



# Promoting your Impact with Ulster's Marketing & Communications Team

Dotty McIlroy – [d.mcilroy@ulster.ac.uk](mailto:d.mcilroy@ulster.ac.uk)





## What we will cover

- Marketing and Communications support available
- UU Channels available for promotion
- Tips for a Success Marketing & Communication Campaign
- Process for requesting Marketing and Communication Support



## **Dotty McIlroy – Marketing Business Partner**

- Research Project/Centre Launches
- Research Outputs/Impact
- Events/Conferences
- Participant Recruitment
- Book Launches
- Partnerships



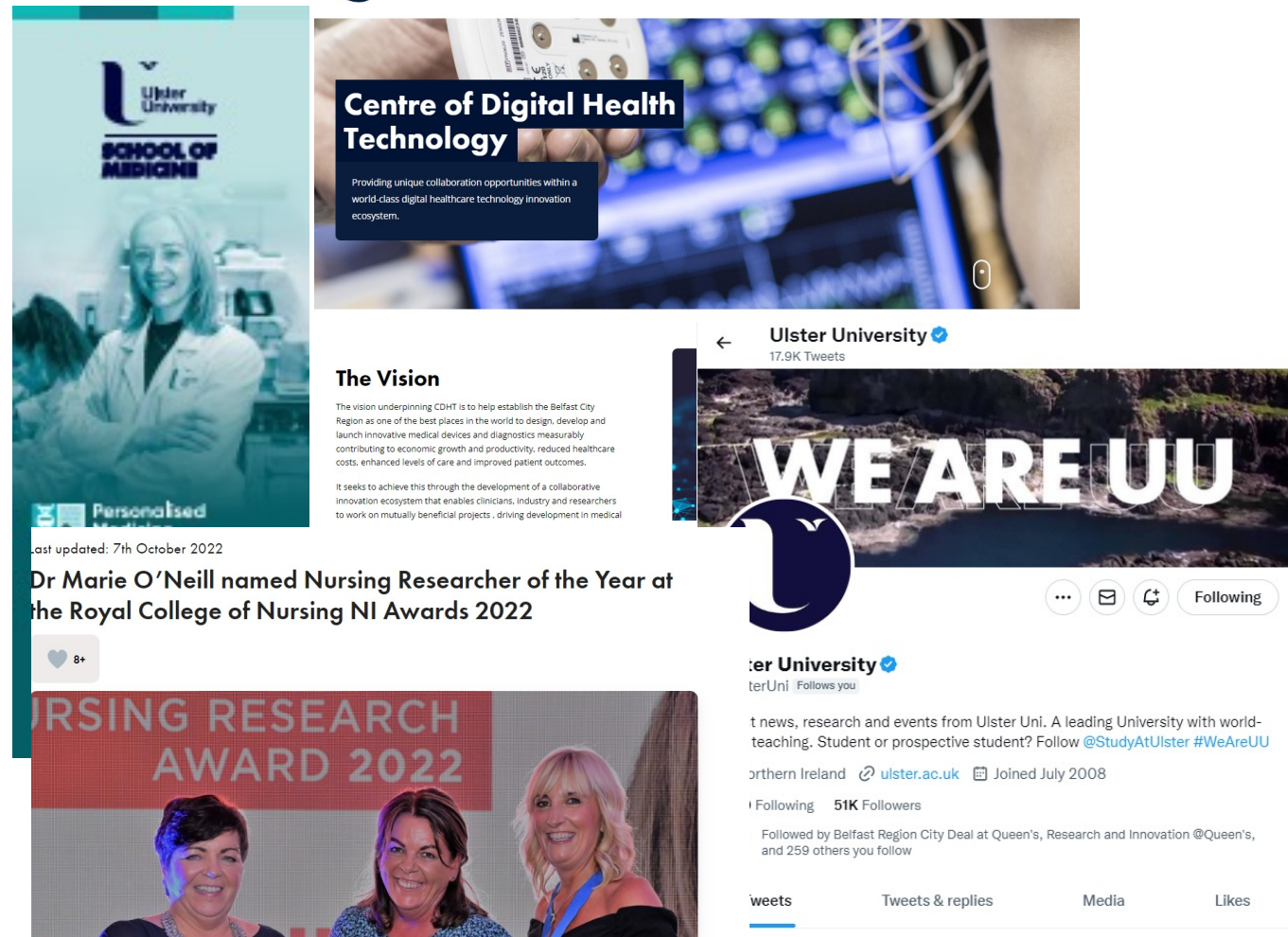
# Wider Marketing & Communications Resources

## Creative Services

- Marketing Materials Design
- Website/Web page Creation
- Photography/Videography
- UU Social Channels

## PR Team

- External Media Coverage
- Insight
- Political Coverage



# Research & Innovation Specific Channels

- Research & Innovation Social Channels - active
- Research & Innovation Blog - upcoming
- Innovation Newsletter – upcoming
- Stakeholder Newsletter – working with Grace
- Irish Times Partnership - active
- Local Media Partnerships - upcoming



# Tips & Tricks for a Successful Marketing Mix



**Define your Key  
Messages**



**Know your  
Audience**



**Select the Right  
Channels**



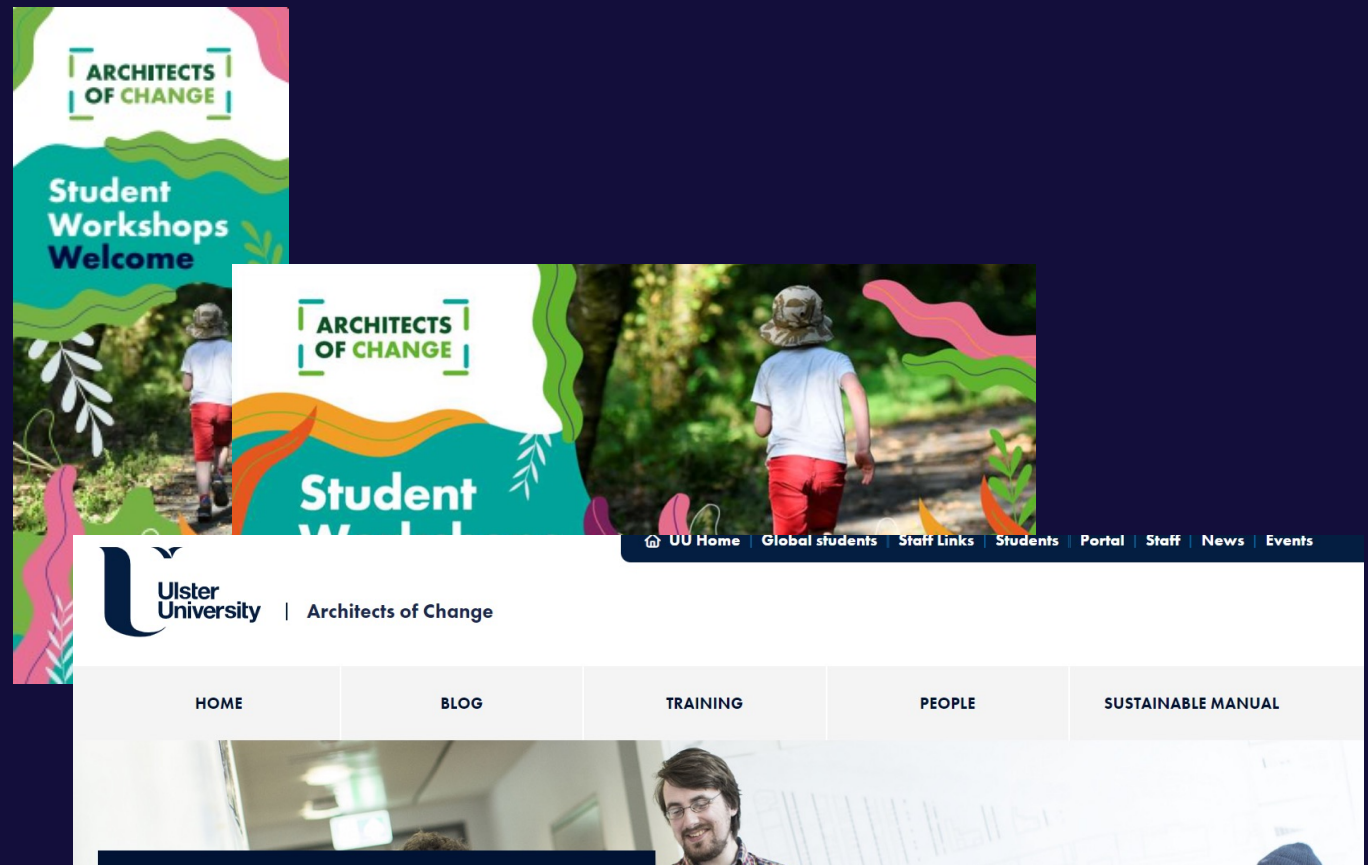
**Create Content  
that Tells a  
Story**



# Architects of Change



- Logo Development
- Suite of Creative Assets
- Website
- Videography
- External Media Coverage





## Anna Skoura – Research Associate Community Partnerships Specialist

*Always responding quickly, informatively and enthusiastically, working with Dotty was a joy. It was great having the team in our Urban Room for two days! They both showed great interest to our project's needs and were able to create a film that captures the essence of what the CCQOL project strived for.*







## Building a Personal Brand

- Successful marketing is about people, not products or services.
- The most popular LinkedIn posts are personal stories that people connect with.



## Process of Requesting Support

1. Contact Marketing Business Partner at earliest convenience – Dotty McIlroy ([d.mcilroy@ulster.ac.uk](mailto:d.mcilroy@ulster.ac.uk))
2. Check project deadlines against M&C lead times.
3. Complete the applicable brief individually or with the help of BP. Briefs can be found: <https://www.ulster.ac.uk/communications-toolkit/brief>
4. Feedback from individual teams on dates, content & channels



## If in doubt, drop us an email.

- We will do what we can to fit your request into the schedule.
- We can do more when we have more time.
- Keep us up to date with any research activity.