

# NC STATE EXTENSION

## Marketing and Communications

**NC State Extension Marketing and Communications is here to equip you with the tools and know-how to advance your goals and elevate your impacts. While our team is based at NC State, we collaborate with N.C. A&T and others to support both our university and our N.C. Cooperative Extension partnership efforts.**

### **Brand Promise**

The Extension brand is more than just a logo. Our brand is the sum of who we are and all that we do.

Extension enriches the lives, land and economy of North Carolinians. Put simply, we grow North Carolina.

### **Brand Drivers**

Everyone who's part of Extension plays a critical role in building our brand identity. Our brand drivers differentiate us in the market and should guide your messaging.

**People** – Extension's experts provide high-tech, high-touch services to meet the needs of clients and communities across our state

**Partnerships** – Extension's vast network of partnerships creates a culture of collaboration that uniquely positions us to benefit the state

**Programs** – Extension's research-based programs transfer university knowledge and tools into the field to address local challenges

**Process** – Extension leads the way in experiential education, providing people with individualized solutions that help them make better-informed decisions

# 7 Meaningful Marketing Tips

- 1 Be on brand.** The correct logo must be used in a clear, consistent manner on all communications
- 2 Fly the flag.** Wear your name badge and Extension apparel (university gear is good too!) whenever you're representing Extension – our online store can help
- 3 Sign off correctly.** Make sure your email signature contains the Extension logo and follows our guidelines
- 4 Plan ahead.** Use our marketing planning tools to set measurable goals, prioritize projects and report strong impacts
- 5 Know your audience.** Who is affected by your efforts and why should they care (keep them top of mind)
- 6 Tell your story.** Refer to our Extension Storytelling resources to craft effective stories that resonate with your audience
- 7 Get social.** Utilize Facebook, Twitter or other channels to promote programs and build relationships (and tag our state channels)

**BONUSTIP: Be consistent and remember the “why”** – Extension outreach should always reinforce our mission to grow North Carolina

Use our brand site for strategic direction and an array of tools and templates that can guide your communications and resource development. [go.ncsu.edu/ExtensionBrand](https://go.ncsu.edu/ExtensionBrand)