

# STEP Brand

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78th International Council Meeting

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The European Law Students' Association

# What is your strategy in regards to STEP Marketing?

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- Collaborating with Marketing to create a promotion strategy
- Sharing ELSA International posts
- Sharing testimonials
- Mouth-to-mouth marketing
- Interactive marketing (polls, games, etc.)
- Marketing outside the STEP countdown
- Flyers / Posters / STEP Marketing Package
- Brainstorming new STEP benefits
- Instagram stories and IGTV
- University emails to students
- Common strategy for LGs
- No strategy



# How would you improve the STEP Marketing materials and strategy of ELSA International?

- Creating new materials
- Make traineeships available to view
- Country related handbooks
- Make materials focus on older students and young lawyers
- Creation of a youtube channel
- Different template
- Personalised publications
- New appealing logo / change of the STEP website
- Allowing NG to adapt the materials to their country
- STEP video



# Ongoing Discussions

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Modern



New elements



Branding

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# Renewed Selling Points & Foci

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1. People Focus;
2. Socially Responsible;
3. Engaging;
4. Transparent & Clear Communication.

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# STEP Cycle 1 - Promotion Strategy

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- Less countdowns;
- Two main categories of Promotion Materials:
  - Digital
  - On-site
- More Video Material
- Story Templates and Engagement.
- Provocation.

**SHOW ME !**

# COVER PICTURES





**STEP**  
TRAINEESHIPS  
STEP.ELSA.ORG

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**PLAN YOUR CAREER PATH  
WITH STEP**


The background of the entire image is a silhouette of a city skyline against a sunset sky with orange and yellow clouds. The text is overlaid on this background.

**STEP**  
TRAINEESHIPS  
STEP.ELSA.ORG

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**INVEST IN YOUR FUTURE  
WITH STEP**



**FAST-TRACK YOUR CAREER**  
[step.elsa.org](http://step.elsa.org)

**STEP**  
TRAINEESHIPS  
[STEP.ELSA.ORG](http://STEP.ELSA.ORG)

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**REMOTE TRAINEESHIP  
OPPORTUNITIES**  
[step.elsa.org](http://step.elsa.org)

**STEP**  
TRAINEESHIPS  
[STEP.ELSA.ORG](http://STEP.ELSA.ORG)

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# PORTFOLIO TEMPLATE

**STEP**  
TRAINEESHIPS  
STEP.ELSA.ORG

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**STEP UP  
YOUR LEGAL JOURNEY ABROAD**

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**NAME OF THE TRAINEESHIP PROVIDER**


City, Country

How long?

??? EUR / Month

Any other information?

Photo Credits to:



FAST-TRACK  
YOUR CAREER NOW

NAME OF THE  
TRAINEESHIP  
PROVIDER

CITY, COUNTRY

HOW LONG  
??? EUR / MONTH  
EXTRA INFO?

**STEP**  
TRAINEESHIPS  
STEP.ELSA.ORG

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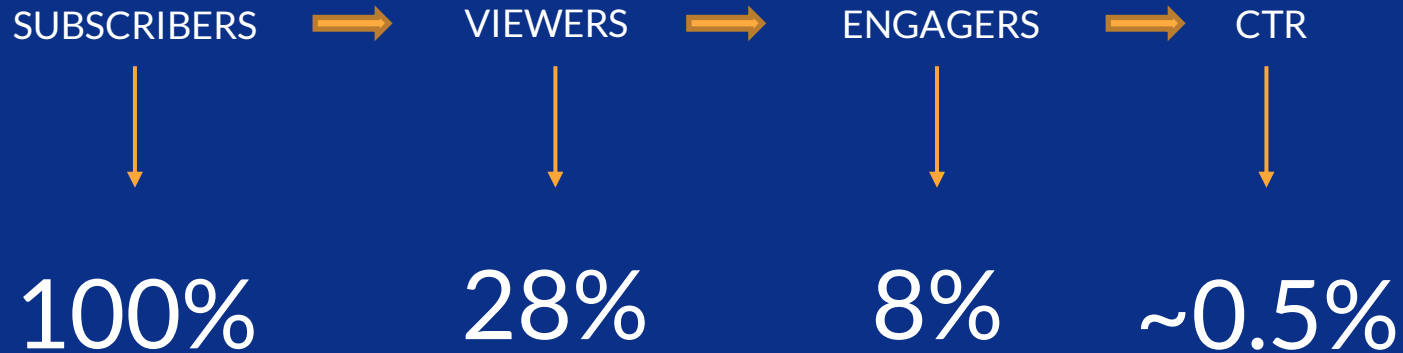
The European Law Students' Association  
NGO - EU, Spain

**STEP VIDEO**



# Click Through Rate (CTR) - Standard

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# Industry Research - Content

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## Call to Action (CTA):

- “Learn More” (69%)
- “Download” (81%)
- “Sign Up” (59%)
- None (57%)

## Top Keywords:

- You
- Free
- Because
- Instantly
- New

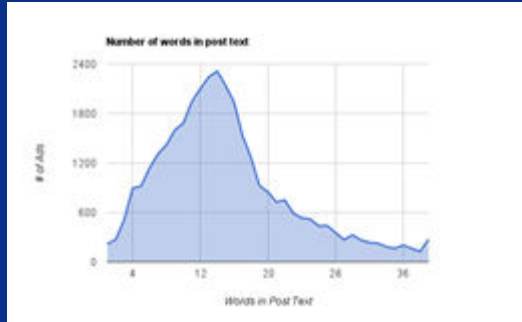
## Content:

- Link (53%)
- Video (28%)
- Photo (10%)
- Events (1%)

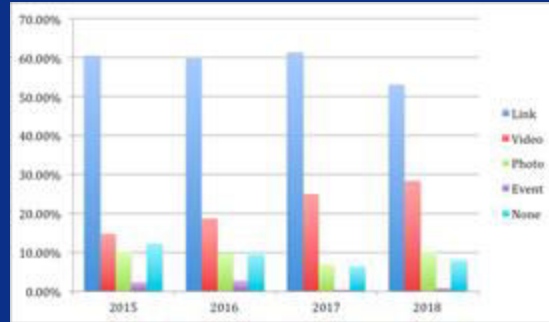


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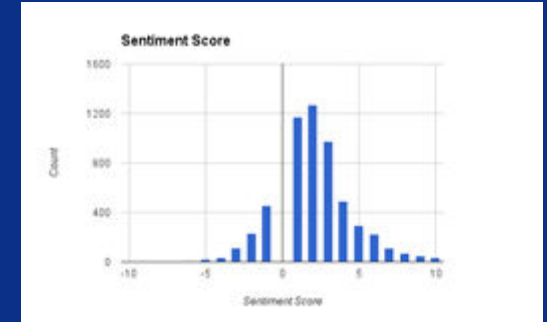
# Industry Research - Structure



Post Length: 14 words



Post Content: Link & Visual

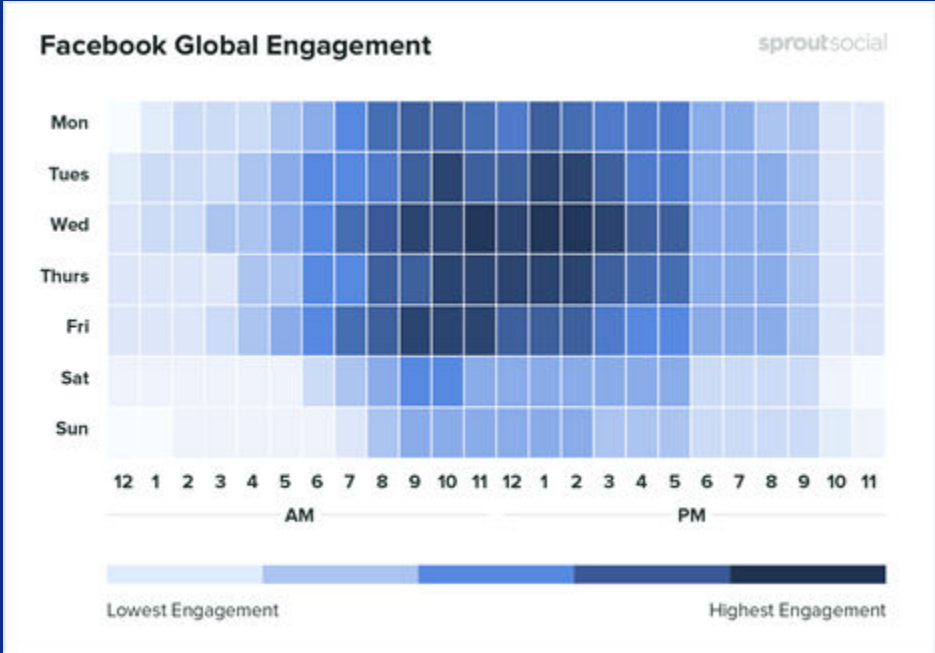


Sentiment

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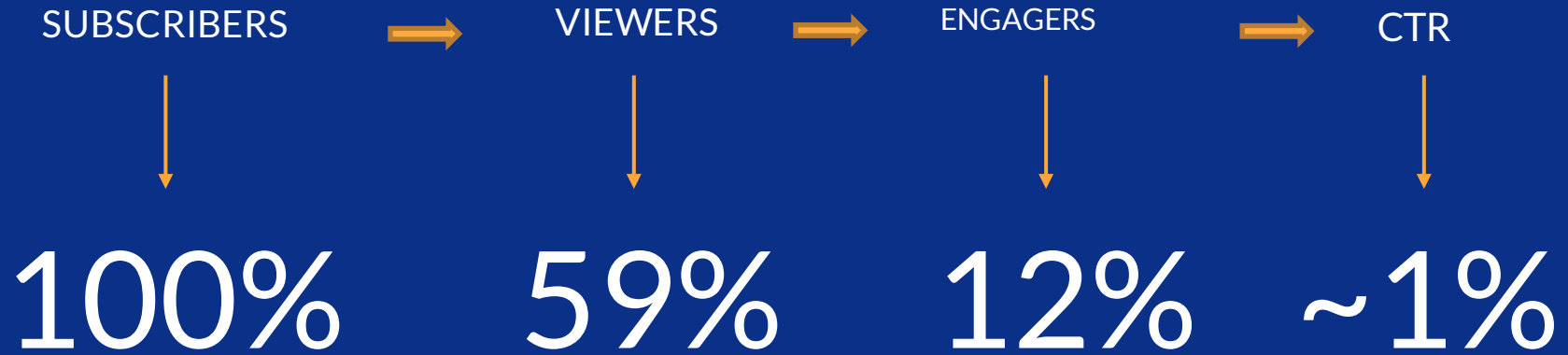
# Industry Research - Deployment



From sproutsocial 2020

# Click Through Rate (CTR) - Improved

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From Salesforce 2019 Data/ELSA Birmingham: Sample size 34,000/30

# Click Through Rate (CTR) - Paid

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SUBSCRIBERS



VIEWERS



ENGAGERS



CTR



100%

136%

14%

~2%

Cost per engager: €0.20, Cost per click through: €1.80

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From Salesforce 2019 Data/ELSA Birmingham: Sample size 34,000/30



# The Future of the STEP Brand



# What is needed ?

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1. Logo
2. Color Palette
3. Fonts
4. Imagery



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<p><b>Red</b></p> <p>Excitement Strength Love Energy</p>	<p><b>Orange</b></p> <p>Confidence Success Bravery Sociability</p>	<p><b>Yellow</b></p> <p>Creativity Happiness Warmth Cheer</p>	<p><b>Green</b></p> <p>Nature Healing Freshness Quality</p>	<p><b>Blue</b></p> <p>Trust Peace Loyalty Competence</p>
<p><b>Pink</b></p> <p>Compassion Sincerity Sophistication Sweet</p>	<p><b>Purple</b></p> <p>Royalty Luxury Spirituality Ambition</p>	<p><b>Brown</b></p> <p>Dependable Rugged Trustworthy Simple</p>	<p><b>Black</b></p> <p>Formality Dramatic Sophistication Security</p>	<p><b>White</b></p> <p>Clean Simplicity Innocence Honest</p>