Learner Recruitment

Strategies & Identifying Customer Personas

Handouts

August 23, 2022

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OF ONTARIO

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About CLO:

Visit our website and follow us on social media:

▸ www.communityliteracyofontario.ca

▸ Twitter: twitter.com/Love4Literacy

▸ Facebook: facebook.com/CommunityLiteracyOntario

▸ Instagram: www.instagram.com/love4literacy/

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Introductions

CLO's Webinar Team:

- ▸ Catherine Toovey – Host & Presenter
- ▸ Joanne Kaattari – Co-Host
- ▸ Vicki Trottier – Tech Support
- ▸ Cindy Norman – Tech Support

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Acknowledgements

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The Government of Ontario and its agencies are in no way bound by the recommendations contained in this event. The views expressed in this session do not necessarily reflect those of the Province.

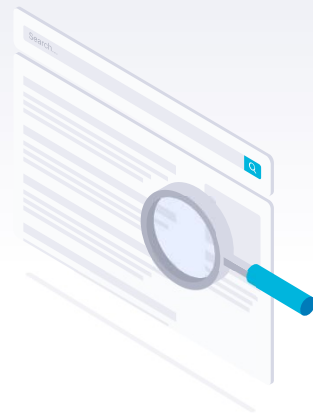Canada   **EMPLOYMENT ONTARIO**   **Ontario**

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Housekeeping

- ▸ Accessing the handouts
- ▸ Q&A session
- ▸ ASL Interpreters
- ▸ Recording
- ▸ Evaluation

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Agenda

- ▸ Introduction
- ▸ Learner Recruitment Strategies
- ▸ Identify Your Customer Personas
- ▸ Q&A

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Learner Recruitment Strategies

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The Problem

"Marketing and learner recruitment is very hard now. Our numbers are down, no matter how hard we try. Not sure what to do."

(Quote from an LBS Educator)

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#1 Social Media

"We actively link on Facebook with community organizations. We follow their pages and like and comment on their posts. That way, they know we are there and they learn about our services.
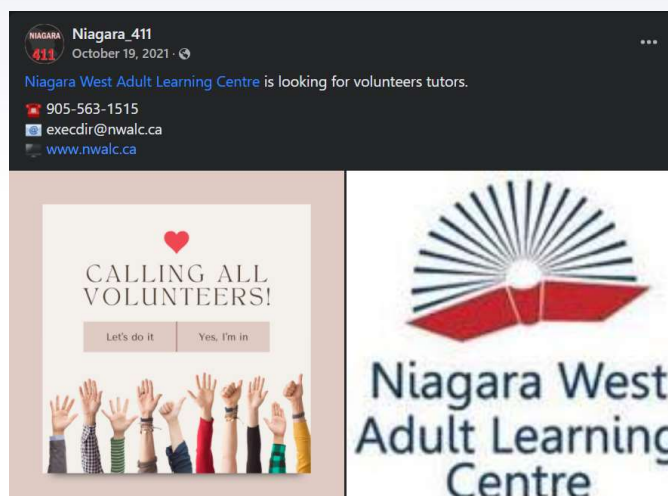*It's called social media – so why not be social!"*

(Quote from an LBS Educator)

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Example: Make it social!

Jacky Catterick
Executive Director
Niagara West Adult Learning Centre

Niagara_411
October 19, 2021 · 🌐

Niagara West Adult Learning Centre is looking for volunteers tutors.
☎ 905-563-1515
📧 execdir@nwalc.ca
🌐 www.nwalc.ca

CALLING ALL VOLUNTEERS!

| Let's do it | Yes, I'm in |

Niagara West Adult Learning Centre

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#2 Paid Advertisements

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Example: Invest Where it Counts!

Randie Doornink
Lead Instructor
Almaguin Adult Learning
Centre

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#3 Reduce Stigma & Rebrand

"We find that using general LBS terms does not get as much traction as using workforce or skills based terms."

(Quote from an LBS Educator)

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#4 Profile Learner Stories

"Our community definitely responds best when they hear stories of how literacy has improved the lives of our learners"
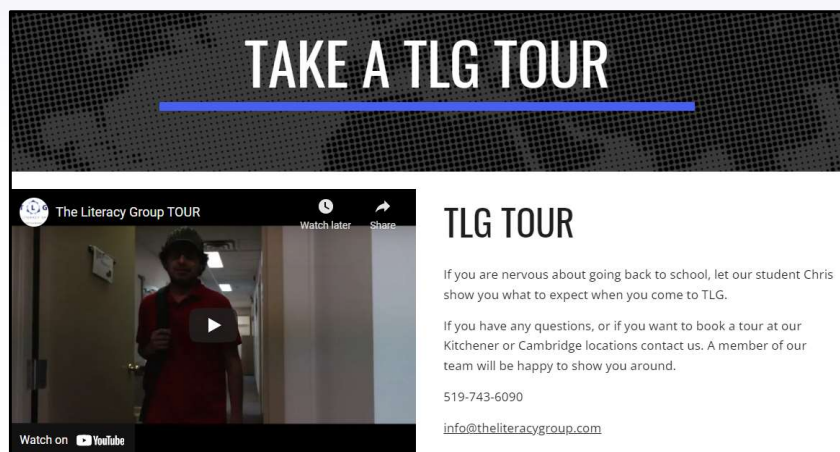
(Quote from an LBS Educator)

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Example: Learner Tour of a Literacy Centre

The Literacy Group of Waterloo Region (TLG)

Take a TLG Tour

TAKE A TLG TOUR

The Literacy Group TOUR

Watch on ▶ YouTube

TLG TOUR

If you are nervous about going back to school, let our student Chris show you what to expect when you come to TLG.

If you have any questions, or if you want to book a tour at our Kitchener or Cambridge locations contact us. A member of our team will be happy to show you around.

519-743-6090

info@theliteracygroup.com

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#5 Build on Existing Campaigns

- ▸ CLO's Literacy: Why it Matters
- ▸ ABC Life Literacy Canada's Family Literacy Day
- ▸ UNESCO's International Literacy Day
- ▸ ABC Life Literacy Canada's Skills for Success Day
- ▸ Volunteer Canada's Volunteer Week
- ▸ Nonprofit Appreciation Week – Kit from ONN

UNESCO's International Literacy Day Campaign

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Example: Family Literacy Day

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#6 Engage Your Community

"Marketing and media have shifted dramatically in the past five years. While some of our 'tried and true' approaches still work, we know we need to innovate and engage with our community and potential learners in new ways."

(Quote from an LBS Educator)

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Example: Pop-Up Little Free Libraries

Tracy Pound
Executive Director
Literacy Lambton

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CLO's Learner Recruitment Report

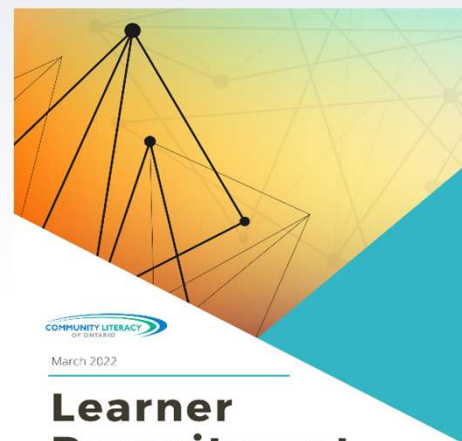www.communityliteracyofontario.ca/wp/wp-content/uploads/Learner-Recruitment-Report-March-2022-FINAL.pdf

Factsheets

www.communityliteracyofontario.ca/resources/publications/#marketing

LLO/CLO Resource Forum

https://lbsresourcesandforum.contactnorth.ca/

March 2022

Learner Recruitment Challenges and Strategies

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Customer Personas: What are they and how do they work?

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What is marketing?

- ▸ Promoting a product or service
- ▸ Includes:
  - ▹ Market research
    - ▹ Customer Personas, Competitor Research, etc.
  - ▹ Advertising – online & offline
    - ▹ Paid (Facebook, radio, print)
    - ▹ Earned (news coverage, PR strategies, Strategic partnerships, etc.)
  - ▹ Ties in with all other areas of business
    - ▹ Brand Identity, Product Development, Sales Funnels, etc.

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Customer Personas:
what are they?

- ▸ Semi-fictional archetypes of your ideal customers
- ▸ Based on data and research
- ▸ They focus your offerings to serve your target customers
- ▸ They help you efficiently attract more of the same personas over time

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Customer Personas: what are they?

▸ Demographics: identify the main characteristics

▸ There can be overlap between different personas

Buyer Persona #1
Sarah

DEMOGRAPHICS ▼
Age: 30
Gender: Female
Education: Bachelors
Income Level: Middle Class

CHALLENGES ▼
Vocational: Get everything done with a small staff
Growth: Finding new channels to grow business

BEHAVIORS ▼
Subscriptions: Forbes
Actions: Signes up for blogs related to successful businesses

EMAIL PREFERENCE ▼
How often do they open: 60% open rate
How often do they click: 25% click rate

GEOGRAPHIC ▼
Location: USA

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Match your message to your personas

▸ Identify the Persona's *paint point*

▸ Speak your learner's language

"Sell the problem you solve, not the product you have"

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Customer Personas within a marketing strategy: the bigger picture

1. Define your Brand
2. Define your Service Offerings
3. Define your Customer Personas
4. Create messaging that connects all the above
5. Publish, Analyse Results, Tweak, Repeat

(My Organization) provides (The Service Offering) to help (Customer Persona) address (The Paint Point) with (Secret Sauce).

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Tips and Tricks!

‣ Your messaging should have a clear CTA
‣ Pretend to be your personas & test the process
‣ Make it "Frictionless"
‣ Review & update regularly

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Q&A

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Thank you!

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