) and Smarter (MotHar TIPS FOR STRESSLESS BRANDING & MARKETING Harder



PRESENTED BY: SOROR FOSTER-BRASBY, NER EPISTOLEUS

NAME (AGAIN): TERRIKA FOSTER-BRASBY SPRING 2016 - THETA ALPHA SIGMA ALUMNAE CHAPTER (HARTFORD, CT) CHAPTER EPISTOLEUS 2016-2018 INTERNATIONAL GRAND EPISTOLEUS COMMITTEE 2016-17 INTERNATIONAL SOCIAL MEDIA COMMITTEE 2018- PRESENT NORTHEASTERN REGION EPISTOLEUS

> ORIGINALLY FROM DETROIT, MI BACHELORS IN POLITICAL SCIENCE FROM SAINT AUGUSTINE'S UNIVERSITY MASTERS IN NEW MEDIA JOURNALISM FROM FULL SAIL UNIVERSITY PRODUCER & SOCIAL MEDIA EDITOR FOR ESPN RADIO & ESPN PODCAST MULTIMEDIA SPORTS JOURNALIST (ESPN, THE UNDEFEATED, THE NEW YORK TIMES) ENTREPRENEUR: SHE KNOWS SPORTSWEAR & SHE KNOWS SPORTS DIGITAL MARRIED (4 YEARS), 13 YR OLD STEP-DAUGHTER





(or you can use the Kahoot It App)



SMARTER NOT HARDER BRAND



 BETTER UNDERSTANDING OF WHAT BRANDING IS **HOW TO BEST UTILIZE YOUR TIME WHEN ESTABLISHING A BRAND** HOW TO MAKE A GRAPHIC THAT IS AESTHETICALLY PLEASING **THE IMPORTANCE OF PRESS RELEASES** HOW TO USE SOCIAL MEDIA TOOLS TO YOUR ADVANTAGE



What is Branding & Marketing?

MARKETING = the set of processes and tools promoting your business. This includes SEO, social media, PPC, local search, mobile, and traditional promotional methods and tools.

BRANDING = the culture itself, the message that permeates and rules all the process of your business.



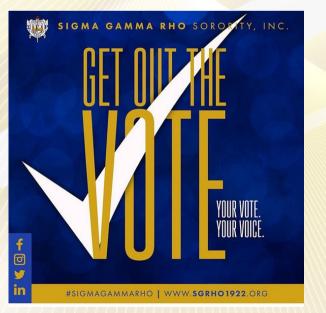
ANDING IS WHO YOU ARE. MARKETING IS HOW YOU PROMOTE WHO YOU ARE.





LOGOS / CRESTS

GRAPHICS/IMAGES





c. is proud to announce that Soror Bold ly achieved Ruby status! This honor is those who have reached their 22nd y ority. We thank Soror Bolde



MARTER NOT HARDER BRAN S



CLOTHING/ATTIRE











1. START WITH A CHAPTER BRAND GUIDE



BRAND SMARTER NOT HARDER

TEXT FONT Bodoni FLF

#FFBF00

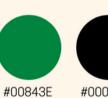
MAIN FONT **Bodoni** FLF SUB FONT Mulled Wine Season

DEFINE YOUR FONTS

#E31C23



Divine Legacy





TEXTURES & BACKGROUNDS



Traphics & Hyers

CREATE A FLYER TEMPLATE (usually with a banner) 2.



DDA





DOA





Fraphics & Hyers

CHOOSE 2 FONTS (3 IS THE MAX) 3

FONTS MUST BALANCE EACH OTHER

Don't Use Script, in paragraphs because it's hard to read

HOOSE YOUR GOVER FONT OPPOSITE OF YOUR BACKGROUND

Solway

Paragaph



Open Sans Extra Bold HEADER

BRAND SMARTER NOT HARDER



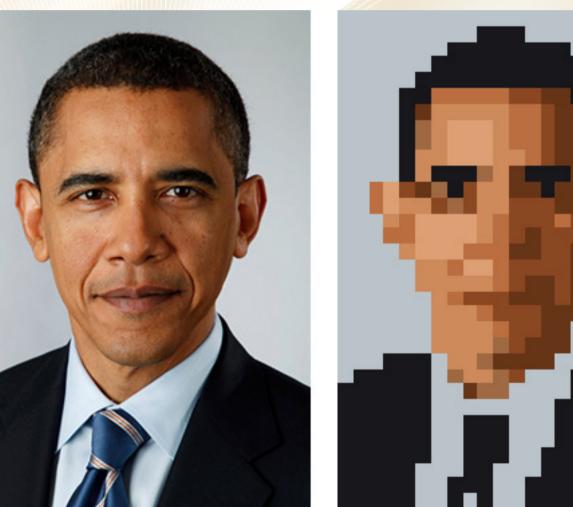
Open Sans Light CORPORATE

Great Vibes Script



Fraphics & Hyers

PHOTOS ARE EVERYTHING, SO PICK GOOD ONES!







5.

YOU DON'T HAVE TO PUT EVERYTHING ON THE FLYER.



99 SANDYWOOD SIKESTON MO 573-471-905



CAN I GO GROCERY SHOPPING?

Again, try to avoid being close to others. Go to the store early in the morning or off-hours to avoid crowds. If you are in an area with home delivery, ask that your groceries be left at the door, rather than face-to-face interaction.



BRAND SMARTER NOT HARDER



CAN I GO OUT IN PUBLIC?

You should avoid public places if you cannot stay six feet away from other people. You should be home as much as possible. Think about how you can decrease close contacts and crowded environments while COVID-19 is spreading through our communities

CAN PEOPLE COME OVER?

There is no absolute rule, but the idea is to decrease the size of gatherings while increasing the distance between people And always, practice good hygiene. It is also a good ideo to minimize the number of gatherings you have.



So... Lets Make One

We're going over to Canva. com

You should also download the app!











How Are You Using Social Media To **Market Your Chapter?**



SMARTER NOT HARDER









ton Should Have These

At The Very Least Every Chapter Should Have:















FACEBOOK BUSINESS SUITE!











TWEET DECK & TWITTER DIRECT SCHEDULER

TweetDeck





Let Me Introduce you To:



LATER





legia THERE ARE OTHER WAYS TO MARKET YOUR CHAPTER



BRAND SMARTER NOT HARDER



• • •

SIGMA GAMMA RHO SORORITY, INC. INTERNATIONAL GRAND EPISTOLEUS

FOR IMMEDIATE RELEASE

hone: 904-535-8862 nail: pressoffice@sgrho1922.org

FOUNDER/CEO OF CAROL'S DAUGHTER INDUCTED INTO SIGMA GAMMA RHO Lisa Price - International Sorority's Newest Membe

Cary, NC April 22, 2016 - Sigma Gamma Rho Sorority, Inc. is proud to welcome Lisa Price, founder/CEO of Carol's Daughter, Inc., as its newest member. The entrepreneur of the multi-million dollar company was inducted into the international, community service organization during the Northeastern Regional Conference in Charlotte, North Carolina on April 22.

"We are elated to have Mrs. Price join our sisterhood. She is an amazing business woman who is committed to community service. Her story of success is inspirational," said Bonita M. Herring, international president of Sigma Gamma Rho. "Mrs. Price's leadership and determination make her an excellent role model. We are proud to welcome her into an elaterboard."

Price transformed her hobby of mixing fragrances and creams in her home into a beauty empire. She started a compan with a hundred dollars, her kitchen and a notion that people should follow their heart. The business grew from Price selling products at flee anrekets to setting up shop in her living room. She officially established Carol's Daughter, name after her mother, in August 1994. Celebrities like Jada Pinkett-Smith, Erykah Badu and Halle Berry are some of Price

Price sold the company to L'Oréal in 2014. She is still dedicated to the Carol's Daughter brand and continues to play an integral role in the product development process.

Price believes in family and giving back to the community. "I'm proud to be Carol's daughter. I'm proud to be Gordor wife. I'm proud to be mother to Forest, Ennis and Becca. And I am proud to be your soror."

About Sigma Gamma Rho

Seven educators founded Sigma Gamma Rho Sorority, Inc. on November 12, 1922 at Butler University in Indianapolis, Indiana. The sorority has more than 500 chapters in the United States, Bahamas, Bermuda, Canada, Germany, Korea and the U. S. Virgin Islands. Members aim to enhance the quality of life within the community through public service, leadership development and education of youth. Sigma Gamma Rho addresses concerns that impact society educationally, civically and economically.

Sigma Gamma Rho consists of five regions: Central, Northeastern, Southeastern, Southwestern and Western. Th following states and countries are part of the Northeastern Region: Bermuda, Canada, Connecticut, Delaware, Distri of Columbia, Korea, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, North Carolina sylvania, Rhode Island, Vermont, Virginia and West Virginia.

"Uplifting Our Legacy of Sisterhood, Leadership and Service"



6 Must Haves In Every Press Release

SIGMA GAMMA RHO SORORITY, INC. **STERNATIONAL GRAND EPISTOLEUS**

Angela Spears Phone: 904-535-8862 Email: pressoffice@sgrho1922.org

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1. HEADER (What's Happening) 2. SUMMARY (5W's) 3. DATE & LOCATION (Cary, NC April 26, 2020 -) 4.BODY (Main Paragraph; Include a quote) 5. BOILERPLATE (About Us) 6. END/CLOSE (-###-)





Mare Jo **EVERYWHERE....SERIOUSLY**

EMAIL YOUR PRESS RELEASE (QUICKER); ALWAYS PASTE RELEASE INFO IN BODY OF EMAIL (ADD AS AN ATTACHMENT IS OPTIONAL)

1.LOCAL NEWS EDITORS 2. JOURNALIST **3. NEWSPAPER 4. SHARE ON TWITTER 5. PASTE ON WEBSITE 6. SCREENSHOT FOR LINKEDIN OR FACEBOOK**



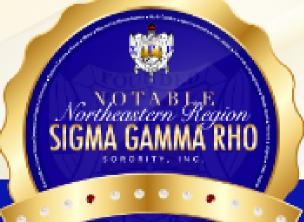




July jong /

THAT WAS A LOT OF INFO... SO IT'S OKAY IF YOU HAVE QUESTIONS





Soror Terrika Foster-Brasby, NER ÉPISTOLEUS

EMAIL: ner.epistoleus@sgrhoneregion.com f O SGRHONER

