



MazeMap Marketing Pack

For Educational Institutions

Hello!



We've put together a handy selection of resources to help you promote MazeMap to your students, staff, and visitors. Facilities, IT, and marketing departments can all benefit from access to this pack. We've split the guide into sections highlighting our tips and advice for each department.

Inside you'll find:

- Suggestions on how to market MazeMap both internally and externally
- Flyer & poster templates
- Links to useful resources, such as videos and logos
- Step-by-step instructions on how to set-up helpful integrations
- Marketing success stories from other universities

Don't hesitate to contact us if you have any further questions!
Best wishes,

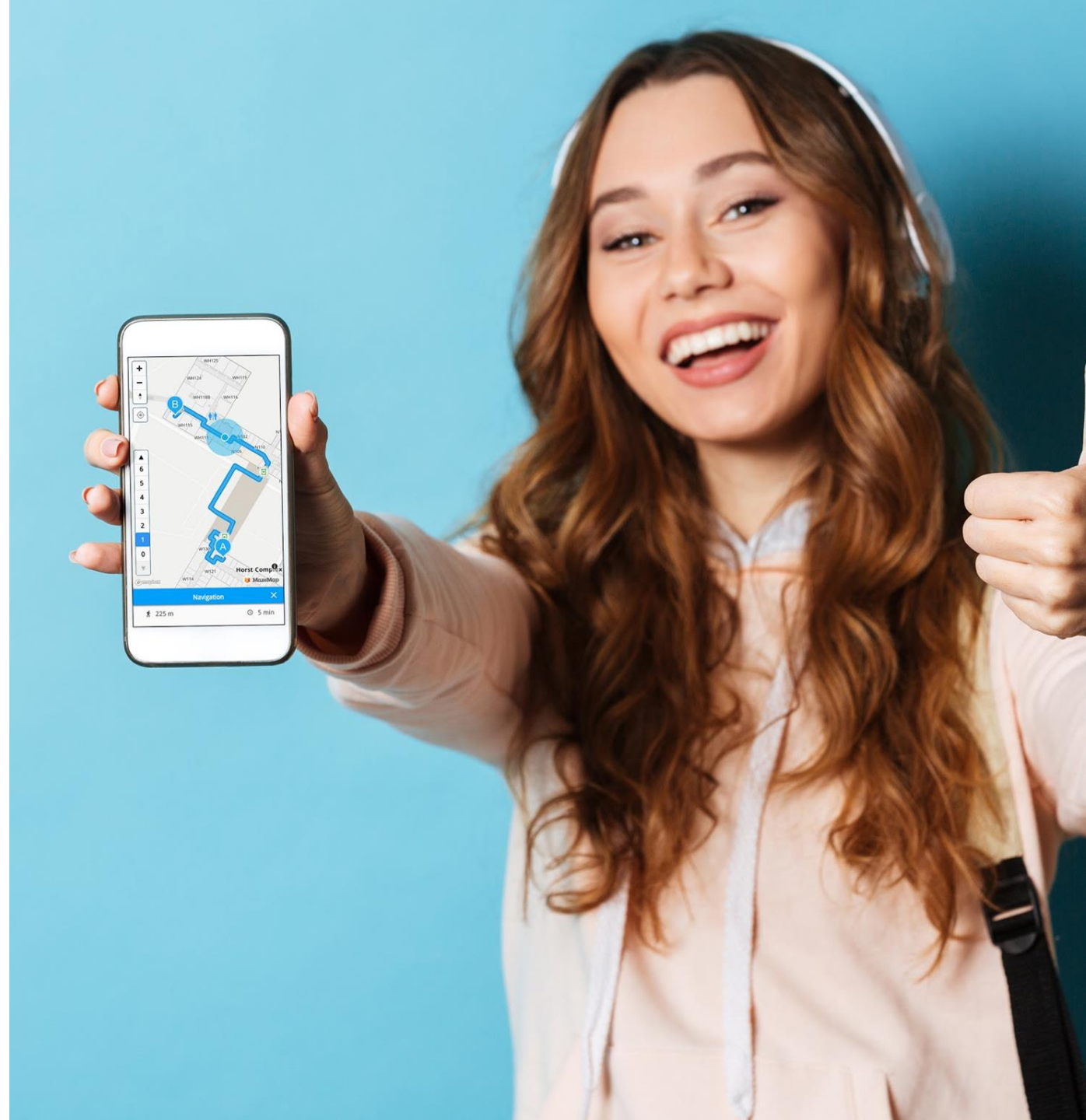
The MazeMap Team

e: marketing@mazemap.com
w: <https://mazemap.com>
m: <https://use.mazemap.com>

Find us on social media:
[Facebook](#) | [Twitter](#) | [LinkedIn](#)

Promoting MazeMap to your students, staff & visitors

A handy step-by-step guide



1 Follow us on social media!

We'd love to collaborate and share your MazeMap related content.

Find us on social media:

[Facebook](#) | [Twitter](#) | [LinkedIn](#)

2 Create some announcements

Utilize your internal channels:

- Create an announcement post on your Intranet site
- Let students and staff know about the maps in your internal newsletters
- Train the marketing & events team on how to create themed maps

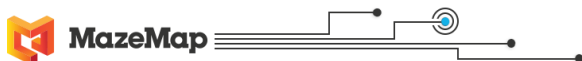
Create some content to share externally:

- Write a blog showing users how the maps work
- Announce the solution in your email newsletter
- Create an announcement post on social media
- Ask your university publication(s) to write an article
- Contact your local newspaper or publication to ask if they will write a story about the new service
- Ask student associations to promote MazeMap through their communication channels

3 Make use of QR codes

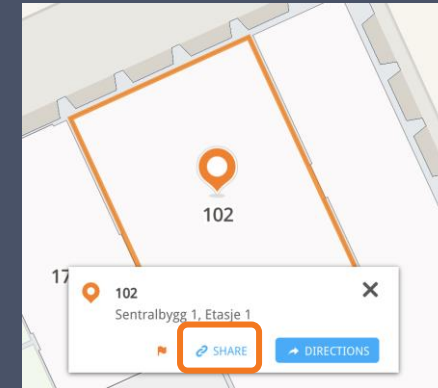
QR codes can be added to signs, posters, flyers, etc. When scanned, they will open up MazeMap, ready for your user to enter their directions.

These flyers and posters will come in especially useful during the introductory week. We have some pre-made flyer and poster templates [here](#) that you are free to use. You can also find copies of our logo and brand guidelines [here](#).

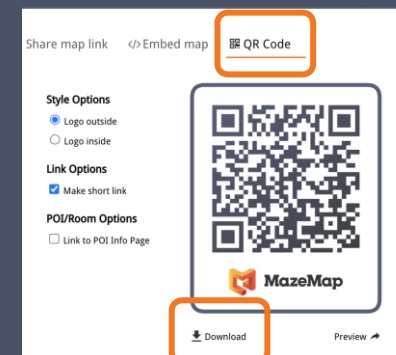


How to find QR codes for specific destinations:

1. Click the destination on the map and then click the 'SHARE' option



2. Click the QR code option and hit 'Download'



4 Make a video

Do you have any film production groups at your university? Why not set them the task of creating a video to introduce MazeMap and show how it's used?

You can see a previous examples of these videos [here](#) and [here](#).



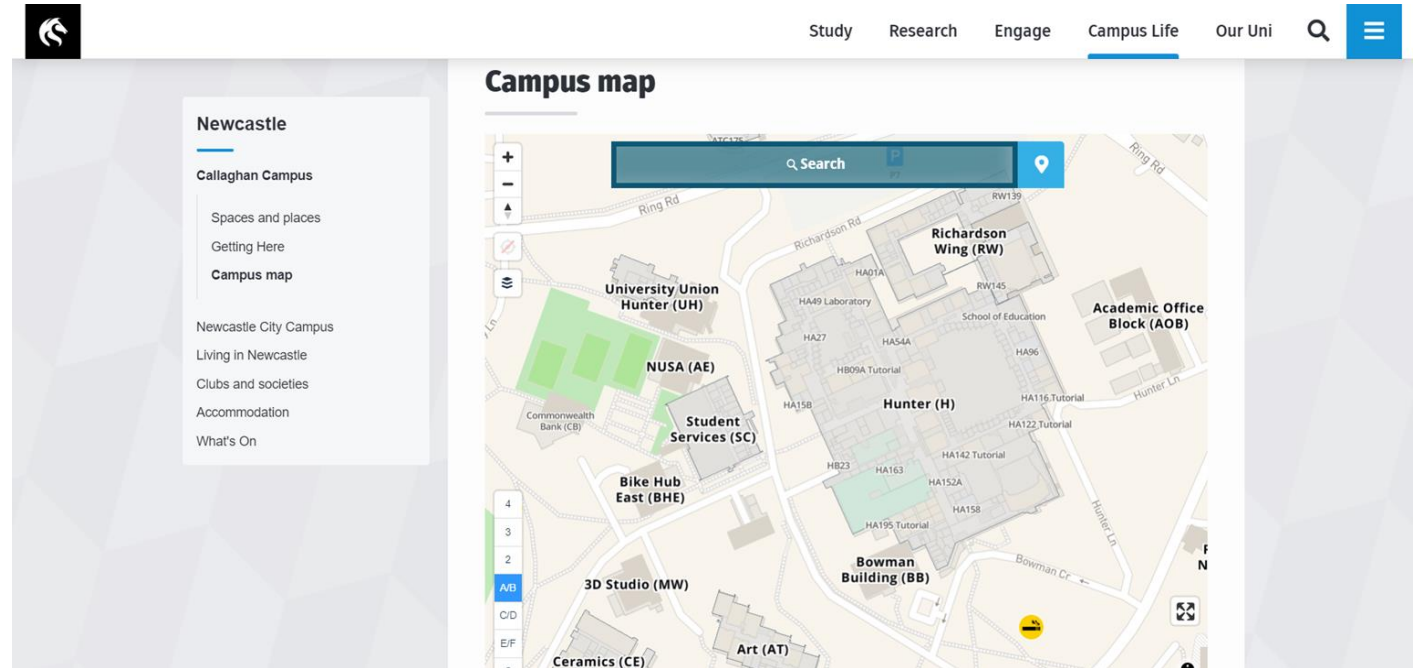
5 Arrange a scavenger hunt during your introductory week

If you want to get really creative, you could set-up a scavenger hunt using QR codes placed around the building! This is a fun activity for the introductory week, that can help students get used to navigating the university and using the MazeMap platform.

If you use a quiz platform, such as [Kahoot](#), you can even incorporate the scavenger hunt clues and QR codes into your quiz.

1 Embed MazeMap on your webpage or in your app

Once your map is up-and-running, you'll receive an API that allows you to embed your map on your webpage and in your university, college or school app.



Embedding your map makes it much easier for students and staff to find and use.

For full instructions on how to integrate MazeMap into a third party app, see the PDF included in this marketing pack.

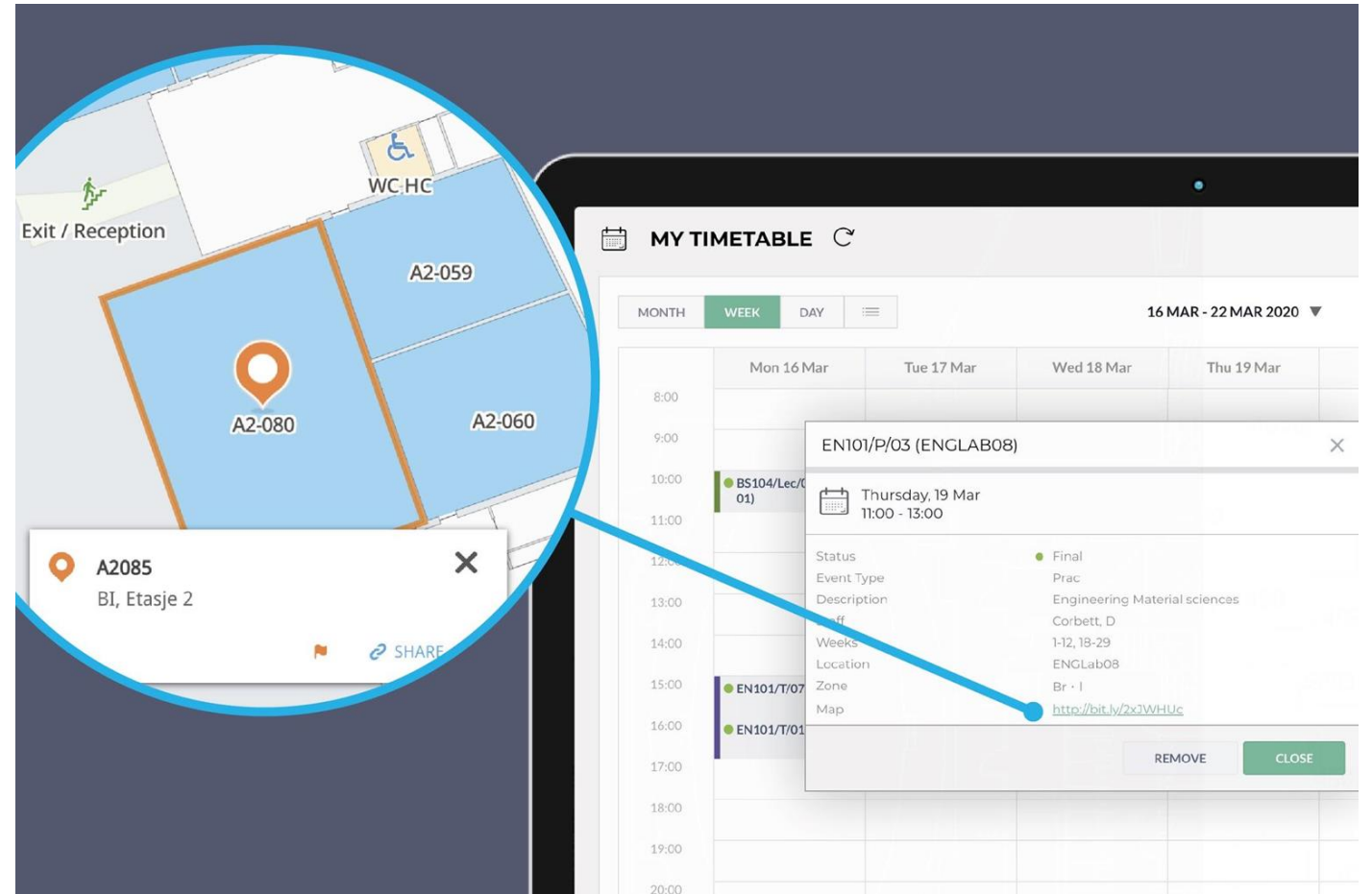
See [here](#) for full instructions on embedding your map into your website.

2 Integrate MazeMap with your timetabling system & email client

By integrating MazeMap with your timetabling system or email client, you ensure that students, staff, and visitors can find their way to meetings, classes, and other appointments.

For instructions on how to install the MazeMap Office 365 add-in, see [here](#).

For integration with your timetabling system or Gmail, reach out to your Customer Success Manager and they'll be able to walk you through the process.



3 Consider setting up information kiosks and/or information screens

Having kiosks available when users enter the building allows them to navigate to their destination quickly and easily. Users can even scan a QR code on the screen to get a copy of the directions on their smartphone. You will need to source the kiosk hardware yourself, then we can provide the digital interface. Here's an example of our kiosk interface.



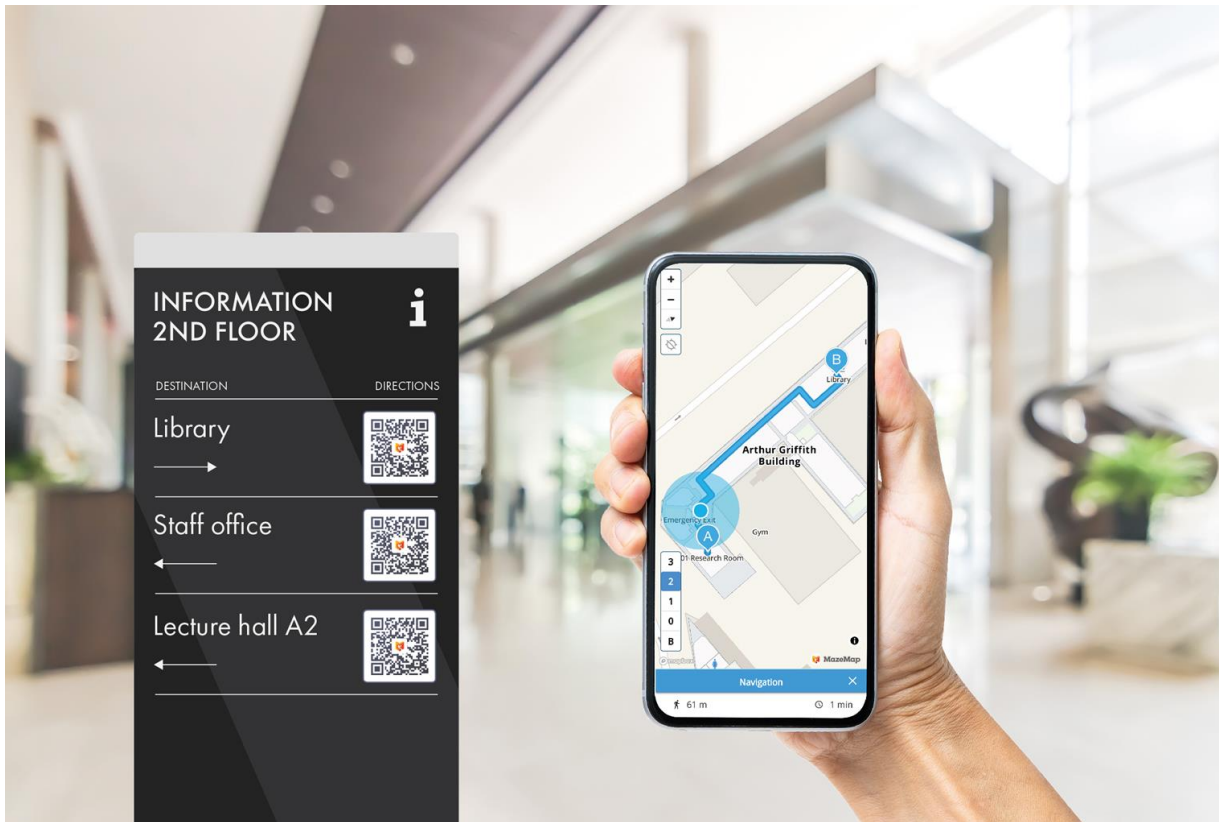
4 Inform suppliers, service personnel, and cleaning staff

By letting suppliers know in advance about your new maps, you can help them plan their route well before they arrive. If you have the map views feature enabled, you can set up service routes for maintenance and cleaning personnel. You can learn more about map views [here](#).



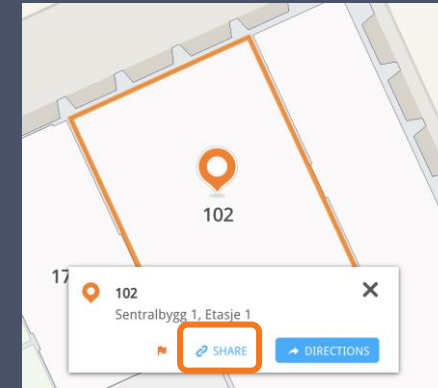
4 Add QR codes to physical signage

If you don't have indoor positioning available, adding QR codes to your physical signage can work really well to help users navigate from A to B. Here's how to find QR codes for the destinations on your map:



How to find QR codes for specific destinations:

1. Click the destination on the map and then click the 'SHARE' option



2. Click the QR code option and hit 'Download'



List of resources

Announcement campaign examples

- [Lancaster University](#)
- [University of Twente](#)
- [Uppsala University](#)

Embedded map examples

- [University of Queensland](#)

[Flyer templates & media resources](#)

[How to install the MazeMap Office 365 add-in](#)

[JS API Documentation](#)

[Logos & brand guidelines](#)

[MazeMap blog](#)

[MazeMap YouTube channel](#)

[Product flyers](#)

Videos made by our university clients

- [University of Twente](#)
- [Norwegian University of Science & Technology](#)

e: marketing@mazemap.com

w: <https://mazemap.com>

m: <https://use.mazemap.com>

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