

# How FASEB Marketing Supports Your SRC

FASEB uses **digital advertising** to help promote the SRC:

- Placing ads on research journals with high readerships
- Draft social media content (Twitter, LinkedIn)
- Digital conference ads in various print and electronic formats
- PowerPoint slide that can also be printed and used as a flyer



The image shows a screenshot of a digital marketing guide. At the top left is the FASEB Science Research CONFERENCES logo. To the right of the logo is the title 'QUICK START FOR ORGANIZERS MARKETING'. Below the title is a blurred image of a network of people icons. The main content area has a white background with black text. It starts with the heading 'PROMOTE YOUR SRC LIKE A MARKETING PRO' followed by a short paragraph. Below that is a section titled 'ORGANIZER RESPONSIBILITIES' with a bulleted list of tasks. The final section is titled 'FASEB RESPONSIBILITIES' with another bulleted list of tasks.

FASEB Science Research CONFERENCES QUICK START FOR ORGANIZERS MARKETING

**PROMOTE YOUR SRC LIKE A MARKETING PRO**

This guide introduces you to the SRC marketing lifecycle, describes key tactics and tools, and confirms your responsibilities in promoting your SRC.

**ORGANIZER RESPONSIBILITIES**

- **Program:** - Build a stimulating conference agenda with dynamic speakers, session chairs, and career development workshops.
- **SRC webpage content:** Craft a lively conference summary for the webpage, including attendee takeaways.
- **Email marketing:** Capture contacts from your own digital address book and send emails to friends and colleagues promoting your SRC.
- **Social media:** Post details about your SRC on your social media platforms or on those managed by you or your lab.
- **Word of mouth:** Share details about your SRC during scientific meetings.
- **Academic outreach:** Promote your SRC through your academic institution with flyers, talks, and stories in institutional newsletters.

**FASEB RESPONSIBILITIES**

- Develop and launch your **SRC webpage**.
- Build the **SRC Organizer Promotional Toolkit**, which includes email and social media templates, signature ads, and digital ads.
- Serve as a resource for assisting and consulting with SRC organizers about marketing tactics and tips.
- Share the **Social Media Tip Sheet** to enhance your social media.
- Implement an **Email Marketing** campaign based on FASEB email lists.
- Provide marketing support through advertising and at other conferences.
- Promote the conference via FASEB social media accounts.

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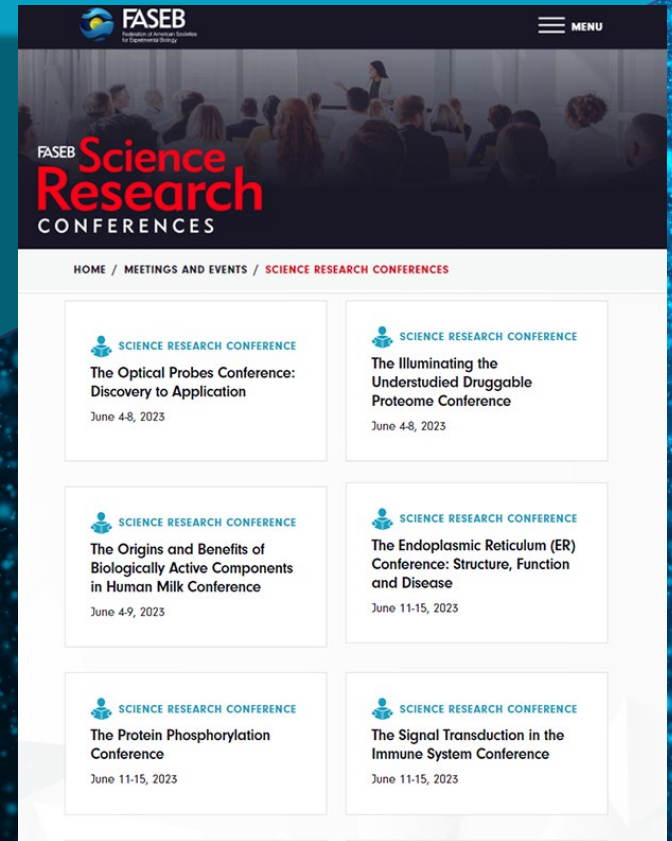
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# How FASEB Marketing Supports Your SRC

On [FASEB.org](https://www.faseb.org), we establish your SRC with a high-quality webpage:

- We take the description you provide and turn it into high-quality marketing content that appeals to your audience
- Will hold all pertinent information for your program, organizers, and speakers
- Information for attendees to submit abstracts and award applications



# How FASEB Marketing Supports Your SRC

Search engine optimization (SEO) gets your SRC seen and ranked:

- We use digital tools to enhance page popularity
- SEO makes your SRC's content easy to find
- Share your SRC on your social and professional networks to increase your ranking on search engines.



# How FASEB Marketing Supports Your SRC

FASEB's Email Marketing targets your audience directly to their inbox:

- General emails for all SRCs sent to over 80,000 recipients
- Emails to targeted audiences promoting the conference
- Emails highlight awareness, abstracts, programming, speakers, registration, and location



The Protein Phosphorylation Conference  
Steamboat Springs, CO | June 11-15, 2023 #PPCSRC

This year's exciting FASEB Science Research Conference will focus on new findings and techniques regarding the role of protein phosphorylation in health and disease.

**Abstracts Deadline is April 9**

Want to share cutting-edge research findings with colleagues? Don't forget to [submit an abstract](#) to share your latest research findings for a short talk or an in-person poster/e-poster.



We've made it easy for you to go back and submit your abstract after registering for the conference. The conference organizers and your peers are looking forward to viewing your cutting-edge research.

**Awards**

Award funds are potentially available to support attendance of trainees, junior faculty, and members of historically excluded groups and may be applied towards the cost of travel, lodging, and childcare. [Learn more](#)

**Early Registration Deadline**

Register by April 30 to save \$150 off the regular registration rate!

[REGISTER](#)

**Travel and Lodging**

Discounted Hotel Rates



# How FASEB Marketing Supports Your SRC

Social Media Marketing gets the word out about your SRC:

- FASEB promotes all SRCs directly on our social media accounts to nearly 15,000 followers
- We tag organizers with social media accounts to easily share with your networks



# How FASEB Marketing Supports Your SRC

FASEB's exhibits at **external events** where we interact with researchers on a one-on-one basis:

- Staff members interact directly with conference attendees discussing FASEB programs, including SRCs
- We collect contact information for the ability to directly market to our target audience



# How FASEB Marketing Supports Your SRC

FASEB provides **marketing support** to help guide you through the process:

- Assistance with crafting your own emails and social media posts to your personal and professional networks
- Guidance for best practices and strategies



The screenshot shows a webpage for the FASEB Science Research Conference. The header features the FASEB logo and the conference title, 'The Protein Phosphorylation Conference', along with the location 'Steamboat Springs, CO' and dates 'June 11-15, 2023'. Below the header, there is a paragraph describing the conference's focus on protein phosphorylation. A section titled 'Abstracts Deadline is April 9' includes a call to action to submit abstracts and a photograph of people at a poster session. Another section titled 'Awards' mentions funding for trainees and junior faculty. A 'Early Registration Deadline' section encourages registration by April 30 with a \$150 discount. A prominent red 'REGISTER' button is visible. The bottom section is titled 'Travel and Lodging' and includes a sub-section for 'Discounted Hotel Rates' with a small image of a hotel building.

FASEB Science Research CONFERENCES

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