

## Proxy Marketing:

At Proxy Study Association, I handle most of the marketing tasks. This includes creating content, managing social media, and promoting events to keep the community active and engaged. We mainly use Instagram and WhatsApp for this purpose.

### Instagram Marketing

Instagram is our main platform for reaching students. We share regular posts, stories, and sometimes reels. Recently, Instagram changed its post size requirements, so now we create both square posts and other formats to fit different needs. For stories, we add music and interactive elements to make them more engaging.

### WhatsApp Communication

We also use WhatsApp to share quick updates and announcements. We have a special group chat called "**Design Dump**" where we share drafts of designs before posting. This group is great for getting feedback from other members and making improvements.

### Collaboration and Promotions

Sometimes, we work with other student groups or organizations. This means creating special posts, campus screen ads, and cross-promotions to reach a bigger audience. For example, when we had a trip to Keukenhof, we advertised it both online and around the building. Additionally, we also showcase our designs, posters, and promotional content on the TVs in the R10 building and around the campus to reach more students and keep them informed about upcoming events.

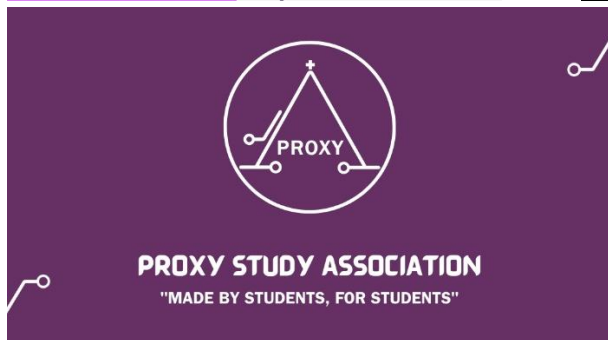
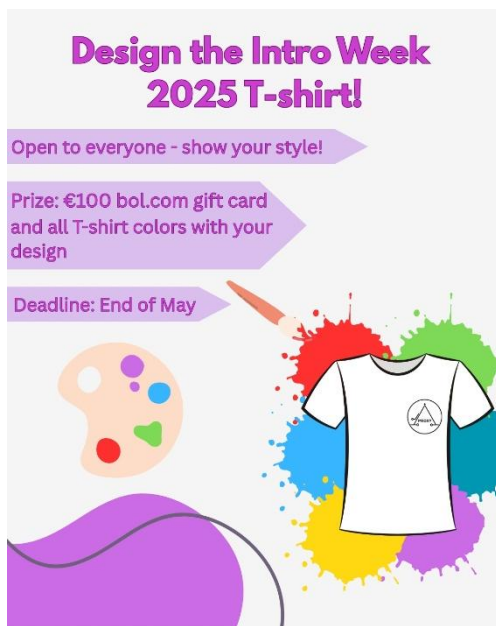
### Continuous Improvement

To keep our content fresh and interesting, we rely on feedback from the Design Dump group. This helps us make sure our posts are always high quality and relevant to our audience. And we're trying to teach other marketing people to how to use Affinity as we have the subscription of it.

### Conclusion

Overall, Proxy's marketing is about creativity, collaboration, and staying up to date with digital trends. This approach helps keep our community active and engaged.

## Some of the Visuals:



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