

ICBA Networking Calls Recap

June 2022

Marketer2Marketer

The Marketer 2 Marketer call started with a quick round of asking “What are you most excited to do this fall?”

The predominant answer theme was simply **having more students back** on campus and having excitement for the comeback of **orientations**. We also had a number of Members on the call new to the marketing role or to ICBA Networking! Overall, there was an undercurrent of **excitement**.

In the discussion, **SMS/texting** came up and the group was asked if anyone was doing it; campuses seem to have very limited SMS communication with students, example given of registrar’s office, or the bookstore had no opportunity at the store level to conduct texting. In one school’s student affairs-conducted focus group, it was found that there was no interest from students in this area, feeling that it was their private space - more open to email or other social channels for comms “from the school.” The idea of student focus groups and surveys, which have yielded actionable advice for some, was noted.

In discussion of **email marketing**, platforms being used by Members include HubSpot, Mailchimp, and Constant Contact. Members remarked how audience segmentation has worked well for them or that they were interested in improving their ability to segment in the face of low-interest messages. **Abandoned-cart messages**, especially if built into the POS such as MBS, work well for conversion, as does targeting the store’s most-engaged recipients who open/interact with emails. Some stores have not been using email marketing much, while a Member’s twice a week email frequency was noted but needed better segmentation.

Use of lifestyle images remains a trend; this was also spotted during “general retail tours,” with the tour idea itself resonating.

Additional topics discussed included a new NetSuite user getting more products on their website; creating excitement around a store gaming area; hiring student ambassadors; and Members beginning to follow more of their peer stores on social media to see what messaging and promos they are doing. Specifically for social it was noted that Facebook is “dead” for student interaction but remains a communication tool for store leaders & ICBA as well as ICBA’s Vendors. On the operations side, a Member mentioned they share their store’s promotions calendar on Teams so that all staff can see and note it. A new foray into a rewards program/loyalty was also mentioned, as a store is taking this over from an athletics operation.

Overall, along with that undercurrent of excitement, Members know there’s lots of opportunity to drive store traffic and improve their digital presence. There’s a strong desire to keep learning from peers on marketing & ideas, and to try new things.

POLL: If you could grow one area at warp speed....

In-store traffic	43%
Campus relationships	21%
Email marketing	0%
Ecommerce	14%
Social Media	21%

POLL: Digital Marketing Potential – Our store is at ___ of its digital marketing potential....

0 – 30% 57%

30% - 40% 14%

40% - 50% 14%

50% - 60% 14%

(No one above 60%)

###