

MARKETING NEWSLETTER

August, 2020



The European Law Students' Association

INTRODUCTION

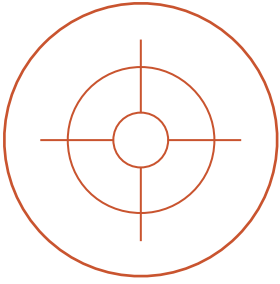
Dear Marketeers,

After some discussions and much thought with my Boardies, I decided to introduce the Marketing Newsletter for the upcoming term. Having organised video calls individually with National Marketeers, the fundamentals have already been set. It is now up to us to sustain this friendly environment throughout the upcoming months.

The goal of this Newsletter is to inform the Network regarding the latest updates from our Area. Moreover, it will provide some good practices and tips to make the Marketeer's life easier.

This is only the introductory Newsletter. Stay tuned for more!





FOCI OF THE MONTH



The first month of our term is the perfect time to start off with new habits and rules, that will guide us throughout the year in every area of our activity. Therefore, during this month it was especially important to:

1. Create a **list of priorities** for the term
2. Put into practise all the knowledge and ideas from the previous Board that was gained during the **Transition Month**
3. Create our **One Year Operation Plan**
4. **Modernise** the content in our social media
5. Achieve greater **engagement** online

Milestones

WHAT AUGUST GAVE US



Branding of a new project, called “**Career Launch**” in collaboration with the VP in charge of STEP, Francesco Bondi and Maja Rajic, the VP in charge of Academic Activities. More information coming really soon!



The **first call for the EIT** opened and we have the first members of the International Marketing Team; Maciej Jany, Julian Kessler, Kelly Jade Galea, Defne Polat, Angela Garufi, Lena Anna Kuklinska and Tony Marinescu. Congrats!



Calls and communication with current and potential partners, reconstruction of the **Partnership Packages** in collaboration with the President, Weronika.



Preparations for the **X Online Supporting Area Meeting** making sure to make it as engaging and informative as possible, having joint sessions both with the other Supporting Areas, as well as the Key Areas Officers.



Social Media channels growth with special focus on IG, from 6.8K to 7.8K followers. New **social media strategy** for all the projects, and new LinkedIn Showcase Page for the JHJMCC.

VALUE OF NEWSLETTER

The Marketing Newsletter is an extra source of information that you can use to learn more about the latest updates both in the Area and in the Network, apart from the existing ones.

Moreover, the Newsletter will be used as a platform where the successes of our Network will be presented. If you want the Network to know about your achievement, please feel free to contact me in order to share it in the next Newsletter.

A decorative background featuring a marbled pattern in shades of teal, blue, and white, with swirling, organic shapes.

*“The beginning is
always NOW”*

PS. You can now submit your Article for the 68th Edition of Synergy titled “Human Rights in Times of Crisis” **here**.



SAVE THE DATE*

It is no doubt that Communication plays a vital role in human life. It not only helps to facilitate the process of sharing information and knowledge, but also helps to develop relationships with others. Therefore, I decided to organise **once a month an Open Call**, where all the Marketeers of the Network can join to discuss about the challenges of our Area and give an update regarding all the latest updates in the Network. The first open call is going to take place after the X Online SAM and the exact date will be revealed in the Facebook Group!



Contact

Let's Connect



[ELSA Marketing Team 2020/2021](#)



marketing@elsa.org



Boulevard Général Jacques 239
Brussels B-1050, Belgium



+32 646 2626



www.elsa.org

elsa

The European Law Students' Association

