

# MARKETING NEWSLETTER

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September, 2020



***elsa***

The European Law Students' Association



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# INTRODUCTION

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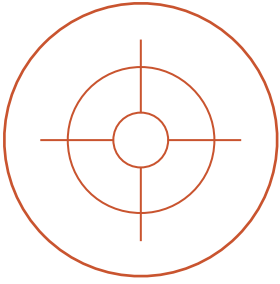
Dear Marketeers,

The highlight of the month of September was definitely the X Supporting Area Meeting which was held online. The Marketeers of the Network had the opportunity to get to know each other, interact more and practice their Marketing skills through various workshops.

We are currently continuing with the preparations for the LXXVIII Online ICM, in order to ensure a higher and more effective Online Meeting.

The beginning of a very special term was now marked. Let's now stay connected to do even more special things, together.

Best regards,  
Nikos Fifis



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# FOCI OF THE MONTH

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This month was the beginning of the promotion for many projects including the EHRMCC, Winter ELSA Law Schools and the John H. Jackson Moot Court Competition. Therefore, together with my Graphic Designer Tony Marinescu, we updated the Branding of WELS and released a brand new Marketing Kit, which gives even more options for promotion on LinkedIn and Instagram.

Moreover, we focused a lot with Francesco on the promotion of Career Launch. The deadline for the Registration is the 27th of September, so please promote it in your NG/LG these 2 last days via sharing the posts of ELSA International!





## Milestones

# WHAT AUGUST GAVE US

- Rebranding of WELS and release of a **new Marketing Kit**; which contains editable cover photos, generic cover photos, editable wall photos, IG/FB Story template, Story video, Speakers' Testimonial Template, the WELS Logo and Guidelines for the correct usage of it.
- The second call for the EIT and the Interviews are currently being conducted. A new position was introduced; "**Assistant for Knowledge Management**" for the education of the Marketeers within the Network regarding the CI and the Marketing Regulations.
- Article submission for the 68th Edition of Synergy and new ways to promote the Magazine through its **digital edition**. Also, we are currently searching for potential partnerships and ads for Synergy.
- The beginning for a Unified Promotion strategy within the Association was marked with Julian, the **Assistant for Promotion** conducting calls with all the national Marketeers. If you did not have a call yet, please feel free to send an email at [promotion@elsa.org](mailto:promotion@elsa.org)
- Social Media channels growth with special focus on IG, from 7.8K to 8.5K followers. New **social media strategy** for all the projects, and growth of the 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.

I would like to thank each and everyone of you who participated in X SAM Online, making it special even during these challenging times. Your inputs and out-of-the-box thinking will assist us make Marketing even better during this year.

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

*“Marketing is  
about spreading  
ideas”*

PS. You still have the chance to submit your Article for the 68th Edition of Synergy titled “Human Rights in Times of Crisis” [here](#). Also, there are 5 more days left to convince your friends to submit their Articles for Synergy.



## 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 am glad to invite to our first ever Marketing Open Call on Monday, the **28th of September at 16:00 CEST**. You can click [here](#) to join the call. I am looking forward to seeing you all there!





Contact

# Let's Connect



[ELSA Marketing Team 2020/2021](#)



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