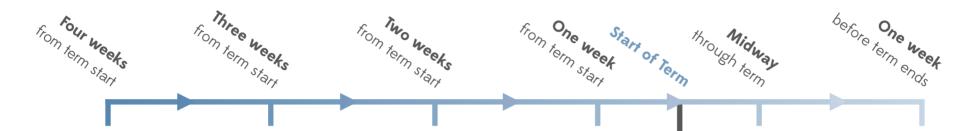


EACH YEAR:

- Distribute Faculty Welcome email to all new faculty members.
- Evaluate the link to the online bookstore. Check with your MBS account manager to see how students are accessing it. What page do they launch from? Is the link big enough? Should it be featured more prominently?
- Make sure you have Registrar Links set up within your registration program. If you are unsure, contact your account manager.

- Work with your account manager to evaluate previous year's marketing efforts. What needs to change? What new channels are you using?
- Check stock on free printed materials about MBS Direct. Do you need more brochures or flyers for orientation/registration?
- Provide new email addresses to MBS Direct so they can email students about the online bookstore and any promotions.

EVERY TERM:



Approve shipping promotion information from your account manager.

Get open/shipping promo and reminder HTMLs from MBS Direct and have it approved by your marketing department.

Run a test to make sure the HTML works in the email system.

Put print materials with the URL for the online bookstore out where students who might not get the email can see them. A good time to place these is at early registration and orientation.

Put a note on your Twitter and Facebook feeds with the link to the bookstore.

Send open/shipping promo HTML to students. Add MBS Direct's account manager's email address to the mailing so they know when it was sent.

Social media push,

shipping methods.

this time focusing on

Send Bookstore open reminder HTML to students. Check with your account manager to make sure it was received and is visually correct. Ask your account manager to send students a buyback message one week before term ends.

Check stock of posters and handouts for buyback. Request more if needed. Approve online buyback email and ask that your address be included in the mailing so you know what students received.