



King's Business Club

Marketing Strategy 2019

Updated as of 23/12/19

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PRELUDE

The King's Business Club (KBC) Marketing Team endeavours to support KBC's core values of informing, educating, and connecting. We will inform members of the diversity of career paths available, and open their eyes to entirely new opportunities, regardless of their degree or industry. We will help to educate our members by connecting them to the resources available to the society, and offer them indiscriminately. We will connect our members by organising socials and developing a deeper network of alumni.

In addition, the Marketing Team will engage in internal marketing within the society. We will ensure that all committee members will have an enjoyable and productive experience during their tenure at KBC. We will support the attainment of sponsors and the achievement of contractual obligations of sponsorships.

The following documentation will establish our aims and objectives for the 2019 academic year in their respective strategies and initiatives for attainment. These strategies may apply to multiple aims and may have adherents from beyond the Marketing Team.

AIM

Listed below are the aims and objectives outlined for the current academic year. These include objectives for internal and external marketing.

1. General

- a. Increasing outreach towards other faculties apart from the King's Business School.
- b. Expanding the Marketing Team to accommodate the growth of the society and its audience.
- c. Development of a centralised online platform for KBC.
- d. Streamlining the handover of all aspects of Marketing for the coming year.

2. Branding and Design

- a. Rebranding KCL Business Club (KCLBC) to King's Business Club (KBC).
- b. Overhauling the branding, specifically the aesthetic, of social media posts
- c. Ensuring that the integrity of the KBC brand is maintained and that access to our visual resources and files is possible for all committee members of KBC

3. Community

- a. Improving internal communication between committee members.
- b. Building committed membership through increased external communication.

4. Social Media

- a. Growing our social media presence.
- b. Engage with audience
- c. Produce more engaging content