

# MARKETING SERVICES BUREAU

The UConn School of Fine Arts Marketing Team, the Marketing Services Bureau, has created this comprehensive list of services we offer for your respective needs.

Please don't hesitate to visit our office in Room 204 in the Art Building or email us to schedule a meeting!

## WHAT WE OFFER

### ❖ Marketing Advice and Training

Providing assistance on how to improve your department's marketing. This includes how to manage social media, online advertising, Wordpress websites, and design advice.

### ❖ Social Media Assistance

Copywriting for media outlets, such as Instagram, Twitter, and Facebook, to gain exposure. Assistance with designing and setting up Snapchat filters.

### ❖ Analytics

Analyze and examine usage, engagement and demographics for websites and social media.

### ❖ Websites

Assistance with design and set up of websites on the UConn Aurora Wordpress platform. Assistance with SEO, adding content, copywriting and technical services.

### ❖ Event Promotions

Copywriting, press releases, social media, and print collateral for upcoming events. Design of slides and posting to SFA Digital Screens.

### ❖ Design Services

Digital screen slides, signage, kiosks, flyers, posters, brochures, postcards, stickers, banners, logos, T-shirts, etc, and also creating templates.

### Contact Information

Ginger Jenne: Marketing Director  
[ginger.jenne@uconn.edu](mailto:ginger.jenne@uconn.edu)

I look forward to working with you!

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# SERVICES TIMELINE

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Our list of services matches our workload, as such we respectfully ask that enough notification time be provided in advance in order for us to meet your deadline. With that said, we will do the best we can to provide you with the services you require in a timely manner. Below is a list of suggested days in advance that we prefer to be notified for design/copywriting project requests.

PRINT ADS : 4 days

PRINT COLLATERAL : 4 days\*

KIOSKS : 4 days\*

LOGOS : 2 weeks

COPYWRITING : 3 days

DIGITAL SCREENS : 3 days

SOCIAL MEDIA\*\* : 3 days

WEBSITE CONTENT UPDATES : 2 days

WEBSITE DESIGN : 1 month +

\* does not include production/printing time

\*\* custom written content/imagery for social media posts or snapchat filters