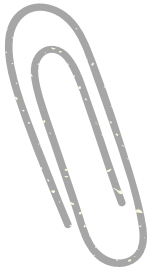
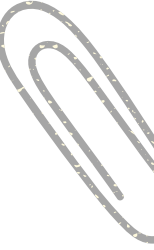
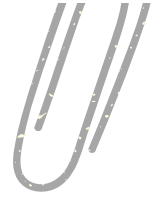


NJCU eSports
Integrated Marketing Communication (IMC) Plan

BY: RABIA FAYYAZ



RESEARCH



1

Content Analysis
of eSports Website



2

Content Analysis
of all Platforms



3

Interview with Justin
Flanagan



4

Conducted a Survey
among students

SWOT ANALYSIS



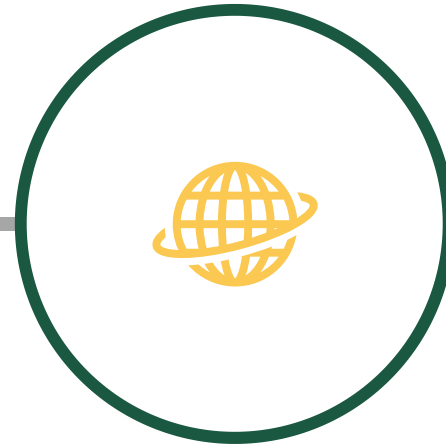
STRENGTHS

- Wide variety of games
- NJCU eSports Lab
- Monthly Calendar



WEAKNESSES

- No follower engagement
- Too many platforms
- Missing key messages



OPPORTUNITIES

- Low membership barriers
- Valuable skills
- Garden State Esports



THREATS

- Lack of strategic marketing
- Other groups/clubs at NJCU
- New competitive threats

PLANNING



COMMUNICATION OBJECTIVES



INFORM

35% of freshmen and sophomore students at NJCU about the competitive opportunities available through NJCU eSports by the end of the Fall Semester.



PERSUADE

30% of freshmen and sophomores at NJCU to follow NJCU eSports on discord, Instagram, Twitter, and Twitch by the end Fall semester.



EDUCATE

35% of freshmen and sophomore students at NJCU about the leadership and other skills and benefits available through joining NJCU eSports by the end of the Fall semester.

KEY MESSAGES



- Welcomes competitive and casual gamers
- Opportunity to connect with others
- Offers various skills and benefits
- Safe environment for students
- Gamers of all skill levels

STRATEGIES



- Create direct communication
- Spread NJCU eSports key messages
- Intrigue students to seek more details online
- Promote eSports through bold graphics and messages

IMPLEMENTATION

1

Enhance NJCU eSports website

- Weekly eNewsletter
- Email Marketing
- Frequently Asked Questions

2

Fortify NJCU eSports Presence on Social Media

- Instagram
- Twitter
- Twitch
- Discord
- Youtube

3

Opportunities offered by NJCU eSports

- Informational packet
- eSports E-Newsletter
- Self-Development Day



EVALUATION

To determine if the NJCU eSports informed 35% of freshmen and sophomores about the competitive opportunities available through NJCU eSports by the end of the Fall Semester.

- Conduct interviews
- Use Google Analytics
- Use E-Newsletter Analytics

To determine if NJCU eSports persuade 30% of freshmen and sophomores to follow NJCU eSports on Discord, Instagram, Twitter, and Twitch by the end Fall semester.

- Measure engagement rate on social media
- #NJCUeSports hashtag
- Conduct focus group interviews

To determine if NJCU eSports educated 35% of freshmen and sophomore students about the opportunities, skills, and benefits available through joining NJCU eSports by the end of Fall semester.

- Conduct a survey
- Referral data
- informational survey

Thank you!

- RABIA

