



STUDENT ADVANTAGE PROMOTION GUIDE

 Office 365

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Introduction

Dear Office 365 administrator,

Thanks for choosing to deploy Office 365 ProPlus for your students through Student Advantage and choosing Office for your faculty and staff.

We've created this **Student Advantage Guide** and **customizable marketing materials** to help you spread the word about Student Advantage at your institution, and encourage successful adoption and usage of these services by your students.

This combination of digital communications will help you to:

- Announce the availability of Office 365 ProPlus through Student Advantage.
- Communicate the benefits of these newly available tools.
- Inform users about how to access and install Office 365 ProPlus.
- Promote overall awareness and usage of these services on an ongoing basis.

This guide will help you create a communications plan that suits the needs of your institution. Also, be sure to review our [Office 365 Resources page \(Office.com/GetOffice365Resources\)](https://office.com/GetOffice365Resources) for a wide selection of easily customizable emails, print materials, and more to help you deliver a clear, campus-wide message to all of your students.

We're committed to helping you make Office 365 and Student Advantage a great success on your campus.

Thank you,

The Microsoft Office 365 Education Team

Using this Guide and the Office 365 marketing materials

To help you prepare your students to take advantage of their free Office 365 ProPlus services, we have structured this **Student Advantage Promotion Guide** as a step-by-step communications plan. Feel free to follow this plan as is, or customize the time frames and deliverables to correspond with the needs of your institution.

To make your promotional efforts as easy as possible, we've provided a variety of **marketing materials** to download from the [Office 365 Resources page \(Office.com/GetOffice365Resources\)](https://Office.com/GetOffice365Resources). You'll find email announcements as well as printed materials to distribute on campus, including fliers, posters, and even suggested social media posts. We have also created this **The Student Advantage (Office.com/GetOffice365)** awareness page to point your students to for more information and installation instructions.

All of these materials are designed to clearly communicate what Office 365 is and the benefit of students being able to get it at no cost, how to access its services, and the benefits of using them. Each template can be customized with your school logo, and any necessary sign-in information.

While these materials are ideal for announcing the availability of Office ProPlus through Student Advantage, they can also be used throughout the school year to promote ongoing awareness and usage.

Communications timeline

This sample timeline will provide your institution with a jumping-off point for creating a communications strategy and schedule, plus suggestions on how, when, and where to best use the available materials.

Step One: Build a team and a timeline

Four weeks prior to Student Advantage availability

Assembling a team and establishing a detailed promotion plan can help drive higher adoption rates when Student Advantage is deployed. In addition, following through with an effective promotional campaign can help promote active usage and reinforce the benefits your institution is providing to your students.

- Call upon appropriate colleagues from the marketing, communications, graphics, web design, and/or IT departments at your institution to aid in this project.
- Use this guide to establish a timeline with milestones and deliverables that are appropriate to the needs of your campus.
- Assign appropriate duties and responsibilities to each team member.

Step Two: Customize Office 365 marketing materials

Three weeks prior to Student Advantage availability

The [Office 365 Resources page \(Office.com/GetOffice365Resources\)](https://office.com/GetOffice365Resources) includes customizable **marketing materials** to distribute to your students and faculty. Select the materials that will be most useful within your institution, and be sure to consider how this content can be incorporated into existing resources such as resource packets, **orientation guides**, or campus publications. It would be great to inform parents and students in the welcome packet and before they return for the academic year that there is no need for them to purchase Office, since they can now get this benefit from your school through Student Advantage.

- **Email templates** can be sent to your students' primary email accounts to alert them of the benefit.
- **Ads and social media posts** can be used within existing campus communications, including student newspapers, department communications, or alumni newsletters.
- Student groups can be enlisted to hand out **Fliers** promoting the availability of Office 365 at no cost to students around campus. These fliers can also be distributed to on-campus mailboxes.
- Little else attracts attention quite like putting up **Posters** on every campus bulletin board and in high traffic areas. Hang them on dorm announcement boards, in the student union, and in the lounges of every academic building.

- **The Student Advantage page** provides users with more in-depth information of Office 365 benefits and instructions on how they can install. We advise for you to direct all your students to this site.
- The **suggested blog post** content can be used in any campus newsletter or publication to announce the availability of Student Advantage and its benefits.

Step Three: Educate campus influencers

Two weeks prior to Student Advantage availability

Reach out to student leaders and faculty to help promote awareness of Office 365 at no cost to students and encourage usage of Office 365.

- Send out the **email announcement** provided on the [Office 365 Resources page \(Office.com/GetOffice365Resources\)](#) early to this group to educate influencers to inform them how students will be able to get Office 365 at no cost, how it will be used throughout your institution, and how it can benefit campus life.
- Let your influencers know how you plan to promote on campus and that more information can be found at **the Student Advantage page (Office.com/GetOffice365)**.
- Persuade them to pass this information on to their peers or students, and encourage other students to take advantage of Office 365 services at no cost to them. Direct this group to **the Student Advantage page** at [Office.com/GetOffice365](#) to learn more.

Step Four: Begin campus-wide communications

On the day Student Advantage is deployed and beyond

On and beyond deployment of Student Advantage, distribute all of the promotional materials chosen in Step Two. Using the **ads**, make an announcement within the framework of your institution's website, providing details around the launch and availability of Office 365 at no cost to students as well as the features and benefits.

This will generate interest, and provide students with the information necessary to access and use their free Office 365 service.

A broad-reaching promotion effort will help increase initial adoption rates and ongoing usage levels.

Resource checklist

A full library of marketing materials is available for download from the [Student Advantage Resource page](#) at [Office.com/GetOffice365Resources](#). Feel free to pick and choose the materials that will work best at your institution.

All of these files were designed to be easily customized with your own program name, logos, Office 365 sign-in information, and other messaging.

Student Marketing Kit Resources List ([Office.com/GetOffice365Resources](#))

Web Creative:

- IT Email Template
- Dean Email Template

Social Assets:

- 1 Blog Post
- 8 Tweets

Print Creative:

- Posters – Various Sizes
- Ad – Full and Half Page