

Email Newsletter: RU Game Day Recap & Preview

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For this assignment, I thought it best to take a step back from grasping stories from the team and pursue the inner workings of a brand marketer. I'm aware this assignment asks for interviews, however, when I went to ask the players and coaches what we could offer to increase high school recruitment and student engagement for their games at RU, they couldn't give me an answer. To speak freely, I knew it was a long shot asking the players- many of them hadn't even known their coaches were the ones running their Instagram page or that they even had an Instagram page. When asking the coaches, they stated that most of them don't have much experience in brand marketing (neither do I). They hadn't even thought of running a blog or keeping up with email newsletters because they all already have their hands full running the Instagram, managing the team, etc.

For that reason, I've decided that an email newsletter would be best in social media managers' (me) interest, as well as the football team. My idea for the newsletter would be appealing, easy, and fun. If we're trying to market to students who already struggle to open all their emails, they won't bother going to a blog site. So, our goal would be to give students a reason to take an interest in the newsletter. The team has a game every Saturday, but because fan buses aren't always available, the team has away games, etc. Students can't always make it to the games, especially for the new college students who aren't from Illinois and aren't familiar with the CTA or Metra yet. Or for the high school students who are further from Arlington Heights and don't know how to drive yet. For that matter, we'll have the newsletter solely focus on game recaps and future game day previews. Upon further research, a certain individual seems to write game day recaps on the RU Lakers football homepage. It can be found by clicking the previous

game's highlights under "recap." However, as mentioned, students wouldn't go through that long hassle to do so. Thus, it will be included in the newsletter for those who aren't able to attend or missed the live streaming (they don't always offer live streams, so doing the newsletter would be a plus on our part).

On that same page, with the recap of the last game, we will also include the team's statistics from the game. This will be useful to grasp better how the game turned out, as well as interest the avid football fanatics. I believe it would be best to submit these email newsletters weekly, more specifically on Thursday at 3 P.M. Most of the students here at Roosevelt don't have classes on Friday, so tailoring for them to see the newsletter on Thursday when they're thinking about the weekend and coming up with weekend plans. Since we're also trying to attract high school students, it would be best to submit the newsletter at 3 P.M.; as most of them will be getting out from school around that time.

Since transportation will hinder attendance, I suggest throwing in promotions in the newsletter. For the mock email newsletter I created, I threw in a promo code for 25% off on all tickets. Some students don't like the idea of having to pay for a Metra or Uber to attend the game, then throw in paying for football tickets. That would be a dealbreaker for many, so throwing in promotions and prizes now and then would make a profit for the team and boost student attendance/engagement. Since tickets can't always be discounted, we can discount some of the best-selling items at the concessions as well; we'd be able to make that many back in no time from the sales. Another idea would be to give out football merch as prizes for the fans; this could be done by giving out a prize to the 50th ticket buyer, a football riddle they would have to answer by replying to the email, etc. And for those times we do have a fun bus, we can offer

football fan shirts to those who sign up to use the fan bus. I believe this project could open the doors to boosting recruitment and school spirit at Roosevelt within the student body.

[Below, I've attached a mock email newsletter I created based on the idea and vision for this project.]

Inside the Huddle

RU Football



GAME RECAP

On Saturday, November 9th—our boys in green faced off against Wayne State on their home turf in Detroit, Michigan. The RU team led with a promising start with a 7-0 lead. Until— Wayne added on two more touchdowns consecutively in the second half. Driving them to a 14-7 lead, and maintaining that steam, ending in a devastating 38-14 defeat for our Lakers.

TEAM STATISTICS

Roosevelt University

Total Yards: 189
Pass Yards: 156
Rush Yards: 33
Pen. Yards: 6-44

Wayne State

Total Yards: 350
Pass Yards: 128
Rush Yards: 222
Pen. Yards: 4-36





GAME DAY 11/16

This Saturday at 1 P.M., our RU Lakers will be facing the Grand Valley State Lakers! With this game being the final of the season, it will be one for the ages. Grand Valley has racked up nine wins and one loss for the season, while our Roosevelt team has secured one win and eight losses for our season. Will Grand Valley State claim another win under their belt? Or will our RU Lakers be triumphant underdogs? Why not find out for yourselves? For our last game, we will be discounting 25% on all tickets! Use discount code: **GAMEDAY25** at checkout. Bring that school spirit; we hope to see you there, Lakers!

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