Marketing

A guide for the VP Marketing & Marketing Team to follow

- Marketing Team Hiring Outline
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Marketing Team Hiring Outline

With the expansion of Blueprint, we need to establish a stronger brand identity in our social media that markets our club to new NPOs and Sponsors. To achieve this, the scope of VP Marketing has to be increased to manage a team of Marketers. This will help us solidify our marketing strategies and presence online.

Team Structure

VP Marketing -> Strategy, leadership, brand vision, executive board aligment. Oversees campaigns, assets and tracks performance meetrics.

Marketer -> Supports VP Marketing in planning content, post creation, captions, platform management.

Recruitment

Recruitment should remain **referral-based** until the marketing team is established and has been running for at least one semester.

Recruitment Targets

- Business majors with marketing concentration

Recruitment Deliverables

- Short portfolio / examples (past posts, brand decks, design samples)
- One 20 minute conversation with VP Marketing

Value Preposition for Members

Members of the Blueprint Marketing Team help define how our organization is seen by nonprofits, sponsors, and the broader community. Rather than simply posting on social media, this team shapes our brand narrative—turning technical project work into clear, compelling stories of impact. Marketers work closely with engineers and leadership, gaining experience in strategic messaging, visual identity, and communications that directly support partnership and recruitment goals. The team operates on a high-trust, referral-based model, giving each member real ownership and creative responsibility. This is a chance to build portfolio-ready work and contribute to a mission-driven organization in a way that leaves a lasting impression.

Blueprint Blog Posts Guidelines

Purpose

The Blueprint blog highlights our club’s projects, people, and impact. Posts should educate, inspire, or inform of our clubs endeavors. Blog posts are not supposed to be a technical deep dive, rather a reflection of how our technical prowess is bettering other's lives. Community, transparency, and technical excellence are innate to Blueprint's core mission of 'tech for social good'. Our blog posts are a place to build community, give kudos for accomplishments and much more beyond our resume skills.

Post Types

Project Spotlights

Highlight the key importance of the technical projects being built at Blueprint and how they positively impact the NPO we are partnering with.

Event Recaps

Summaries of workshops, socials, speaker events, and demos that celebrate the achievements of the members, the club and executive team.

Blueprint Journey's & Personal Experiences

Member's experiences learning at Blueprint, their journey to technical, design, product management, and marketing excellence.

Club Updates

Blogs about starting new initiatives, announcements of club updates, collaborations and more.

Guidelines

Style

- Clear, concise, and semi-professional
  - Our blog is geared towards our students and is not a professional platform like LinkedIn. It can be less professional and geared more towards relatability and building rapport.
- Overall positive tone
  - Doesn't mean you cannot mention hardships faced during the project, but it means that this blog is to build a positive environment.
- Avoid unnecessary technical jargon
  - To reiterate, technical details should be explained in a manner such that someone with lesser knowledge about the topic can follow along. This does not mean that you cannot utilize technical language and code at all, but it is imperative that it is explained in detail enough for anyone to understand.
- Cite sources
  - If applicable
- **Utilize minimal AI**
  - At Blueprint we value the human aspect, especially when it comes to creative endeavors such as writing. AI assisted writing is permitted; however, a completely generated blog post in unacceptable. The submitted posts are reviewed by the Executive Team - so keep AI writing to a minimum - we value what you have to say!

Structure

This is not a reflection of how every post should be written but rather a quick guide to get started and build a preliminary post

1. Title
   - Short, direct, and descriptive.
2. Introduction
   - State what the article covers and why it matters.
3. Main Content
   - Break into sections with clear points Use images, diagrams, or code snippets where helpful. Feel free to connect with the VP of Marketing & VP Design for assets.
4. Conclusion
   - Wrap up the main takeaway. Tie it back to Blueprint’s mission if you can.
5. OPTIONAL: Call to Action
   - Examples: “Join our next meeting,” “Check out our GitHub,” “Reach out to collaborate.”

Review

Submit your draft as a Google Document with comments on for everyone. Typically, VP Marketing or VP Operations will review the document, make comments or necessary changes and notify you. Once the blog post is cleared, we will post it to the website shortly.

Scope of Blueprint Marketing

VP Marketing Responsibilities

1. Website Tasks

Marketing Team works closely with VP Technology to keep the website and marketing content aligned for a cohesive branding and standardized image portrayed to both students and professionals. It is imperative to strike a balance between friendly and professional in this so that we can continue a strong underclassman pipeline as well as attract sponsors and NPOs.

- Ensure Marketing content aligns with Website design for the most part
- Ensure VP Projects is providing blog posts. For student engagement, marketing team must maintain blog posts. These posts can range from weekly to monthly and can we written by members of the club. Follow the guidelines for creating blog posts here.

2. Video Series

- Ensure Marketing content aligns with Website design for the most part
- [To-do]

3. Engagement Tasks

Beyond the posts highlighted later, engagement must also occur

LinkedIn & Instagram

- Reply to all comments
- Connect with:
  - NPO leaders
  - Tech professionals
  - Blueprint alumni
- Comment on alumni achievements
- Add alumni to LinkedIn network
- Tag sponsors in posts
- Send LinkedIn recap posts

- Share project milestones

4. Event Marketing + Content Creation

Media & Assets

The marketing team is responsible for capturing the relevant content needed for posts on our various platforms. Media forms range from images to videos. The content also includes managing assets and requesting relevant clipart and designs from the Design team in order to align branding with our website.

Informational

To preserve the longevity of Blueprint and explain our work to fellow students, sponsors and NPOs, the marketing team is responsible for creating informational videos highlighting our purpose, our application cycle, etc. These are infrequent, longer videos that are posted.

Student Engagement

In order to maintain our relationship with the student body, the marketing team will strategize to create relatable content to post on our social media platforms. Examples include DIAL videos of summer internships, Blueprint conferences, Blueprint event recaps and more.

As we grow, we need to keep our professional network informed about our accomplishments. This requires **handwriting all of our posts.** We value the human aspect at Blueprint and it is unacceptable to generate posts. AI assisted writing is permitted only if it is not creating the content using AI. Marketing Team must attach relevant images from the event to these posts.

Discord

- Post announcement 1-1.5 weeks before
- Post reminder 1 week before, 24 hours before

Canva

- Create event Poster
- Write Event Post Text
- Create event recap posts and collages

Newsletter

- Create Draft 1 week before scheduled release of newsletter
- Work with people on e-board to review text & typos
- Create event recaps from previous weeks

Instagram

- Post event recaps
- Post pre-event stories
- Make sure to post announcement poster 1 week before on mainpage and story

5. Recruitment Marketing

Instagram Posts

Ensure that non-CS applicants, women and marketing/ art students are also targeted

- What each team does
- What each E-board Position Does
- Day in the life of members
- Career outcomes
- Application Walkthrough
- Recruitment Q&A stories (so people can ask questions)

6. Sponsor & NPO Visibility

Create content to deliver updates to Sponsors and ensure continued support

LinkedIn

- Sponsor highlight post, provide impact statistics
- NPO impact story with testimonials
- Project demo clip
- Member career success post
- Hackathon / event recap

7. Alumni Network Tasks

General

- Create Blueprint alumni network
- Invite alumni to events or panels

LinkedIn

- Feature 1 alumni spotlight **WEEKLY**

8. Automations

Check Instagram & Linkedin Dashboard to measure growth and change goals accordingly

General

Metrics tracjed:

- follower growth
- engagement
- referral traffic
- event signup source
- event attendance
- top referral source

Analyse:

- Identify **highest performing content**
- Analyze **event signup sources**
- Compare **engagement by post type**

9. Calendar Planning

Before the start of every semester, the VP of Marketing will work with VP Operations & President to confirm the preliminary event schedule and establish a marketing calendar for all the following tasks to be completed in a timely manner by the respective team member.

Marketing Technologies Overview

Platforms

1. Instagram
2. Discord
3. LinkedIn
4. Website

Software

1. Notion
2. Canva Pro
3. Affinity
4. Figma
5. Da Vinci Studio
6. Capcut
7. Flaticon

Marketing Team Roles

Scribes

Writing all the text to be posted on various platforms

Creators

Responsible for weekly posters and design content to be released on platforms

Photographers

Responsible for the media and videos utilized for the content to be posted & creating short-form content to longer videos to be posted for student engagement & general visibility

VP Marketing

Responsible for managing and maintaining relevant communication & flow, picking up relevant responsibilities and growing Blueprint through these efforts. Planning the marketing sprint per semester and delegating relevant tasks as well as maintaining brand image with website through Design team.