

2023 Marketing How-To Deck

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This PowerPoint deck covers important information on all of the available marketing resources for HBA volunteers.

[Marketing-How-to-Deck-2023.pptx](#) 

Within this deck, you'll find information on:

- Event Promotion
- Marq
- Ordering Marketing Materials
- Social Media Strategy
- Chapter, Regional, and Affinity Group Hashtags
- Targeted Email Marketing Requests
- Regional Chair Messages
- HBA Communities
- Volunteer Resource Center Documents
- Website Content Submissions
- Chapter and Regional Marketing and Communications Committee Structures
- and MORE!

If you have any questions or suggestions for future iterations of this deck, please contact HBA's Digital Marketing Manager, Devon Bortz, at dbortz@HBAnet.org.
