Marketing and Client Outreach

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Agenda

- Intro
- Current need for client outreach
- Possible solutions for your center:
  - IDES blasts
  - Flyers for client outreach
  - What is your social media reach?
- Questions
- Upcoming webinars

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Current Need for Client Outreach

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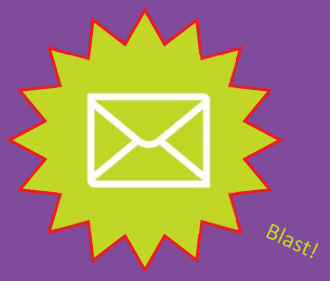
IDES Email Blasts



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IDES Email Blasts

- IDES e-mail blasts can work well in solving this problem, so **please consult with your local IDES representative** for more information.
- Keep in mind that blasts must be for an **event**.
  - IDES won't send out an e-mail blast just to get people to come in randomly.
  - Scheduling a IT JD NEG orientation has worked well for some centers.

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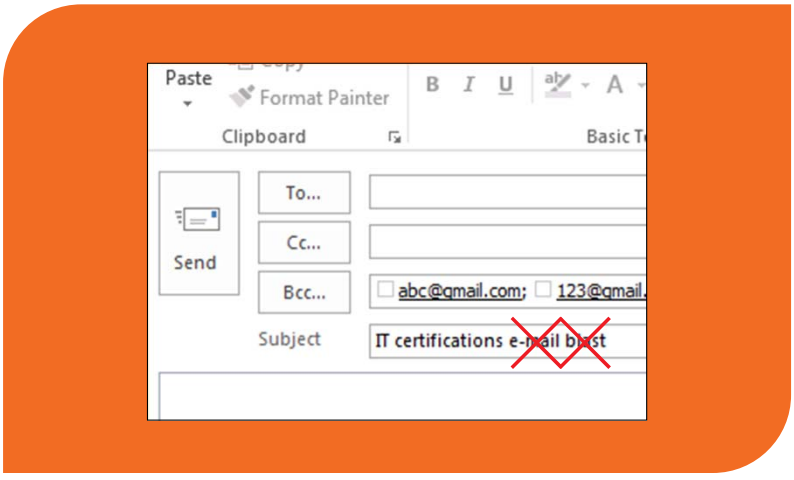
IDES Email Blasts



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Email Blasts – Best Practices

- Target the right people, if possible (segmentation).
  - If your center is targeting experienced IT professionals, you might be able to target that segment.
  - If your center is sending the blast to everyone, be sure to use careful wording in your message in order to capture the right audience.

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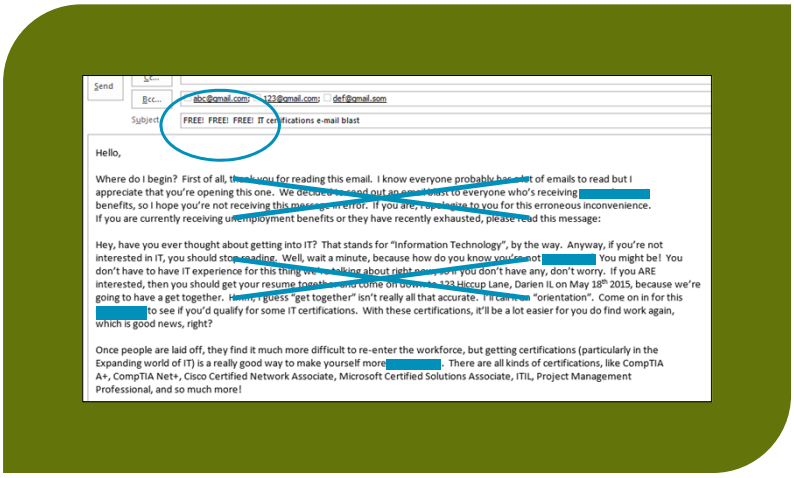
IDES Email Blasts



Send

Bcc... abc@gmail.com; 123@gmail.com; def@gmail.com

Subject: FREE! FREE! FREE! IT certifications e-mail blast

Hello,

Where do I begin? First of all, thank you for reading this email. I know everyone probably has a lot of emails to read but I appreciate that you're opening this one. We decided to send out an e-mail blast to everyone who's receiving benefits, so I hope you're not receiving this message in error. If you are, I apologize to you for this erroneous inconvenience. If you are currently receiving unemployment benefits or they have recently exhausted, please read this message:

Hey, have you ever thought about getting into IT? That stands for "Information Technology", by the way. Anyway, if you're not interested in IT, you should stop reading. Well, wait a minute, because how do you know you're not You might be! You don't have to have IT experience for this thing we're talking about right now so if you don't have any, don't worry. If you ARE interested, then you should get your resume together and come on down to 123 Hiccup Lane, Darien IL on May 18th 2015, because we're going to have a get together. Hmm, I guess "get together" isn't really all that accurate. I'll call it an "orientation". Come on in for this to see if you'd qualify for some IT certifications. With these certifications, it'll be a lot easier for you do find work again, which is good news, right?

Once people are laid off, they find it much more difficult to re-enter the workforce, but getting certifications (particularly in the Expanding world of IT) is a really good way to make yourself more . There are all kinds of certifications, like CompTIA A+, CompTIA Net+, Cisco Certified Network Associate, Microsoft Certified Solutions Associate, ITIL, Project Management Professional, and so much more!

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IDES Email Blasts

- Measure your results as best as you can
  - How many people opened the email?
  - How many people clicked on links from the email?
  - Find out what worked and what didn't
- Speak with IDES rep to see what metrics are possible for you
  - If metrics aren't possible, count the amount of people who show up to your event, and compare that to the amount of people who received the email. This will give you a general idea of how well the blast worked.

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IDES Email Blasts

"When should I send the message?"

8am 9am 10am 11am 12pm 1pm 2pm 3pm 4pm 5pm

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Flyers for Client Outreach

Flyers for Client Outreach

Experienced Clients | Entry Level Clients

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What is Your Social Media Reach?

Social Media Sites

Well known social media tool for keeping up with family and friends.

Business focused social media tool.

Social media tool geared to send out quick messages in both social and business settings.

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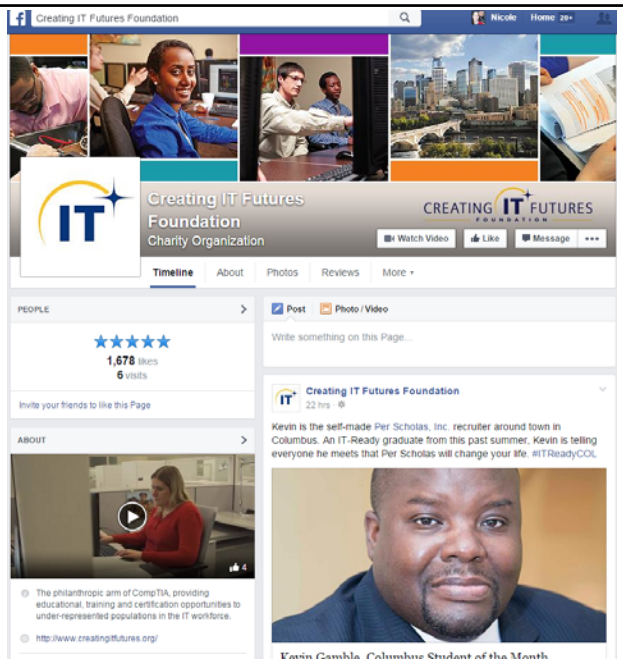

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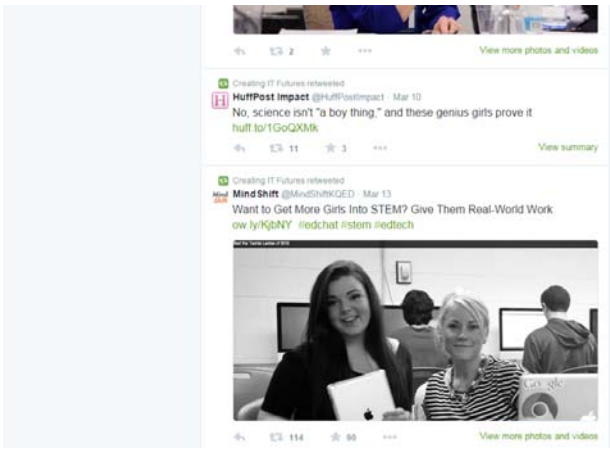
Sharing on Twitter



This shows where sharing articles written by other entities has proven to connect the followers based on the number of retweets listed for these two posts.

(11 retweets for HuffPost and 114 for MindShift)

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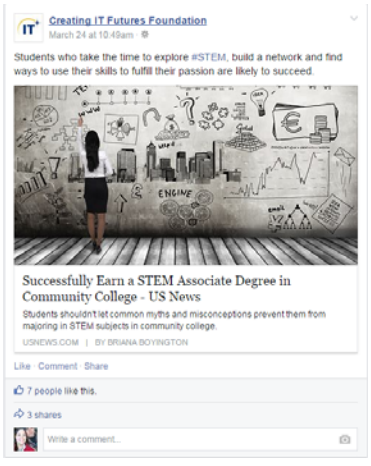
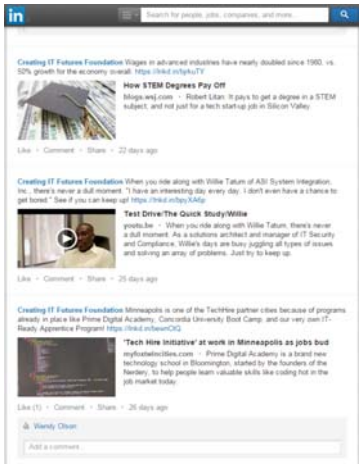
Sharing on Facebook and LinkedIn





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Avoiding Negative Content

- Avoid these items on your workplace page:
  - Workplace party pictures
  - Political backing
  - Negative portrayal of another agency or customer
  - Inappropriate language or pictures
  - Inactive pages and website links that don't work or lead to malicious sites
- Before you tag another page, be sure you have gone to that page and reviewed what they have posted to ensure there connection to you won't be viewed as negative.
- If your marketing manager, or whomever is adding content to your social media pages have two sites (a work site and a personal one) they need to be sure they are posting to the proper site. For an example of things that could go wrong google "Chrysler social media mistake" and read about the man who was fired for posting to his company site instead of his personal one.

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Using the @ Symbol

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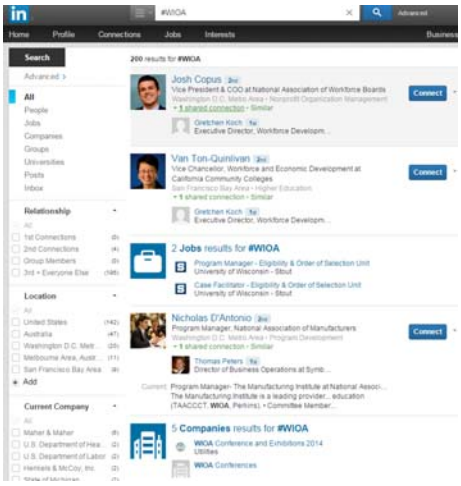
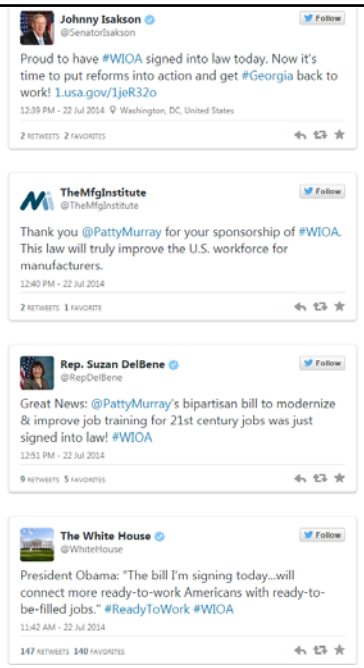
Sample of Hashtag Search For #WIOA:





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Quick Tips

- Post or retweet and use responses to gauge your following:
  - If the article was important, repost a second time 4 or more days later to engage those who might have missed the original post.
- How many times a day should you post?
  - 2 times per week to start.
  - No more than 4 times per day once established on that site.
- Posts with images get 50-60% more engagement on all sites.
- Add your URL, page name or twitter handle to your posts to drive followers to your site.

- **LinkedIn:**
  - Can also search for local talent, so the site can be used to fulfill many of your centers needs.
- **Tweets:**
  - Can be up to 140 characters, but those with 0-70 words get 90% more engagement.
  - To start a tweet with a tag use .@createitfutures (sample) to allow all to see post.
  - Cut flyers down to twitter size to notify followers of events.
  - Twitter analytics lets you search feed for specific topics, allowing you to communicate on topics already being talked about.

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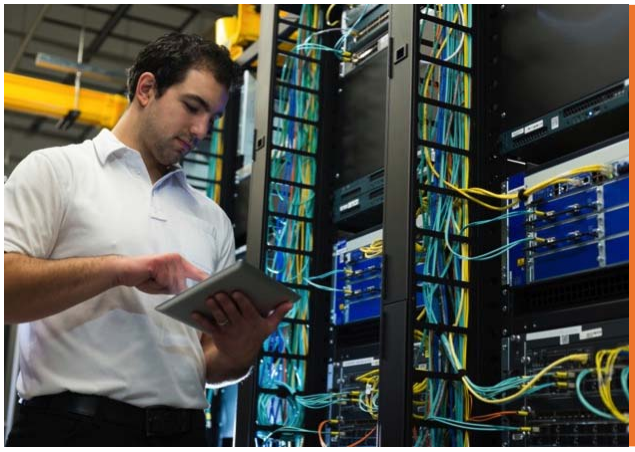
Questions??



We want to hear from you!

Where are you struggling when working with your IT focused clients?

What information would you find beneficial to help make the IT JD NEG grant a success?

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Upcoming Webinars:

- Visit www.illinoisworknet.com/jdneg to view previous webinars.
- Upcoming Webinar: Illinois workNet IT NEG Website content - 4/29/15 (est.)
- Burning Glass face to face training at University of Illinois BIS on April 22nd

Please visit the NEG page on Illinois workNet for an up-to-date calendar of events and registration information:
www.illinoisworknet.com/jobdrivenNEG

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Thank you.

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