

# MARKETING NEWSLETTER

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October, 2020



***elsa***

The European Law Students' Association



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# INTRODUCTION

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Dear Marketeers,

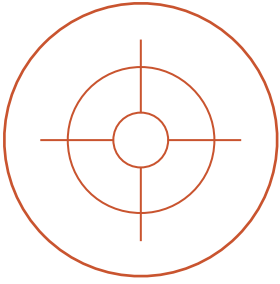
During the month of October I had the chance together with my Boardies to focus on the preparations for the upcoming LXXVIII International Council Meeting Online.

Taking into consideration all your inputs from the successful X Supporting Area Meeting Online, I focused on creating engaging and informative workshops with more Audiovisual sessions.

Lastly, a new chapter in the Marketing Area of our Association has been introduced, the first ELSA Marketing Tutorials, which can benefit all the Marketeers of our Network. Let this be the beginning of endless inspirations and creativity.

Best regards,  
Nikos Fifis





# FOCI OF THE MONTH

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I can reassure you that the month of October was definitely a special one. The promotion of the Moot Court Competitions, both JHJMCC and EHRMCC was intense, focusing on newest methods like the Showcase Page on LinkedIn, whilst the promotion of WELS also went strong. Apart from that, substantial rebranding changes were marked, with the creation of a brand fresh IFP Marketing Kit and a new JHJMCC Testimonial template.

My focus was however placed on the Network Engagement, where I had the opportunity to participate in ELSA Poland's NOM, ELSA UK's Training and also ELSA Greece's Marketing Workshops.



## Milestones

# WHAT AUGUST GAVE US



A new IFP Marketing Kit was introduced to the Network providing them with more opportunities for promotion like editable Stories, LinkedIn cover pictures, speakers and detailed information of the event. At the same time more detailed guidelines were provided.



The implementation of the newly introduced Promotion and Cross-Promotion Strategy within the Network with the realisation of a call together with the Marketeers, in order to receive feedback and make it even more effective.



In cooperation with Weronika, we had the chance to establish a Cross-Promotion strategy with the Thinkathon organised by the European Commission, whilst establishing a partnership with Legal Accelerators. At the same time, a new promotion strategy with ELSA Alumni was also developed.



A new promotional strategy for STEP is currently ongoing, whilst new logos are on the making and will be introduced during the International Council Meeting Online.



Social Media channels growth with special focus on IG, from 8.5K to 9.5K followers. New **social media strategy** for all the projects, and growth of the new LinkedIn Showcase Page for the JHJMCC. Lastly, our official LinkedIn Page exceeded 17K Followers.



# MARKETING TUTORIALS

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Marketing Tutorials have been introduced thanks to the important cooperation of the amazing Assistants for Knowledge Management, Rita Figueiredo and Irem Cakmak. You can find more info [here](#).

# FIRST EVER TUTORIALS

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**ELSA TUTORIALS**

**MARKETING**

*Adobe Photoshop Presets*

**ELSA TUTORIALS**

**MARKETING**

*Create your ELSA Logo*

If you have been using Canva and you want to learn more about the Adobe Suite, you now have the chance to do it!

More videos will be published each month, showing the best practices and usage of each programme.

Let this be the beginning of endless knowledge, creativity and inspiration!






# 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.

Keeping in mind the continuity in our OYOP, I have been trying to focus on the engagement with the Network. Therefore, I encourage you all to watch the newly introduced Marketing Tutorials which will can assist you with your Marketing Tasks.

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

*“Ignoring  
Marketing is like  
opening a business  
but not telling  
anyone”*

Last but not least, since the 78th Online International Council Meeting is approaching, feel free to contact me and arrange a pre-ICM call by filling this [Doodle](#).



## 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, together with Francesco Bondi, we invite to our first joint open call with STEPpers on Wednesday, 28 October at 18:00 CEST. We will have the chance to introduce to you all the first STEP Week, which will engage both National and Local Marketeers. We are looking forward to seeing you all then! Access the Call [here](#).



Contact

# Let's Connect



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