


**STIRLING
STUDENTS'
UNION**

**MARKETING
PACK 2021**

SPRING

DIGITAL
SOCIAL MEDIA
& MORE

your
student
union 

WELCOME OPPORTUNITIES

STIRLING STUDENTS' UNION

WELCOME 2021

SOCIAL MEDIA PACKAGES

Social Media Blast 1

- 1 Facebook post
 - 1 Tweet
 - 1 Instagram story post
- £175 +VAT**

Local businesses in the Stirling council area get 10% off social media postings!*

We can work with you to make sure your message will have the best impact.

Social Media Blast 2

- 1 Facebook post
 - 1 Tweet
 - 1 Instagram grid post
- £200 +VAT**

All posts will clearly state this this is an AD or paid partnership to conform with ASA guidelines.

*excluding Stirling branches of national companies

UNION WEBSITE

Box ad on Welcome minisite deals area - £200 + VAT

A dedicated area on our Welcome minisite for local and national student-friendly deals & discounts. 300px x 250 px static ad, one image, one link. Duration: From date of receipt to end of Feb 2021

Banner Ad - £100/month or £250/semester + VAT

Banner ad on homepage (620px x 350px scrolling)

Box Ad - £150/month or £400/semester + VAT

Box ad on homepage and all other pages (300px x 250px scrolling)

FREEBIES & SAMPLING

Get in touch, cost dependent on numbers of items.

Students love freebies. Giving a physical item is a great way to build brand loyalty with students. We do like to ensure that items provided have considered sustainability aspects. Get in touch to chat options with us.

ON CAMPUS

Face to face is fun, and we want to do it safely.

We can't wait to get back to face to face marketing activity with you all. From Freebie Fayres to pop-up stalls. Once restrictions ease or allow we will communicate how you can get booked in for this activity.

If you'd like to book in any of the opportunities outlined in this pack, please email:

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