

THE MANUFACTURING DAY EVENT PROMOTION KIT

A PRACTICAL RESOURCE
FOR MFG DAY HOSTS

BUILT BY

 **INDUSTRIAL**



Dear Host,

Thanks for creating a Manufacturing Day event and registering it at mfgday.com!
MFG Day wouldn't be possible without Hosts like you.

You probably have a pretty good idea of the format for your event, or are in the process of planning it with the help of MFG Day's great [Host Resources](#).

But we're guessing you need some help getting the word out, which is where this kit comes in. Inside you'll find:

- An MFG Day Host badge to add to your website
- MFG Day Host graphics for Facebook, Google+, Instagram, LinkedIn, Twitter, and YouTube
- Pre-written posts for Facebook, Google+, LinkedIn, and Twitter
- An email to send to your email marketing list

Plus:

- Instructions for getting started with social media and email marketing
- Links to all the event promotion resources available through your MFG Day Host Dashboard.

Good luck with your MFG Day event!

Sincerely,
The Manufacturing Institute

WEBSITE BADGE

We created a special badge for Manufacturing Day Hosts as a way for you to advertise your status with the national movement on your website.

WHAT THIS IS FOR

Letting your website visitors know that you are part of MFG Day and plan to hold an official MFG Day event.

HOW TO USE IT

Find an appropriate spot on your website to add a badge. A good place is usually in the footer of your website where you might put other graphics calling out affiliations or certifications. Once you've decided on a spot, talk to your webmaster about adding this graphic to the site.

WHEN TO USE IT

Anytime.



SOCIAL MEDIA GRAPHICS

Social media graphics often get rotated on a regular basis to reflect different themes. Below are Manufacturing Day-themed graphics sized for each of the major social media channels MFG Day is involved in. Add these graphics to your social media profiles to show your support for the movement.

WHAT THESE ARE FOR

Updating your social media profiles to show your social community that you are a proud MFG Day Host.

HOW TO USE THEM

Talk to the team that administers your social media program and ask them to add these graphics to your relevant profiles. All graphics have been designed to fit each social media channel's latest specifications.

WHEN TO USE THEM

Anytime before October 5, 2018.

FACEBOOK



Profile Image



Cover Image

LINKEDIN



Profile Image



Cover Image

GOOGLE +



Profile Image

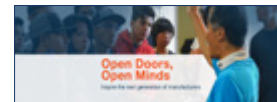


Cover Image

TWITTER



Profile Image



Cover Image

INSTAGRAM



Profile Image

YOUTUBE



Profile Image



Cover Image

GETTING STARTED WITH SOCIAL MEDIA MARKETING

Before you can use any of these social media profile graphics, you have to have business accounts with each of the social media networks on the list.

If you haven't yet created social media profiles on any of these networks, here are links to get you started. All of them are free.

FACEBOOK

You'll need a personal Facebook account to create a business page, which can be done from your personal account dashboard and takes just a few minutes.

GOOGLE+

Creating a Google+ profile is now part of a suite of Google products grouped under the name Google My Business. Registering will also help with search visibility and requires a Google account (i.e., a Gmail address).

INSTAGRAM

Instagram is a mobile app, which means that you'll have to download it to your phone or tablet to get started. Here are links for Apple and Google mobile operating systems:

Once you have the app installed, [follow these instructions to create your account.](#)

Then, [use this link to learn more about using Instagram for business.](#)

LINKEDIN

To start using LinkedIn as a business, you'll need to create a Company Page, which is simple enough on the business-oriented social media platform.

TWITTER

Like the network itself, Twitter keeps its instructions for creating a business Profile short and sweet.

YOUTUBE

As with Google+, you'll need a Google account (i.e., a Gmail address) to create a YouTube account. After that, in order to upload videos, comment, or create playlists, you'll have to go through the extra step of creating a Channel.

FACEBOOK, GOOGLE+ & LINKEDIN POSTS

Here are some social media posts you can personalize to promote your event on Facebook, Google+, or LinkedIn.

These posts follow the guidelines in the [MFG Day Social Media Playbook](#), which you should consult before becoming active in the MFG Day social media community.

EVENT PROMOTION

WHAT THESE ARE FOR

Motivating people to attend your MFG Day event.

HOW TO USE THEM

Customize the following content to include information about your event (e.g., the date of your event, a link to your event page on mfgday.com). After you've done that, add the content to the platform(s) you use to schedule your Facebook, Google+, or LinkedIn social posts and designate dates and times for release.

WHEN TO USE THEM

Anytime before your event.

1. We just registered our #MFGDay18 event. Can't wait to open our doors and students' minds on [Date of Your Event]! [\[Link to Your Event Page on mfgday.com\]](#)
2. We are proud to be participating in #MFGDay18 on [Date of Your Event]. If you find yourself in the neighborhood, come on by! [\[Link to Your Event Page on mfgday.com\]](#)
3. Register today for our #MFGDay18 event on [Date of Your Event] to see what #manufacturing is all about! [\[Link to Your Event Page on mfgday.com\]](#)
4. We're excited about #MFGDay18. Need a place to celebrate? Our doors are open on [Date of Your Event]. [\[Link to Your Event Page on mfgday.com\]](#)
5. Only a few days until #MFGDay18! We can't wait to show our guests how we do #manufacturing! [\[Link to Your Event Page on mfgday.com\]](#)

GENERAL AWARENESS

WHAT THESE ARE FOR

Speaking to the larger importance of MFG Day.

HOW TO USE THEM

Copy the content below into the platform(s) you use to schedule your Facebook, Google+, or LinkedIn social posts and designate dates and times for release.

WHEN TO USE THEM

Anytime before October 5, 2018.

1. Why do we need #MFGDay18? To inspire the next generation of manufacturers and change public perceptions of #manufacturing! <http://www.mfgday.com/>
2. #MFGDay16 events convinced 81% more students that #manufacturing careers are interesting and rewarding. How many will learn from #MFGDay18? <http://www.mfgday.com/resources/2015-event-survey-results>
3. Look at all these great photos of #MFGDay17. Can't wait to see how we all celebrate #MFGDay18! <http://www.mfgday.com/galleries>
4. The list of #MFGDay18 events continues to grow! See all the places where you can get a first-hand look at modern #manufacturing! <http://www.mfgday.com/events>
5. Can't make it to our #MFGDay18 event on 10/5? Check the map to find an event that fits your schedule. <http://www.mfgday.com/events>

TWITTER POSTS

EVENT PROMOTION

WHAT THESE ARE FOR

Motivating people to attend your MFG Day event.

HOW TO USE THEM

Copy the content below into the program you use to schedule your Twitter posts and designate dates and times for release.

WHEN TO USE THEM

Anytime before your event.

1. We just registered our #MFGDay18 event. Can't wait to open our doors and students' minds on [Date of Your Event]! [Link to Your Event Page on mfgday.com]
2. Proud to be participating in #MFGDay18 on [Date of Your Event]. Join us! [Link to Your Event Page on mfgday.com]
3. Register today for our #MFGDay18 event to see #manufacturing in action on [Date of Your Event]! [Link to Your Event Page on mfgday.com]
4. Need a place to celebrate #MFGDay18? Our doors are open on [Date of Your Event]. [Link to Your Event Page on mfgday.com]
5. Only a few days until #MFGDay18! We can't wait to show our guests what #manufacturing is all about! [Link to Your Event Page on mfgday.com]

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Copy the content below into the program you use to schedule your Twitter posts and designate dates and times for release.

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3. Look at all these great photos from #MFGDay17. Can't wait to see how we celebrate #MFGDay18! <http://www.mfgday.com/galleries>
4. The list of #MFGDay18 events is growing! Where will you get a first-hand look at modern #manufacturing this year? <http://www.mfgday.com/events>
5. Can't make it to an #MFGDay18 event on 10/5? Any day can be MFG Day! <http://www.mfgday.com/>

EMAILS

Nearly everyone has email, which makes it a great way to broadcast information.

While the [Manufacturing Day Host Toolkit](#) contains email copy you can use to invite educators and elected officials to attend your event, here is a prewritten email that you can use or repurpose to promote your MFG Day event to your general email list.

WHAT THIS IS FOR

Encouraging people to attend your MFG Day event.

HOW TO USE IT

Copy or version this content in an email to your audience.

WHEN TO USE IT

Anytime before your event.

SUBJECT: COME JOIN US ON MFG DAY!

We're proud of what we do at [\[Your Company Name\]](#) and would like to invite you to join us for [Manufacturing Day](#) — an annual celebration during which thousands of manufacturers in North America open their doors to educate millions about modern manufacturing.

[\[Your Company Name\]](#)
[\[Address\]](#)
[\[Date of Your Event\]](#)
[\[Timeframe\]](#)

For more information, and to register for our event, please follow this link to our official event listing on [mfgday.com](#).

[\[Link to Your Event Page on mfgday.com\]](#)

We can't wait to share what we do with you!

Sincerely,
[\[Your Company Name\]](#)

GETTING STARTED WITH EMAIL MARKETING

If you don't have an email list, we strongly suggest you assemble one — and not just for raising awareness about your Manufacturing Day event. It's a great way to keep yourself top of mind with customers.

To build an email list, think about who at your company has customer, potential customer, and community email addresses that belong to people you want to inform about developments at your company.

Some likely places to check include:

- Salespeople's address books
- Customer Relationship Management software (CRM)
- Website form logs (e.g., Contact, RFQ, landing pages)
- Trade show signup lists
- Collected business cards

Once you have these contacts gathered, an efficient way to manage them is to use a cloud-based email marketing program.

If you don't have one, there are a number of great free options out there, which you can use to get started. Three that consistently rank high among reviewers are [Benchmark](#), [MailChimp](#), and [VerticalResponse](#).

HOST DASHBOARD RESOURCES

The following resources for promoting your event are accessible through your official mfgday.com Host dashboard. [Log in to your MFG Day account](#) to access them all in one place or follow the links below.



HOST MEDIA GUIDE

The Host Media Guide is a comprehensive handbook for engaging with local media — print, TV, and radio — to promote your MFG Day event. It includes tips for how to identify appropriate media outlets, develop contacts, and deliver information. It even has templates for a press release, a letter to the editor, and a media alert.

WHAT THIS IS FOR

Connecting with local media to spread the word about your MFG Day event.

HOW TO USE IT

Follow the instruction to develop a strategy for enlisting local media to promote your event.

WHEN TO USE IT

As soon as possible.

POSTER

This official MFG Day poster — a standard 18" x 24" size — can be customized with your event information and then printed.

WHAT THIS IS FOR

Hang the poster in your facility (e.g., in the break room) and give copies to organizations in your area that agree to help promote your event (e.g., a local community college).

HOW TO USE IT

Add your event details, print out as many copies as you need, and distribute them.

WHEN TO USE IT

Anytime before your event.





BANNER

These large horizontal banner — 8' wide x 3' tall — can be printed at a local sign shop and displayed outside your facility to let people know about your upcoming event. There is a standard version for events on October 5, 2018 as well as a customizable version.

WHAT THIS IS FOR

Notifying people who visit your facility that you are hosting an MFG Day event.

HOW TO USE IT

Download the file and submit it to a local sign shop to have copies made. If you choose the customizable version, make sure to add the date of your event to the file before sending it to the printer.

WHEN TO USE IT

Anytime before your event. It can also be used on the day of your event to help direct people to your facility.



FEATHER FLAG

If your business is in an industrial park or has a long driveway, a feather flag can be a useful marker that tells visitors where to go.

WHAT THIS IS FOR

Display a feather flag at the entrance to your facility so your attendees know where to go.

HOW TO USE IT

MFG Day feather flags have to be ordered from Group Imaging and take several days to produce and ship. Once you receive your feather flag, assemble it and plant it in the ground.

WHEN TO USE IT

The day of your event.

LOGOS

In case you want to create your own MFG Day banners, emails, flyers, or other promotional materials, we've made both color and black-and-white logo files available for use.

WHAT THESE ARE FOR

Making your own MFG Day collateral.

HOW TO USE THEM

Download the logo files and use them in the assets you create.

WHEN TO USE THEM

Anytime.



Color Logo



Black and White Logo

MAKING A GREAT EVENT

We hope this kit has provided you with some useful information you can use to promote your Manufacturing Day event.

Hopefully this will free you up to spend a little more time thinking about the event itself! Fortunately, mfgday.com has [lots of great resources for making your event a success.](#)

Sincerely,
The Manufacturing Institute