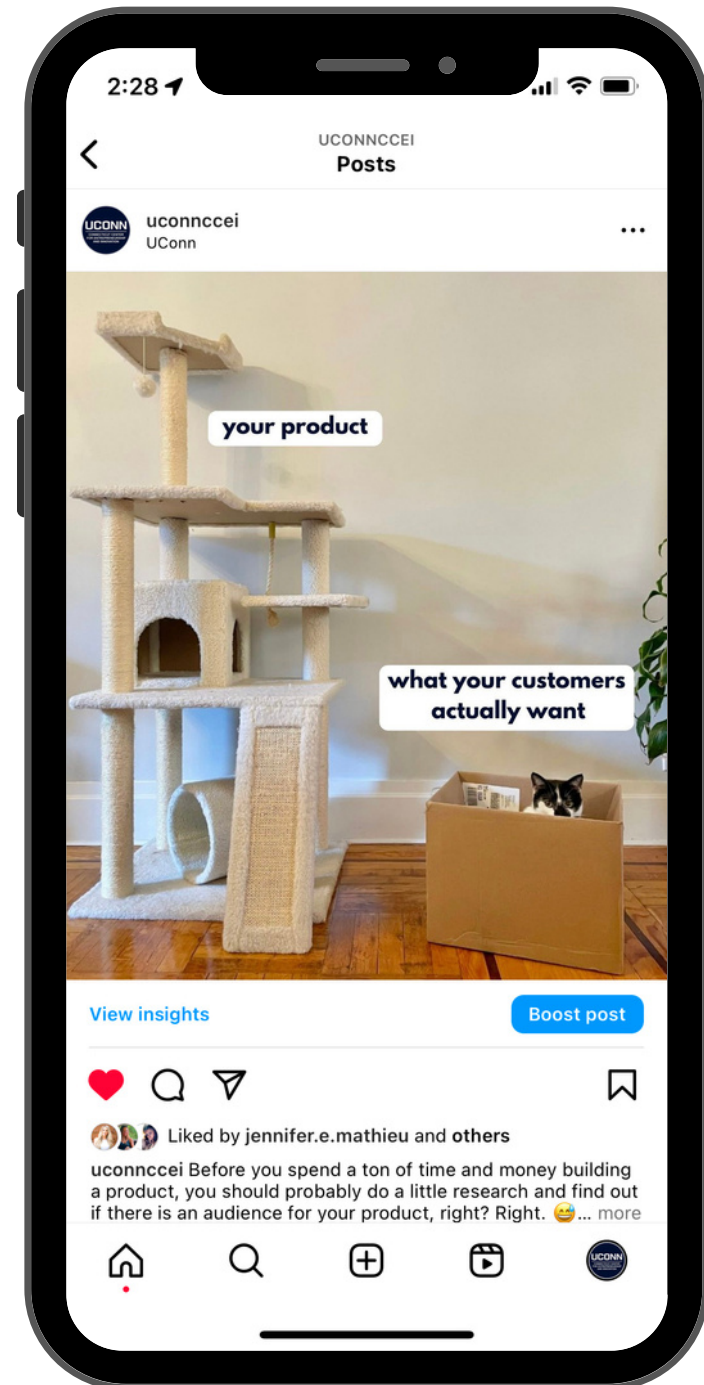
- Program FAQs
- Program charts
- UConn ecosystem guides



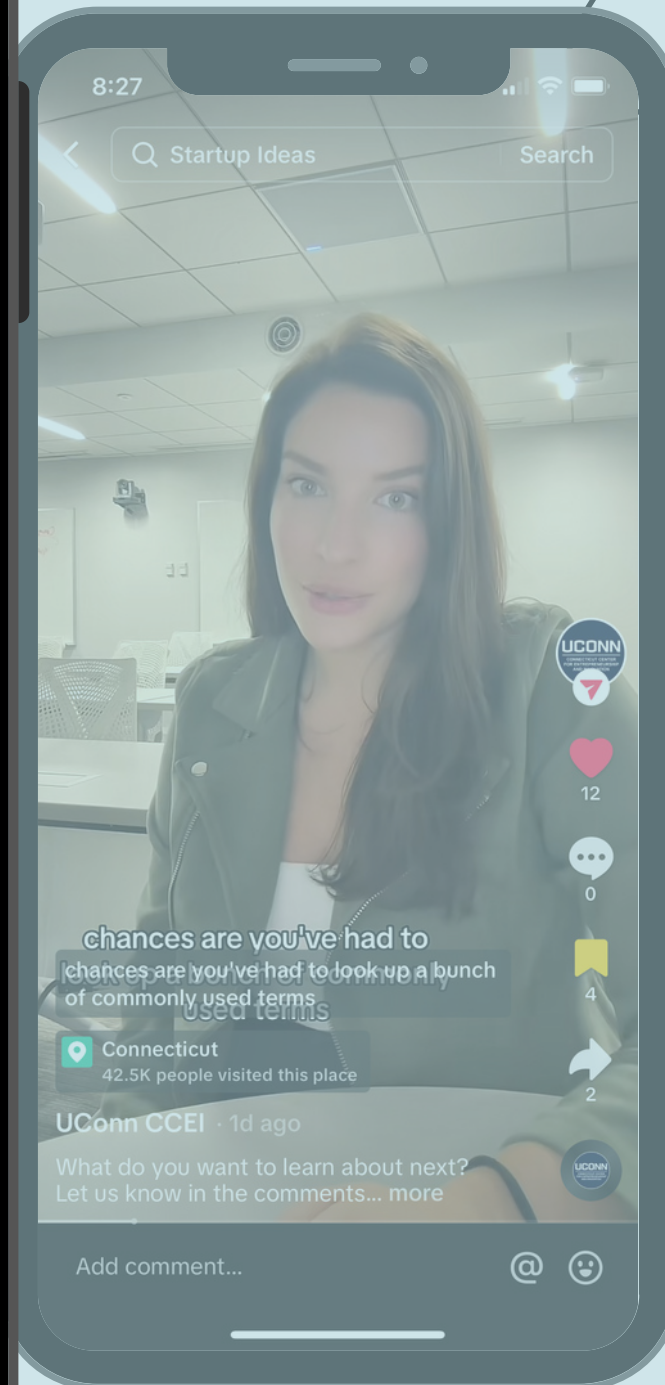
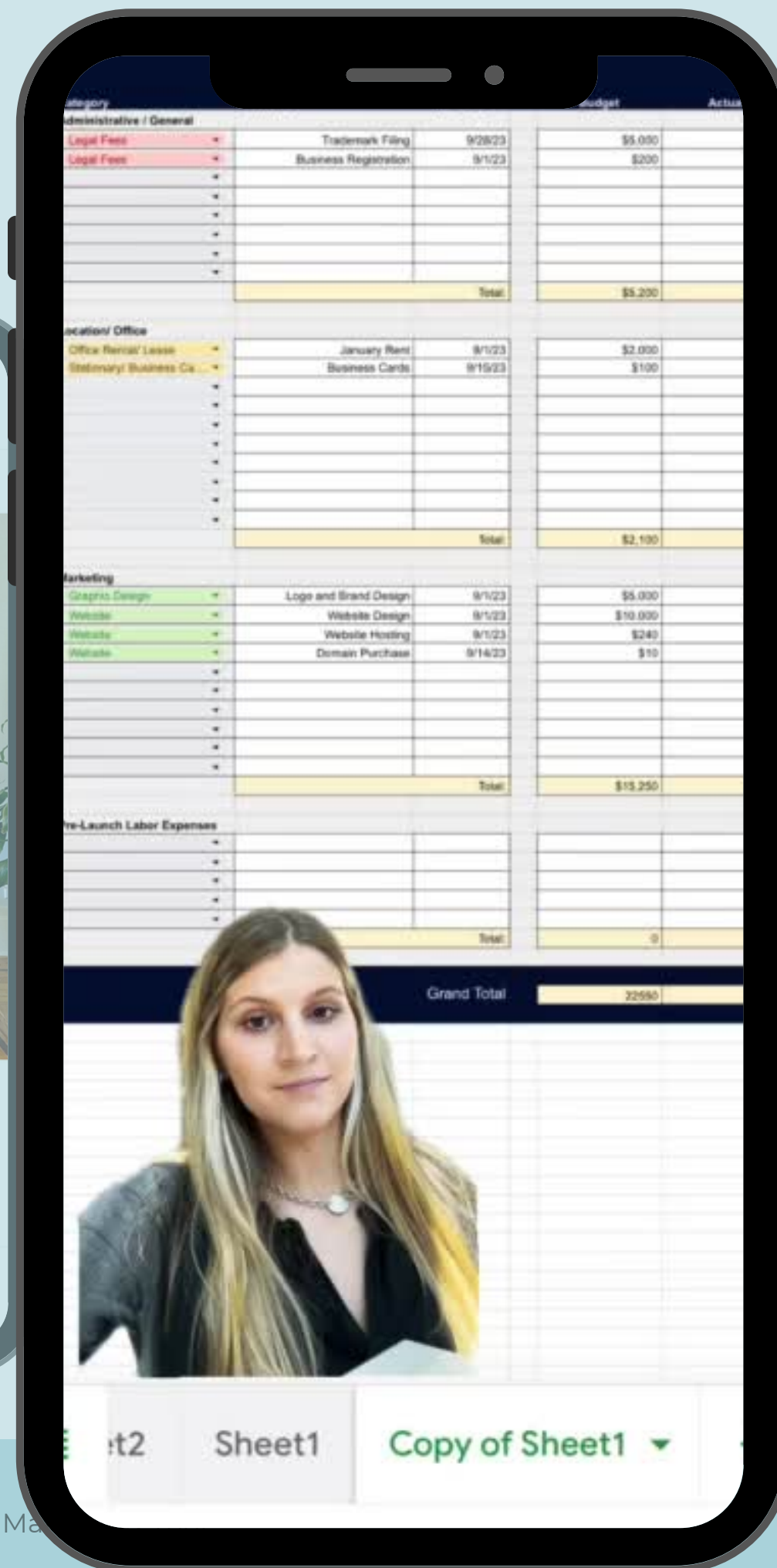
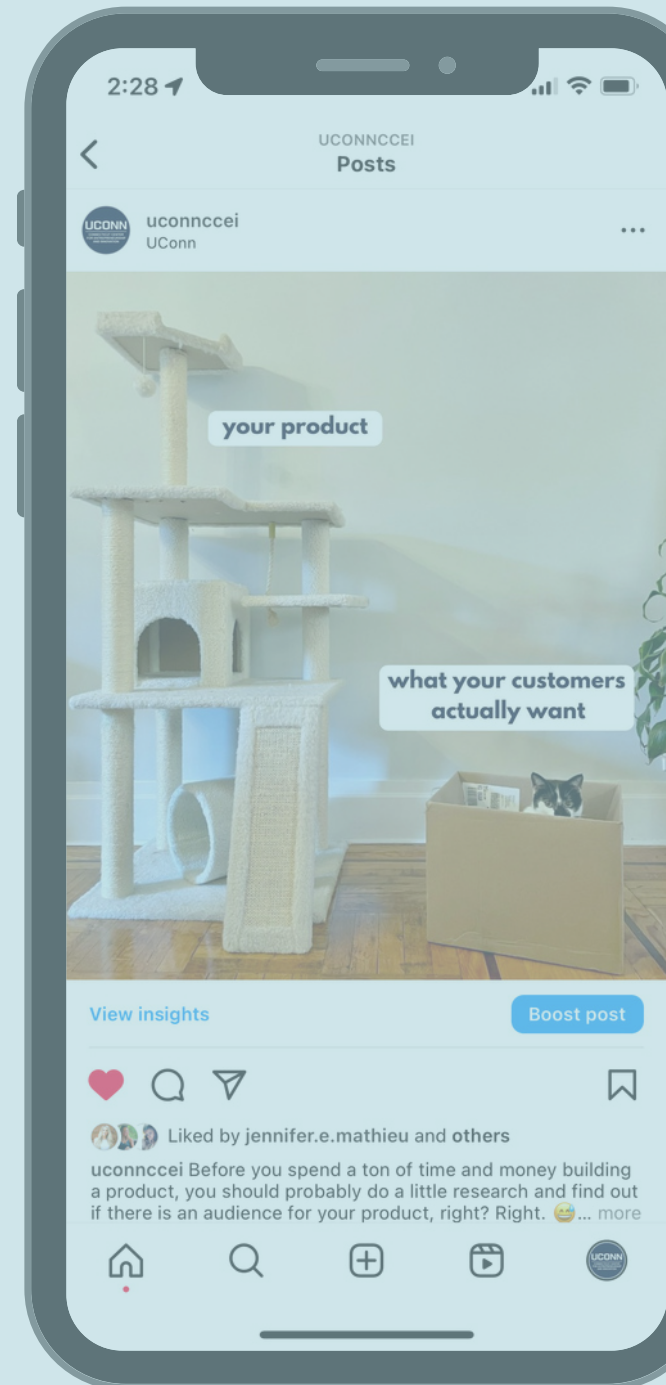
Rachel Ayers
Program & Finance
Assistant

- Finance-themed downloadables
- Funding roundups

Currently



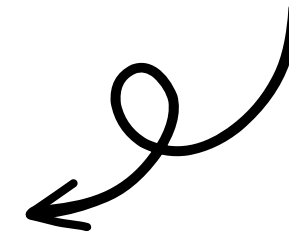
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Now It's *Your* Turn



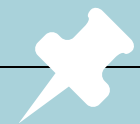
scan with your phone!



**join at slido.com
#3707 703**

Our Roadmap

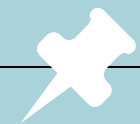
(we are here!)



Plan

April 2023

- Team strategy sessions
- One-on-ones
- Market research



Create

August 2023

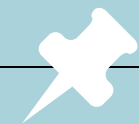
- Content calendar
- Weekly shoot schedule
- 1-3 pieces published weekly



Measure

November 2023

- Monthly analytics review of center and personal accounts



Optimize

December 2023

- Tweak and pivot

How *It's* Going

Gains:

- ✦ Social media engagement is up
- ✦ Connecting with colleagues and founders in a different and exciting capacity
- ✦ Innovative opportunities

Pains:

- ✦ Time intensive
 - Marketing team
 - Colleagues/founders participating
- ✦ Scheduling conflicts

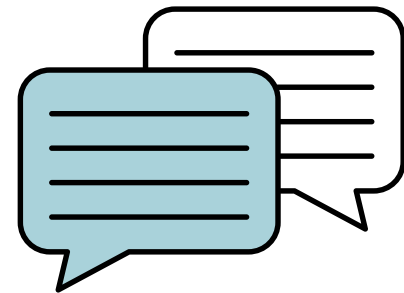


Get *In Touch*

We love to chat about all things marketing!



ccei.uconn.edu



[@uconnccei](https://twitter.com/uconnccei)



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What Else Is *CCEI* Doing?



DEVELOPING THE NEXT GENERATION: IMPLEMENTING A STUDENT AMBASSADOR PROGRAM WITHIN YOUR ENTREPRENEURSHIP CENTER

Saturday, October 7th from 1:15-1:45pm

Michaela Hartl, Engagement & Outreach Coordinator, CCEI

Rachel Ayers, Program & Financial Assistant, CCEI



UTILIZING THE ENTREPRENEURIAL MINDSET PROFILE TO HELP DEVELOP START-UP TEAMS AND PROMOTE INDIVIDUAL GROWTH RELATED TO ACCELERATOR PARTICIPATION (PANEL)

Saturday, October 7th from 2:30-3:30pm

Jennifer Mathieu, Executive Director, CCEI

Rory McGloin, Associate Director, CCEI

Appendix

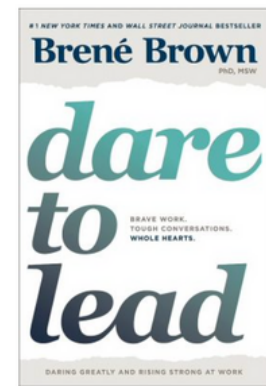
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Public Post

A Snapshot of Jen's Summer Reading List

Posted on September 25, 2023 by Jennifer Mathieu

I read some great books this summer, including our CCEI Book Club book (*Unreasonable Hospitality* by Will Guidara). Today, I wanted to share a few of these books with you, as well as some insights and 'ah ha' moments I had throughout my reading journeys.



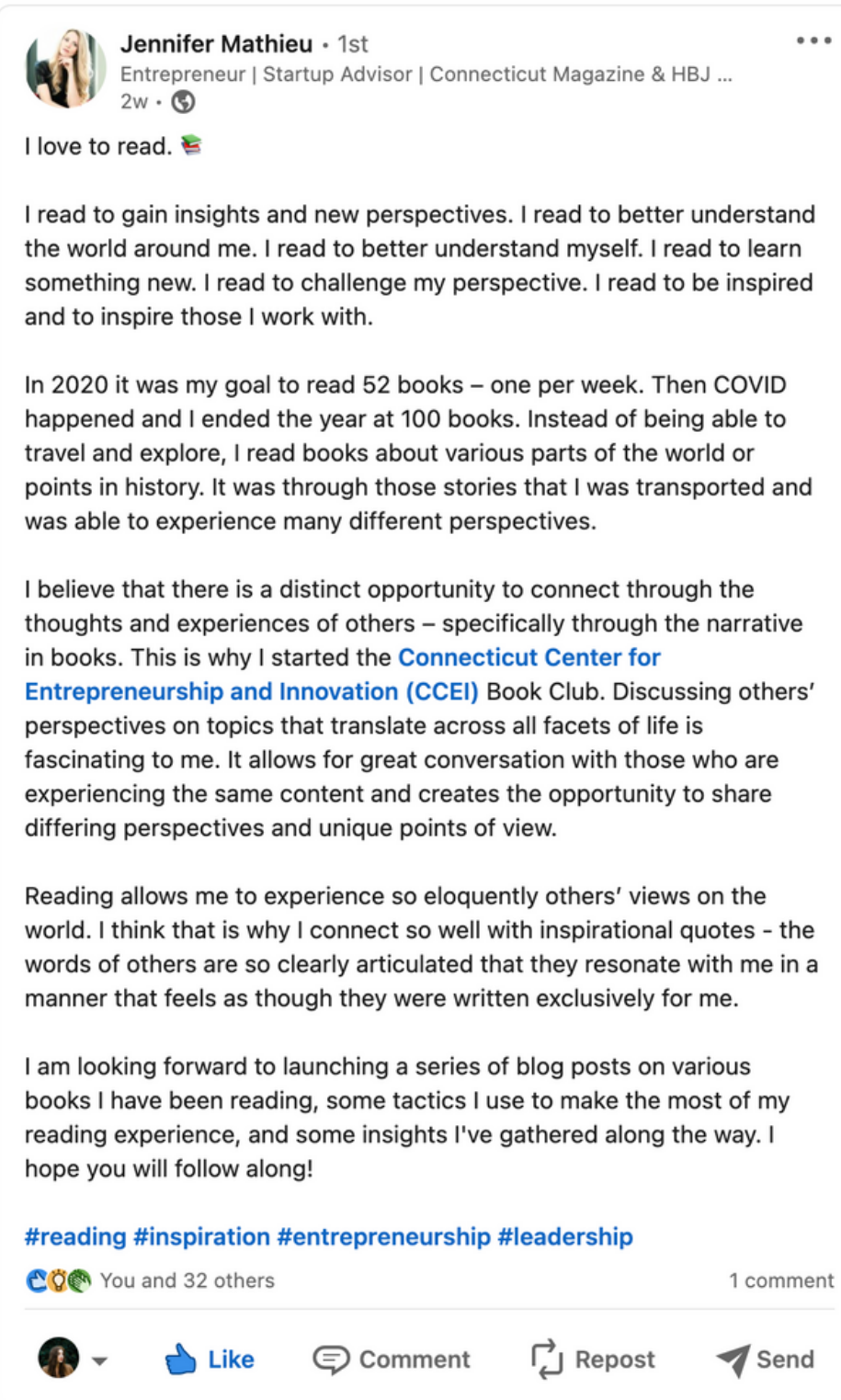
1. *Dare to Lead* by Brené Brown

Yes, yes, I know what you are all saying: "Jen – why has it taken you this long to read *Dare to Lead*?! I would have assumed you read it the moment it was released five years ago!"

And my response is this: was 2018 *really* five years ago? Okay but seriously, this was one of those books that I was saving. I have read several of Brené's books, watched her Netflix special, and tried to listen in on any podcast she is featured on. Why? Because she reminds me so simply that we are all human. We are all here on this earth navigating the rollercoaster of life. The sooner we remember that there is more that connects us than divides us, the easier it is to lead from a point of humility.

One of my favorite insights was that: "If we want people to fully show up, to bring their whole selves including their unarmored, whole hearts — so that we can innovate, solve problems, and serve people — we have to be vigilant about creating a culture in which people feel safe, seen, heard, and respected."

I want my team, and the entrepreneurs we work with, to feel that they are in a space where they can create, make mistakes, learn, grow, connect, and be a part of something even greater than anything they can individually achieve.



FAQs

What if some members of my team don't want to be an "influencer?" Are you requiring it?

What's the point of creating all of this content?


I've been posting on my accounts, but I'm not gaining any traction. What should I be doing differently?

How can I track my insights on my Instagram account?

Which platforms did you choose to roll out on?

This sounds time intensive ... who's doing what? How did you decide on this?

Have you had any pushback from UConn about this? Would they? Did you have to seek approval?



The influence of social media
is no longer *a novel concept*.

It's the norm.

What's *Next*?

Being creative about future marketing moves on social media will build **viable** traction.

