

8 Essentials for Campus Fraternity & Sorority Community Marketing



TechniPhi



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“In the absence of a compelling story, a story will be written for you. And you probably won’t be the hero.”

The story most people know about fraternity/sorority life is not the story most members of fraternities and sororities want to be told about them.

It’s time to take control of our fraternal story again.
It’s time for a new approach to marketing our organizations.

Preface

As active, engaged, caring members of the fraternity/sorority movement, Phired Up offers the recommendations in this guide to all campus fraternity/sorority communities. This is our transparent advice about what fraternity/sorority communities should be doing when it comes to marketing for fraternity and sorority life. This system is the baseline. Many campuses will take years to fully adopt it. Some campuses will be ready to evolve beyond it right away. But this is our recommended marketing system for all councils, all communities, and the entire fraternity/sorority movement.

We know that campus fraternity/sorority life professionals, council leaders, and alumni advisors often want to implement a sophisticated marketing approach so that they can help great students on their campus understand the great things that fraternity/sorority can do. But often those same people don't have the time, the energy, or the training to create and execute the system. That's why we're here.

Some of the concepts in this guide can be fully executed by undergraduate leaders or campus professionals. All of the concepts in this system are services that Phired Up can provide. We can build templates, provide written copy, do full scale design and layout, execute photo shoots, offer feedback, provide consultation, or just cheer you on from the sidelines -- the range of our involvement can fit your needs and capacity, but this is the stuff that we believe we're "best in the world" at, so we'd love to help. Sure, we'd love to sell you every little item we recommend, but we believe in sharing first. We believe in serving the movement. We believe in you. We hope this is helpful!

This is a free guide for campus fraternity/sorority communities to use to build their marketing plans. We have been studying and delivering fraternity/sorority marketing strategies for years. These are some of our most important (and most recommended) tips. There's plenty more we'd love to share with you, but this is our gift to you. Enjoy, and stay Phired Up!

**“Go Greek!” Is not a
marketing strategy.**

**It’s begging.
It’s selfish.
It’s demanding.**

We can do better.

Before you go further....

[READ OUR MARKETING MANIFESTO](#)

Introduction

Marketing for a campus fraternity/sorority community should do two primary things.

FIRST:

Marketing for a campus fraternity/sorority community should be a repeatable system that results in the right people getting to interact with fraternities and sororities in the right ways.

SECOND:

Marketing for a campus fraternity/sorority community should convey a single, inclusive, thoughtful message about fraternity/sorority life that inspires the BEST students on campus to want to learn more.

That can be accomplished through these 8 essential tactics – deployed as a cyclical, repeatable, calendar.

**8 ESSENTIALS FOR CAMPUS FRATERNITY
& SORORITY COMMUNITY MARKETING**

Steps 1-3

The first three steps are core infrastructure tactics that must be in place for the rest of the steps to work with excellence.

**TACTIC #1****Leads Collector & Website Presence**

The first essential tactic that every campus community incorporates as a part of any marketing strategy our company provides is a method for collecting “leads” on the internet. You can’t recruit who you don’t know, and it should be easy to get to know the people who have interest in fraternity/sorority life. This can be accomplished with a simple form embedded into an existing website. Ideally that form automatically populates the prospect lists of every chapter/council on campus.

The website itself should be a simple, straight-forward landing page – focused on the leads collector – and the only information on the page should reinforce the primary marketing narrative and overall talking points (tactic 2). Less is more.

**TACTIC #2****“Brand” – Logo, Single Narrative
+ 3-5 Talking Points**

The second essential tactic that every campus fraternity/sorority community incorporates as part of their Phired Up approved marketing strategy is a clearly defined “brand” – including a logo (and defined visual standards) along with a single marketing narrative supported by 3-5 primary talking points. The logo is simply a visual representation of the “brand promise,” which is described in the single marketing narrative and primary talking points. Every marketing tactic and every outgoing message about fraternity/sorority life should support the single marketing narrative and the 3-5 primary talking points. Every member of the fraternity/sorority community should be trained and prepared to reinforce this narrative and these talking points anytime they talk about fraternity/sorority and through the stories they tell about their fraternity/sorority experience. This narrative and these talking points should be inclusive of the WHOLE fraternity/sorority community. Individual councils should accompany this all-encompassing marketing narrative with their own specific descriptions of how their member organizations are different from the other councils. This single narrative, these talking points, and these council-specific descriptions should be clearly defined and non-changing.

**TACTIC #3****Audience Market Research**

The third essential tactic is thoughtful market research. This research should inform, shape, and refine the other tactics that are deployed. These are the four most important questions that the market research should ask (and track) every year.

- What do non-Greeks think about fraternity/sorority?
- What do the best non-Greeks want from their college experience?
- Why did our best members join?
- Who/where are the best non-Greek students on our campus?

Did you know that Phired Up has been conducting major nationwide non-Greek market research for years? We have incredible insights about what non-Greek students (both current college students and incoming students who are still in high school) actually think about our organizations. This type of research is vital for smart marketing. Let us know if you'd like us to do some of this research on your campus, or if you want to have us come teach you what we've been learning. It's really fascinating stuff!

8 ESSENTIALS FOR CAMPUS FRATERNITY & SORORITY COMMUNITY MARKETING

Steps 4-8

Steps 4-8 are tactics for intentional outreach to tell the story and identify prospects. These steps all drive prospects to a) sign up through the leads collector, or b) facilitate direct interaction and relationship-building opportunities with members of fraternities and sororities.



TACTIC #4 Social Media

The most affordable, most accessible, and easiest tactic essential tactic that every campus fraternity/sorority community incorporates as part of their marketing system is an intensive social media marketing strategy. Messages shared through community/council social media accounts truly become valuable when chapters and most importantly chapter members share these messages. Most members are connected to dozens of non-members, and leveraging that social network successfully can provide significant exposure to marketing efforts.

Have you implemented the following social media tactics (at a minimum) rolled out every year. Each social media tactic reinforces the primary narrative and drives viewers to the leads collector:

120 PRE-DESIGNED AND WRITTEN POSTS

Approximately one post per weekday in August, September, October, November, January, and February.

40 DESIGNED IMAGES

Usable on multiple social media platforms.

12 PERSONAL STORY VIDEOS

Collect 60-second to 2-minute videos from 12 fascinating fraternity/sorority members. Share one each month of the year.

PROUD MEMBER IMAGES

Allow all fraternity/sorority members to change their social media profile image to portray their pride as a member of Greek Life.

PAID (TARGETED) SOCIAL MEDIA ADVERTISING

Leverage targeted social media paid advertising campaigns to drive traffic to the leads generator.

Sophisticated social media strategy is constantly changing and evolving. Do you have individuals assigned to connect directly with people via social media? Do you have individuals with clearly defined expectations of their posting frequency and content quality? Do you have a team of people working regularly to build content and direct messaging? Your ability to master social media as an effective marketing tool depends greatly on the level to which you take it seriously as a core job for your community leaders (and staff).



TACTIC #5 Public Relations

The fifth essential tactic that your campus fraternity/sorority community should incorporate is a coordinated public relations campaign. This P.R. work reinforces the marketing narrative and talking points, and engages members directly with key stakeholders in the campus community (including directly with prospective members). Prepare the following basic public relations tactics to be rolled out every year.

2 PRESS RELEASES: A press release should be shared with campus newspaper and other campus media outlets, as well as shared directly through fraternity/sorority community social mediums. These press releases should reinforce the marketing narrative and primary talking points, point people toward the leads collector, and promote upcoming opportunities for interaction with fraternity/sorority members.

EVENT RECOMMENDATIONS: Every fraternity/sorority community should have regular opportunities for interaction between Greek members and non-Greek students. The following is a list of the “types” of events that should be on the calendar every year. Non-Greek attendees at each event should have their names and contact information collected and distributed throughout the community (using the leads collector).

EVENT IDEA 1: FRESHMAN WELCOME

In the early fall, there should be an event that welcomes first-year students to campus, hosted by fraternity/sorority members. This isn't a recruitment event. This event shouldn't be an “all Greek Barbecue” (that would be about Greeks, not about the first-year students). This event should be focused on the priorities and needs of first year students in the early days of the school year.

EVENT IDEA 2: ACADEMIC SUCCESS NIGHT

Every fraternity/sorority community should host an event for non-Greek students targeted at helping all students achieve academic success.

EVENT IDEA 3: LEADERSHIP CELEBRATION

Every fraternity/sorority community should host an event for non-Greek students that celebrates and teaches leadership.

EVENT IDEA 4: WELCOME BACK

Every fraternity/sorority community should host an event after winter break to welcome students back to school. Similar to the “Freshman Welcome” described above, but in the winter.

EVENT IDEA 5: SERVICE SPECTACULAR

Every fraternity/sorority community should host an event for non-Greek students engaging Greeks and non-Greeks alike in significant community service work.

EVENT IDEA 6: LUNCH CAMPAIGN

Council and chapter leaders should identify a list of the 25-50 most connected, influential, and important non-Greek student leaders and administration/faculty/staff members to invite for lunch/coffee meetings. These face-to-face meetings should be focused on learning about how Greeks can improve their image/impact, and collecting referrals of top-tier students who have not yet chosen Greek Life.

EVENT IDEA 7: ADMIN/FACULTY LETTERS

Each year the fraternity/sorority community should send letters to faculty members and key administrators that reinforce the marketing narrative and primary talking points, while also requesting referrals of top tier students who should consider fraternity/sorority life.



TACTIC #6

Print Materials

The sixth essential tactic is professionally produced print materials to support conversations, interaction and events, and to utilize in direct advertising efforts. The following are the most important print materials every fraternity/sorority community should have:

CONVERSATION CARD

Otherwise known as “Quick Info Cards,” these simple postcards are tools to guide conversations between members and non-members. They contain only language reinforcing the narrative and primary talking points. Every member of a fraternity/sorority should be able to confidently pick up one of these postcards and allow it to guide them through a conversation about fraternity/sorority life with a non-member. The card should point non-members to the leads collector.

INVITATION POSTCARDS

Getting people to come learn about fraternity/sorority life face-to-face often requires a direct invitation. Every community should have invitation postcards that ask non-members to a) sign up using the leads collector, or b) come to one of the public relations events listed above.

POSTERS

Posters around campus are not a high-leverage tactic, but they are a low-cost, passive, easy way to reinforce the brand promise and offer an invitation to the leads collector to students who are already curious about Greek Life. 100 posters hung in strategic spots around campus every year is a simple tactic every community should employ.

ORGANIZATION GUIDE (DIGITAL AND/OR PRINT)

Every community needs an easy “menu of organizations” to share with prospective members. This should be a document (either digital .pdf) or printed that a non-member can use to explore all the options available to them for fraternity/sorority membership.

TIP: Reach out to Phired Up to see what new, fresh, modern recommendations we have about print, digital, or interactive marketing tools to use this year!

**TACTIC #7****Direct E-Mail Campaign**

The seventh essential tactic that every campus fraternity/sorority community should consider is a well-timed direct E-mail campaign that invites non-Greek students and their parents to learn about fraternity/sorority life and indicate their interest. The following E-mails are the most important messages to send throughout the year (from the fraternity/sorority community).

ACCEPTED STUDENTS

Between mid-April and early June (for most schools), incoming students who have been accepted to the institution should receive a targeted E-mail with basic narrative and talking point information and directing them to the leads collector to indicate interest.

ORIENTATION

All students attending orientation throughout the summer or in early fall should receive a second E-mail reinforcing the narrative and talking points, and directing them to the leads collector. The content of this E-mail should be unique and somewhat more engaging than the first E-mail.

PRE-RECRUITMENT

This E-mail should go out in the weeks leading up to the primary recruitment season for the campus. It should be targeted to all eligible students and should reflect the content in the “Invitation Postcard.”

TARGETED CAMPAIGNS (STUDENT LEADERS, HIGH GPA, SPECIFIC DEPARTMENTS, ETC.)

Communities should send targeted E-mail campaigns with specifically-interesting content to particular segments of the non-Greek community on campus.

PARENTS

In coordination with the “Orientation” E-mail described above, parents of incoming students should receive an E-mail targeted at their priorities.

**TACTIC #8****Member Mobilization**

The eighth essential tactic is a concerted effort to train and mobilize their fraternity/sorority members to be the workers of the system. The real marketing is done by the members – the interactions, conversations, and relationships shared between Greeks and non-Greeks is the actual heart of the marketing system. The people matter most. There are two ways that fraternity/sorority communities can mobilize their members – one big, one small.

MEMBER EDUCATION

First the big one. All members of the fraternity/sorority community should be educated on basic marketing philosophy and the “how to” of sharing the narrative/talking points as well as sharing their personal stories. Training members to be active marketers in all their conversations is vital. This should be separate from (but coordinated with) the recruitment training provided to the community. (Hint: We’d be Phired Up to do this for you!)

REFERRAL CAMPAIGN

Now the small way to mobilize members. Once each year members should be asked to share a list of the best non-Greek students they know (the fraternity men recommend women, and vice versa). These referrals should be added to the leads collector.

Sample Calendar

Sample Marketing Calendar

There are a lot of additional marketing tactics that could be employed – in fact there are an infinite number of possibilities when it comes to marketing for fraternity and sorority growth. However, these are the fundamentals. These are the tactics that every fraternity/sorority community in the country should be employing to take control of their story and to drive leads for their chapters.

Over the course of a calendar year, a marketing system like the one described in this guide can be deployed based on the needs and unique campus calendar of the host institution. There will be some months that require heavier effort (likely August, September, January, February, March, and May for most schools). Here, for example is how the system might be rolled out at an institution with a heavy fall recruitment period.



About Us

Phired Up (along with TechniPhi) delivers **TECHNOLOGY, EDUCATION,** and **STRATEGY** to help transform the way people join fraternities and sororities. Our team of passionate fraternity/sorority professionals are engineers of a growth system that makes fraternities and sororities safer, healthier, and stronger. We want to help every chapter and every potential member feel the impact of that system.

Want to learn more about how we can help your Organization, Community, or Chapter? Visit our website at phiredup.com or click on the link below.

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