

# MARKETING NEWSLETTER

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November, 2020



***elsa***

The European Law Students' Association



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# INTRODUCTION

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Dear Marketeers,

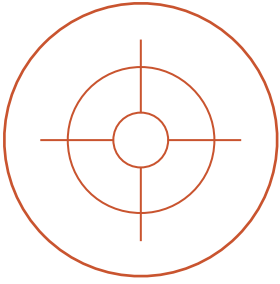
As you already probably know, the highlight of the month was the LXXVIII International Council Meeting online.

It was one of the best experiences ever to conduct advanced workshops on Analytics, the Adobe Suite and also Analytics. However, the most important and encouraging part was the participation of all the Marketeers who engaged during the workshops, coming up with new and fresh ideas, boosting this way our Association even further.

Apart from this, the month of November was definitely a really busy and complete one, marking some really important achievements for the development of our Association. So, have a nice read!

Best regards,  
Nikos Fifis





# FOCI OF THE MONTH

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Focus on the month of November was given to the promotion of the Student Trainee Exchange Programme, for which a whole new strategy and promotional approach was introduced. We had the opportunity to rebrand last year's materials, achieving a more modern image, whilst offering more opportunities for the marketeers to promote this unique project.

At the same time, adopting a socially responsible promotion strategy, we shifted our focus towards people and the professional development aspect of the project, "crossing out" the imagery with airplanes, which promotes mostly travelling. In addition, we divided the promotion into two separate categories; on site traineeships and remote ones.



## Milestones

# WHAT NOVEMBER GAVE US



A new STEP Marketing Kit was shared with the Network offering more opportunities for the Marketeers, like easy-to-use video stories. Also, the first STEP video was created, which has been the most viewed content in our Instagram account thanks to all of you who Cross-promoted it!




During November, the communication with the Council of Europe was intense in order to ensure a successful ELSA Day event. More explicitly, we adopted a cross-promotion strategy mostly on Facebook and LinkedIn, reaching this way a really broad target audience.



Two new marketing tutorials were introduced thanks to the talented Assistants for Knowledge Management, Rita Figueiredo and Irem Cakmak on the Interface of Adobe Photoshop, and also on how to create your own marketing materials using Photoshop. You may find them on the Officers Portal, or by clicking [here](#).



A huge social media growth was also marked during the month of November. We finally reached 10K followers on Instagram, unlocking the swipe-up feature, and at the same time our Facebook page got officially verified. 



During the LXXVIII ICM Online we proved that we are truly an Association playing its part in the fight against paper waste. Officially the month of November marks the point when our beloved Synergy magazine went fully digital!

**10K FOLLOWERS  
ON IG**

# Google Ad Grants





# Google Ad Grants

The Google Ad Grants Program gives nonprofits the chance to advertise on Google Ads at no cost to the nonprofit. This program gives qualified organisations \$10,000 per month in Google Ads spend to be used to promote their missions and initiatives on Google.com. To qualify, companies must go through the application process, and to keep the grant they must follow the program details.

Once you've scored a Google grant, the tricky part is maintaining it. So, how do you maintain eligibility?

- All the ads in your account must link to the nonprofit URL that was approved in your application process.
- Be proactive in your Google Ads management by logging in to the account monthly. If a nonprofit advertiser who has a Google Grant does not log into their Google Ads account, the account is subject to being paused without notification.
- The ads you are promoting must reflect the mission of your nonprofit. You can advertise to sell products as long as 100% of the proceeds are going to support your program.
- The ads you create cannot point to pages that are used to primarily send visitors to other websites.
- Your ads cannot offer financial products, such as mortgages or credit cards. Your ads also cannot be asking for donations in the form of large goods such as cars, boats or property donations. Keywords related to this activity are also not allowed.
- Your website cannot display ads from Google AdSense or other affiliate advertising links while participating in Google Grants.

ELSA is for the first time ever eligible for the Google Ad Grants, allowing us to introduce Search Engine Marketing (SEM) for the first time in our promotion strategy! Big shoutout to our amazing Treasurer Carlos Pereira, but also to the priceless help of our EIT members Lena Anna Kuklinska, Megan CJY and Bruno Cruz!



# BECOMING BETTER

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In the following pages, some important short tips will be presented, In order to make your marketing tasks easier!

# COLOR PALETTES

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**So where's a good place to start when creating a new color palette?**

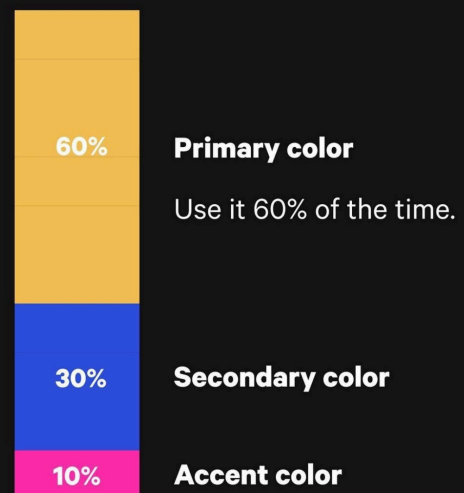
**I'm glad you asked...**

The Rule:

# 60-30-10

Think of it as a recipe for how much of each color you should use.

**Whilst it's not essential that you stick to it, established rules like 60-30-10 will help guide your decision-making and are a great place to start.**





# HOW COLORS INFLUENCE

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## RED

- Encourages appetite; often used by fast-food chains
- Creates a sense of urgency
- Is frequently used for clearance sale
- Associated with movement, excitement and passion
- Is high in energy and immediately pulls focus
- Physically stimulates the human body, affecting nerve impulses, raising blood pressure and heart rate

## BLUE

- Associated with peace, water and reliability
- Provides a sense of security and promotes trust in a brand
- Curbs appetite and stimulates productivity
- Most common color used for officers and conservative corporate brands
- Calming in mind, providing a sense of tranquility and space
- Young people associate blue with maturity

## GREEN

- Associated with health, tranquility and nature
- Also associated with money and wealthy people or brands
- Used in stores to relax customers
- Frequently used for promoting environmental issues
- Green stimulates harmony in the brain and encourages balance between body and emotions

## PURPLE

- Associated with royalty, wisdom and respect
- Stimulates the problem solving area of the brain as well as creativity
- Frequently used for beauty and anti-aging products
- Represents a creative, wise and imaginative brand, service or product

# HOW COLORS INFLUENCE

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## ORANGE

- Increases cheerfulness and optimism
- Used to draw in impulsive buyers and window buyers
- Stimulates logic centre of the brain and promotes enthusiasm
- If used too frequently, can create a sense of anxiety

## BLACK

- Associated with authority, power, stability and strength
- Often is a symbol of intelligence
- Frequently used to trim down appearance of sizes on items
- Can often overwhelm people if used too frequently

## GREY

- Symbolise feelings of practicality, timelessness and solidarity in life
- Too much grey often leads to feelings of nothingness
- Though grey is nice to have, it can draw in emotions of old age, death and depression

## WHITE

- Associated with feelings of purity, cleanliness and safety
- White can be used to project the absence of the color or neutrality
- Using white can spark a sense of creativity since it acts as a clean state

# 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 at the international level and in the Network, apart from the existing ones.

November was generally a really complete and busy month which marked many changes and new developments in our beloved Area. Now, it is the time to do even more!

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

***“Do the right thing  
as marketers to  
build trust.”***





## SAVE THE DATE\*

It is no doubt that Communication plays a vital role in human life. It can also effect the successful promotion strategy of various projects. Therefore, I invite you all, both Local and National Marketeers to our open call on Monday, **30 November at 18:00 CET**. We will have the chance to discuss about various important things coming up! I am looking forward to seeing you all then! Access the Call [here](#).



Contact

# Let's Connect



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