

Cornell University Marketing Packet 8.29.2017

Recommended Launch Schedule – Fall



Timing	Method	Audience
Start of fall term	Webinars	Librarians and/or Writing faculty/writing center
Start of fall term	Webinars	Monthly faculty meetings
Start of fall term	Student promotion/referral	Encourage library's student employees to use PowerNotes
Start of fall term	Social	Emails, Facebook posts, and Tweets about PowerNotes
Mid-fall term	Webinars/emails	Outreach to relevant student groups (student gov., newspaper, journals, etc.)



One of the most effective means of getting adoption with up to **40% of viewers adopting**.

PowerNotes can conduct a demonstration for groups of students or faculty. Typical webinars are for:

- Writing faculty or other interested professors
- Seminar classes
- Relevant student groups
- Research assistants

For best attendance: webinars for classes should be scheduled at the **normal class time** to be effective and webinars with other groups should be scheduled for standard meeting times.

Student Promotion



“75% of [Millennials] identified peers as the source of ‘truth’ at the moment of making a purchase.” - Edelman Earned Brand Study 2015

Peers are the best means to grow adoption. We are planning to build in ways for students to easily tell other students about PowerNotes. For now, we should encourage students to spread the word:

- **PowerNotes heavy users:** if they become promoters, we can provide them with free lifetime access, early access to new features, PowerNotes branded materials, and other promotions.
- **Library affiliated students:** put them to work promoting PowerNotes and they can get the same benefits as the PowerNotes heavy users.

Student Promotion Activities



Here is a list of activities we have found to be effective when carried out by student users:

- Emailing student body through school listserv (with permission)
- Posting in student Facebook groups (tend to be grad year specific groups)
- Talks to student groups they are part of (or scheduling a webinar for us to introduce PowerNotes to their student group)
- Tabling in common areas
- Spread via word-of-mouth

While we can provide copy guidance, **for student promotion to succeed, it should be authentic.**

Emails from the School



Emails can be highly effective if they are **timely, customized**, and **discuss a single topic**. We have drafted two iterations of emails that can be sent to students as a general introduction to PowerNotes.

The timing of these emails should also be considered and they should be **sent when most relevant to the audience** (i.e., beginning/mid-semester if in a seminar course).



General Intro to PowerNotes

SUBJECT 1: Become a better researcher

SUBJECT 2: The tool that takes the pain out of research

Hi [STUDENT],

The last time you wrote a research paper, how often did you refer back to sources and waste tons of time looking for that perfect passage? PowerNotes makes doing your research easier and more efficient.

- **Gather information from any online resource:** PowerNotes lets you highlight, annotate, and save all your content from any website into custom research topics with a single click.
- **Organize on-the-fly:** Research outlines are great, but creating them takes too much time. If you use PowerNotes to gather your sources, your outline will be built for you as you go, and you can easily restructure your arguments by dragging and dropping.
- **Don't lose track of your sources:** PowerNotes saves the links to all your sources so you'll never forget where you found them.

It's so much better than copying/pasting into a Word doc. Use your school email to create an account for free [here](#) and get started.

Best,

Emails – General Intro



General Intro to PowerNotes

SUBJECT 1: PowerNotes will organize your research, you focus on the important stuff

SUBJECT 2: Research organization for your journal comment

Hi [STUDENT],

Do you have a big research assignment this semester? If so, we have a better way to keep all your research organized then copy/pasting into a Word document.

PowerNotes lets you grab the important passages from news articles, databases, and other online sources that support your argument; it also keeps everything organized, outlined, and just a click away – so you can focus on analysis and writing.

Writing a research paper is hard enough, let PowerNotes organize your research so you can focus on the important stuff. Use your school email to create an account for free [here](#) and start researching with PowerNotes today.

Best,



Facebook posts:

- Worried about that [research paper, seminar paper] you have to write this semester – use PowerNotes and simplify your research. PowerNotes lets you highlight, annotate, and save all your content from any website into custom research topics with a single click. Sign up for free with your school email [here](#).
- Cornell is excited to introduce its students to PowerNotes, the first web clipper designed for online research. Just highlight text and PowerNotes will save the quote, your notes, and the source link. The school is providing this tool for free. Just use your school email to create an account and get started [here](#).

Instagram:

- Image Option 1: <http://bit.ly/2mxQhnC>
- Image Option 2: <http://bit.ly/2my6TLY>
- Caption Idea 1: Have a research project on the horizon? Use PowerNotes to gather information, take notes, and stay organized.
- Caption Idea 2: PowerNotes: The best way to gather, organize, and keep track of your research.
- Caption Idea 3: Cornell introduces PowerNotes, the 1st web clipper designed for online academic research. PowerNotes makes grabbing and organizing content easy.



Twitter:

- [Use PowerNotes](#) to keep track of citations, notes, and sources and you'll have more time to focus on the important stuff.
- Cornell introduces [PowerNotes](#), the 1st web clipper designed for online legal research. PowerNotes makes saving and organizing content easy.
- Working on a paper this semester? Use [PowerNotes](#) to gather and organize your work.
- We're happy to be providing our students with FREE access to [PowerNotes](#), the only tool made for academic research.
- What tool do we recommend to aid with the research process? [PowerNotes](#).

PowerNotes description for blog or newsletter



PowerNotes is a new online research tool designed to make academic research and document drafting more efficient for writers. PowerNotes allows you to gather excerpts from any online resource, and save, highlight, or annotate this content within customized research subjects with a single click.

Students can build and edit a paper outline as they research -- if you want to change your outline, you can drag and drop your research subjects to restructure your outline.

PowerNotes also saves links to all of your sources to help ensure that you cite to sources accurately. You can find out more about [how PowerNotes works](#) here. Then use your school email to create a free account [here](#).



A lot of Millennials have a natural ability to tune out ads, but they can still be useful to build brand awareness. Here are some examples of ads we can provide law libraries:

Flyers & Electronic ads

Table tents

Buttons