



Marketing Communications Strategy

Presentation to the Casey Cluster Network

March 2020

ntegr!ty



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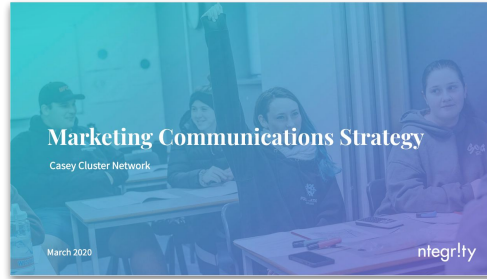
Strategy documents



You are here: Strategy presentation

The snapshot

A stepped-through overview of the audiences, projects and measures for this strategy.



Full strategy

Execution detail

Provides supporting detail on key projects, designed for those executing the strategy.

Phase	Initiative	Channel	Tactic	Owner	Timeline	Priority	Duration
2020 Phase 1 Introduce your community to their new "front door" for local learning	1.1 Reach, variable brand	Multi-channel	1.1.1 Refine the Casey brand	Project	1. Define audience for new brand style, logo and assets. 2. Define the communication brand and logo.	High	4 weeks
	1.1 Reach, variable brand	Website	1.1.2 Refine Casey website	Project	1. Update website measurements, traffic and content of the website needs with the audience, and identify user needs based on survey primary needs (2) and information they want and the action we take to do it. 2. Content strategy, and UX research, research opportunities for website, including usability, navigation, and branding. 3. Working a user change to introduce the structure and content on your site. Remember to include clear imagery (SEO, UX and design). 4. Develop content strategy, including a review of page usage, the top pages to improve the user experience and content. 5. Review and re-write content for design and usability. Run launch. 6. Monitor website metrics and user feedback and be ready to re-engage. 7. Review the full user journey (identify by content and how been reached), and set up conversion tracking on the website to give you their user experience.	High	8 weeks
	1.1 Reach, variable brand	Email	1.1.3 Create central email database	Project	1. Set up new Mailchimp account for CCN. 2. Create list for Casey Cluster Network (CCN) subscribers. 3. Use Mailchimp, Hubspot and other email marketing tools to segment and target users on different page up locations. 4. Create email templates for newsletters, brochures, articles and partner content.	Medium	1 day
	1.1 Reach, variable brand	Social	1.1.4 Create central social accounts	Project	1. Create centralised social accounts on Facebook and Instagram. 2. Develop brand strategy and content guidelines for social media. 3. Develop content strategy for social media. 4. Share with Wils and CCN Leads, and ask them to share those with their audience on social and via email.	Medium	2 day
	1.2 Search engine marketing	Search	1.2.1 Conduct detailed keyword research to develop new website content	Project	1. Conduct keyword research to develop content strategy to generate search responses for all key pages and content. 2. Conduct content gap analysis to identify content opportunities to generate search responses for all key pages and content.	High	8 weeks
	1.2 Search engine marketing	Website	1.2.2 Plan & post regular blogs	CCN	1. Create content strategy to generate search responses for all key pages and content. 2. Post weekly blogs, ensuring they're optimized for search. 3. Share with Wils and CCN Leads, and ask them to share those with their audience on social and via email.	High	8 months
	1.2 Search engine marketing	Search	1.2.3 Implement paid search strategy	Project	1. Conduct keyword research to develop content strategy to generate search responses for all key pages and content. 2. Create content strategy to generate search responses for all key pages and content. 3. Implement paid search strategy to generate search responses for all key pages and content.	Medium	2 month
	1.3 Local presence	Partners	1.3.1 Create content partner packs	Project	1. Identify the best local marketing collateral to create for different strategic audiences, as well as templates for brochures, 1. Create content strategy to generate search responses for all key pages and content.	Medium	Ongoing
	1.3 Local presence	Partners	1.3.2 Share content partner packs	CCN	1. Share with some partners to confirm they're happy to receive the content packs. 2. Share with other partners to confirm they're happy to receive the content packs. 3. Monitor website metrics and user feedback and be ready to re-engage. 4. Review the full user journey (identify by content and how been reached), and set up conversion tracking on the website to give you their user experience.	Medium	1 day
	1.3 Local presence	Email	1.3.3 Establish partner email list & send	CCN	1. Create content strategy to generate search responses for all key pages and content. 2. Post weekly blogs, ensuring they're optimized for search. 3. Share with Wils and CCN Leads, and ask them to share those with their audience on social and via email.	Low	Ongoing

Tactical roadmap

Who, what, when

Aligns detailed steps for projects to owners and timelines.

PRIMARY OBJECTIVE

Drive participation in community-based learning opportunities in Casey.

SECONDARY OBJECTIVES

Drive sign-ups for pre-accredited and accredited training.

Grow awareness & reputation of Cluster centres.

METHODOLOGY

Review of CCN marketing

We reviewed the Casey Cluster Network website, and the digital presence of three centres in Casey.

We also conducted a survey of CCN partners and staff, and clients.

The client survey had 94 respondents, 83% of which had attended a class at a Casey centre.



Landscape analysis

We reviewed two like brands - Melton Learning & Knox learning - as well as a number of best-in-class education brands.

We conducted keyword discovery to uncover search trends for your target audiences, and desktop research on ACFE priority cohorts.



Workshops & strategy development

We shared our research insights with CCN stakeholders, confirmed the vision for this strategy, and mapped out your audiences and user journeys in a day of workshopping.

These workshops and insights formed the basis of this strategy.

By 2022, we will be the recognised destination for inclusive, accessible, lifelong learning in Casey.

51,000 people (15% of Casey residents) reached via online or offline advertising

25% uplift in sign-ups across the network

15,000 total online community (5% of Casey residents)

REACH

EVALUATE

ENQUIRE

EXPERIENCE

SHARE & RETURN

Mature job seekers
Over 50 yo

Youth
Seeking work or direction

Women
Disconnected, at risk or returning to work

Retirees
Seeking connection & learning

In 2020, introduce your community to their new “front door” for local learning

- 1.1 - Establish a fresh, relatable brand for community learning in Casey
- 1.2 - Attract prospective students to the website from search engines
- 1.3 - Make the local community aware of your learning opportunities
- 1.4 - Align promotion across the network with a central content strategy

In 2021, nurture an engaged online community of Casey learners

- 2.1 - Expand your social media activity to reach even more people
- 2.2 - Use targeted online advertising to generate leads and enquiries
- 2.3 - Leverage email to drive enquiries and return students

Learn something new

Show the breadth of learning opportunities available across your centres, and get your community excited about what they could possibly learn. Show that anyone can learn a new skill.

Skills that open doors

Demonstrate where classes can lead you. Ensure there's a strong focus on employment outcomes from training, but also highlight connection, wellbeing and other outcomes.

Everyone is welcome

Show your community the accessible, welcoming nature of your centres, teachers and students. Help people to feel more comfortable about being in a new environment, and trying something new.

STRATEGY VISION

By 2022, we will be the recognised destination for inclusive, accessible, lifelong learning in Casey.

Recognised destination for lifelong learning

More people in Casey will know about Neighbourhood Houses, Community Centres and LearnLocals, what they offer and why they're valuable.

Inclusive and accessible to our diverse communities

We want to make it easy for anyone in Casey to find information about learning opportunities available to them, and provide an inclusive, welcoming learning experience.

STRATEGY VISION

By 2022, we will be the recognised destination for inclusive, accessible, lifelong learning in Casey.

KEY MEASURES

51,000 people (15% of Casey residents) reached via online or offline advertising

20% uplift in sign-ups across the network

5,000 total online community (5% of Casey residents)

AUDIENCES & JOURNEY

STRATEGY PROJECTS

CONTENT THEMES

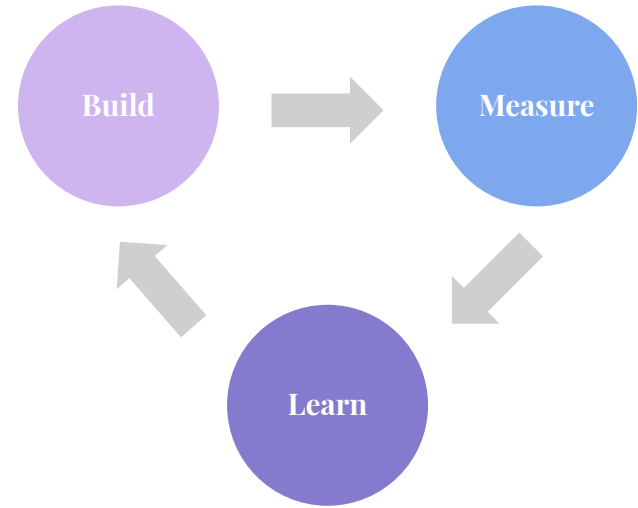
Approach to strategy measurement

CCN should take a test-and-learn approach to executing this strategy, learning from results and optimising or implementing new activity in real-time, rather than on an annual basis.

These learnings should be shared across centres, and used to guide program development as well as marketing.

There are three stages:

1. **Build** and implement the project or output with a data-based hypothesis.
2. Regularly **measure** performance based on the measurement plan.
3. **Learn** from these measures by turning data into actionable insights and recommendations.



STRATEGY MEASUREMENT PLAN

KEY SUCCESS MEASURES

By 2022, we will be the recognised destination for inclusive, accessible, lifelong learning in Casey.

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reached via online or offline advertising

20% uplift in sign-ups across the network

5,000 total online community

JOURNEY MEASURES

Reach

Website

visitors per month to:
CCN website
Individual centre websites

5% improvement per quarter

Social media

Social audience grows 10%
month-on-month

Advertising

>1% CTR on digital advertising

Evaluate

Email

email sign-ups to newsletter

30% open rate

5% click rate

Website

50% new vs returning visitors

<60% bounce rate

Enquire

Sign ups

2% website conversion rate
(visitors who make an enquiry)

5% growth in network-wide
enquiries per month

5% growth in network-wide
course attendees per month

Experience & Share

Feedback

NPS of 8 maintained for all
courses (how likely students are
to recommend classes to
someone else)

Gather 5 positive testimonials
for marketing each quarter

Return

Email

25% of enquiries are from
previous students

15% of attendees have
attended a class previously

All KPIs are indicative only, and will be re-adjusted after an initial benchmarking period of 3 months.

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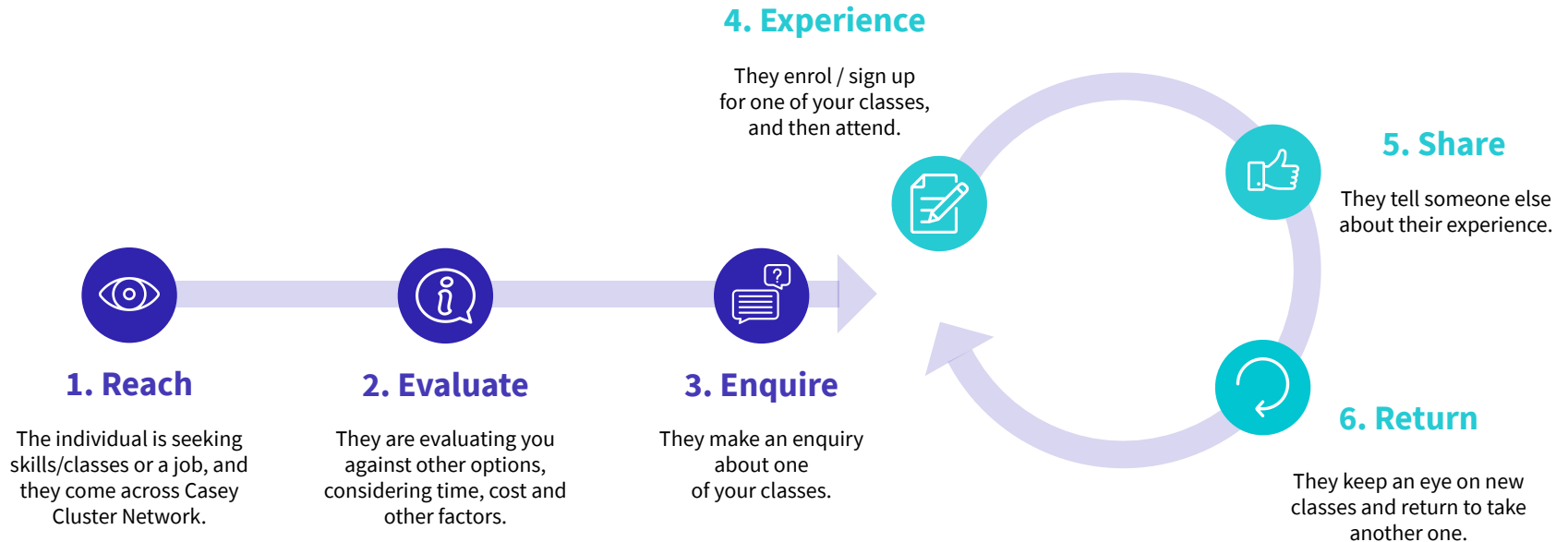
Women
Disconnected, at risk or returning to work

Retirees
Seeking connection & learning

STRATEGY PROJECTS

CONTENT THEMES

Audience engagement framework



Key audiences

The Casey Cluster Network has a range of key audiences to engage to make their mission reality of effective partnership and collaboration a reality. This strategy will focus on engaging the following groups:



 <p>Mature job seekers Over 40 years old, under- or unemployed</p>	 <p>Youth Seeking work or direction - unsure of future career</p>	 <p>Women Disconnected, at risk or returning to work</p>	 <p>Retirees Seeking connection & learning</p>
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In engaging with these groups, it will also be important to remember that they will likely include migrants or refugees, and people with a disability. CCN will need to nuance their communications to these groups accordingly.

TOP OF MIND/PAIN POINTS:

“I need security, but how do I start?”

- Frustrated: I need security for most jobs on the market.
- I should go to university to learn new skills, but I can't afford it. I feel a bit intimidated.
- Digital, digital, digital. I don't know how to use this and I feel overwhelmed.
- Anxious: Will I be too old to get a job?
- Ashamed: I've been out of work too long.
- Embarrassed: My English isn't good enough.
- Will anyone understand me?

Each audience has an empathy map



REMEMBER:

The large diversity in age, work experience and skill sets of this group.

HOW DO WE WANT THEM TO FEEL?

Confident and **optimistic**.

Inspired in their career and **equipped** with the right skills.

KEY MESSAGES

1. Your **new job** is just around the corner. Get employable **skills fast!**
2. It's **never too late** to learn new things.
3. Your age is a **benefit**, not a setback.
4. Learn with **like-minded** people - We're all in this **together**.

WHAT'S IN IT FOR THEM? (Unique Value Proposition)

An **quick and affordable** way to get the **skills** you need to find **the right job for you**.

MAIN CHANNELS & TOUCHPOINTS

ONLINE: Email | Online search | Facebook

OFFLINE: Friends & family | Library & community noticeboards | Local cultural centre | Job providers & Centrelink | Medical centres

Mature job seekers

TOP OF MIND/PAIN POINTS:

“I need secure work - but where do I start?”

- Frustrated: I don't have the skills that I need for most jobs on the market.
- I should go to university or TAFE to learn new skills, but I can't afford it, it'll take too long, and I'm a bit intimidated.
- Digital, digital, digital! I don't know how to use this and I feel overwhelmed.
- Anxious: Will I be too old to get a job?
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What is front of mind for this group? What are they thinking, feeling and doing?



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WHAT'S IN IT FOR THEM? (Unique Value Proposition)

An **quick and affordable** way to get the **skills** you need to find **the right job for you**.

What's the value for them to engage with us?
What do they want to gain?

ONLINE CHANNELS & TOUCHPOINTS

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How do we want them to feel? Keep this front of mind when communicating with this group.



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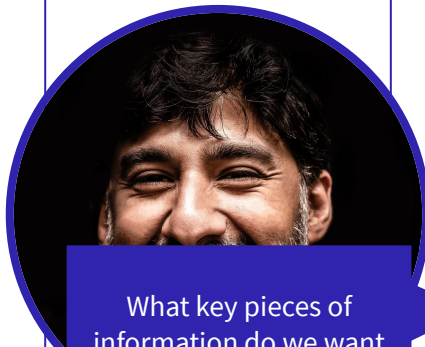
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What key pieces of information do we want them to know? How will we attract them?

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WHAT'S IN IT FOR THEM? (Unique Value Proposition)

An **quick and affordable** way to get the **skills** you need to find **the right job for you**.

What channels and touchpoints are relevant? Where should we reach them?

MAIN CHANNELS & TOUCHPOINTS

ONLINE: Email | Online search | Facebook

OFFLINE: Friends & family | Library & community noticeboards | Local cultural centre | Job providers & Centrelink | Medical centres

Mature job seekers

REACH

EVALUATE

ENQUIRE

EXPERIENCE

SHARE & RETURN

Their PAIN POINTS

Finding a job to stabilise their income
 Unsure what job they could do, and whether they can learn new skills

Knowing the next steps to take
 Reluctance to learn a new skill late in their career
 Unsure how to pick the right training

Discomfort of "starting again" and learning new skills
 Worried how others will perceive them, who else will be in the class, what it will be like

Will the class meet my needs and expectations?
 Feeling uncomfortable learning something new in an unfamiliar environment

Demonstrating their new skills to employers / Putting them into action

What they're DOING

Seeing
 Visiting

Each audience has their own journey map

Comparing training options by courses, price, location, time and accessibility

Checking dates and times

Still evaluating if the class meets their expectations and was worth the investment

Telling others about the experience

Communications OBJECTIVE

Provide

How & why training is the next step

Provide support and encouragement

Provide a great learning experience

Provide follow up learning support

MESSAGE

Your new role is just around the corner

It's never too late to learn new things

Learn with people like you

You're taking the first step

We're here to help

CCN's TACTICS & ACTIVITY

Targeted content (videos, testimonials, articles, photos) on **social media**

Gain **referrals** from **job provider partnerships**

Be present with **brochures & info packs** at Centrelink, libraries, noticeboards & community events

Search advertising focusing on job seeker keywords on Google & Bing

Effective **landing pages** with engaging content for job seekers

Ability to search classes on website by desired outcome/job type, showing clear **learning pathways** to employment

Showing **your difference across the website** e.g. diversity, community, location, support

Drive email **sign ups** to mailing list for job-seeker related content

Retarget job seekers who visit our website with relevant content

Testimonials & FAQs on the website and retargeting ads to show clear outcomes and address concerns

Capture details with sign up/enquiry form on class pages

Triggered emails for people who have enquired or booked

Reminder emails before the class with essential class info e.g. time, location, what to bring

Encourage **interaction between students during class**

Provide an **open space for questions during class**

Follow up email from teacher with **class recap** and **feedback ask**: If >4 stars, automatically direct to class review link and social share link, if <3 stars then escalate to teacher for direct follow up

Email reminder for new or similar classes

Add to **mailing list** for job seeker related content

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What they're DOING

Searching for jobs online and asking friends and family
 Visiting centrelink and talking to job providers

Comparing training options by outcomes, price, location, time and accessibility

Checking dates and times

Still evaluating if the class meets their expectations and was worth the investment

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Communications OBJECTIVE

Provide a clear pathway to employment

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TOP OF MIND/PAIN POINTS:

“I’m anxious about what the future holds for me and my family”

- Confused: What are my options as a mother?
- Time-poor: I don’t have much spare time, I’m already busy looking after my children at home.
- Money conscious: I don’t like spending money on myself, it already costs enough to raise children as is.
- Helpless: I don’t have much or any work experience.
- Ashamed: I never finished my schooling.
- Embarrassed: My English isn’t good enough. Will anyone understand what I’m saying?
- Scared: I don’t like going to places I’m unfamiliar with.
- Anxious: Will I be taken advantage of?
- Alone: No one understands me & I don’t have anyone to talk to.



REMEMBER:

This audience most likely has children, and will base many decisions around their family’s needs.

HOW DO WE WANT THEM TO FEEL?

Safe and understood.

Supported and empowered to achieve their goals that fits in with their other life priorities.

KEY MESSAGES

1. Gain **skills** that will open doors.
2. This is a **safe, inclusive** place to connect and learn. You’re always welcome here.
3. Connect with **your community** and **discover** new friendships.

WHAT’S IN IT FOR THEM? (Unique Value Proposition)

An **affordable** way to learn and connect in a **safe and friendly environment**.

MAIN CHANNELS & TOUCHPOINTS

ONLINE: Social media | Email | Google | YouTube | Netflix | Blogs

OFFLINE: Family & Friends | Library & community noticeboards | Day care / Playgroup / School | Shopping centre | Medical centres

TOP OF MIND/PAIN POINTS:

“I just want to do something that makes me happy.”

- Inadequate: Everyone online looks like they're doing so well with their lives.
- Confused: What is my passion and purpose in life?
- Indecisive: There's too many options. Where do I even start? What if I make the wrong decision?
- Money-conscious: I can't afford to go to university or TAFE.
- Pressured: Everyone is always telling me what I should do with my life.
- Misunderstood: No one listens to me. They don't 'get' me.
- Disconnected: I don't have anyone to talk to. All my friends and family are at uni or at work.
- Helpless: My opinion doesn't matter anyway.
- Embarrassed/ashamed: I don't want to ask for help.
- Impatient: I need things now.



REMEMBER:

This audience has access to the largest variety of learning options.

HOW DO WE WANT THEM TO FEEL?

Inspired and **optimistic** about their future.
Engaged with their community and **respected** by peers.

KEY MESSAGES

1. Try something new and **discover your passion** today.
2. This could be the **first step** to **finding work** you love.
3. We make it **easy** and **affordable** to take the first step.
4. Learn with **people who get you**.

WHAT'S IN IT FOR THEM?

(Unique Value Proposition)

Discover your **passion** and **connect** with people like you, in a friendly environment.

PRIMARY CHANNELS & TOUCHPOINTS

ONLINE: Social media | Email | Google | YouTube | Netflix | Blogs | Reddit

OFFLINE: Teachers / School | Parents | Friends | Job provider | Workplace

TOP OF MIND/PAIN POINTS:

“I’m looking for meaningful and enjoyable ways to spend my free time.”

- Health conscious: I’m not getting any younger. I want to stay active physically and mentally to improve my health.
- Location: I want somewhere that’s close by or convenient to get to, and I don’t like going to places I’m unfamiliar with.
- Money conscious: I don’t like spending money on myself, I would prefer to spend it on my grandkids.
- Digital, digital, digital! I don’t know how to use this and I feel overwhelmed.
- Anxious: Will I stand out or get discriminated on for my age? Will I be taken advantage of?
- Confused: I have so much spare time on my hands...what should I do with it? I’m searching for meaning and purpose to my retirement.



REMEMBER:

Their focus will be more on recreation, connecting with others, and wellbeing.

HOW DO WE WANT THEM TO FEEL?

Engaged and **inspired**.

Active in their community and **inspired** by new skills.

KEY MESSAGES

1. Connect with **your community** and **discover** new friendships.
2. It’s **never too late** to learn new things. Discover your new passion!
3. **Stay active** with **lifelong learning**.

WHAT’S IN IT FOR THEM?

(Unique Value Proposition)

An **affordable** way to learn and connect in a **safe and friendly environment**.

PRIMARY CHANNELS & TOUCHPOINTS

ONLINE: Email | Online search | Facebook

OFFLINE: Friends & family | Library & community noticeboards | Local cultural & leisure centre | Medical centres | Newspaper & direct mail

By 2022, we will be the recognised destination for inclusive, accessible, lifelong learning in Casey.

51,000 people (15% of Casey residents) reached via online or offline advertising

25% uplift in sign-ups across the network

15,000 total online community (5% of Casey residents)

REACH

EVALUATE

ENQUIRE

EXPERIENCE

SHARE & RETURN

Mature job seekers
Over 50 yo

Youth
Seeking work or direction

Women
Disconnected, at risk or returning to work

Retirees
Seeking connection & learning

In 2020, introduce your community to their new “front door” for local learning

- 1.1 - Establish a fresh, relatable brand for community learning in Casey
- 1.2 - Attract prospective students to the website from search engines
- 1.3 - Make the local community aware of your learning opportunities
- 1.4 - Align promotion across the network with a central content strategy

In 2021, nurture an engaged online community of Casey learners

- 2.1 - Expand your social media activity to reach even more people
- 2.2 - Use targeted online advertising to generate leads and enquiries
- 2.3 - Leverage email to drive enquiries and return students

2020

Introduce your community to their new “front door” for learning

1.1 - Establish a fresh, relatable brand for community learning in Casey

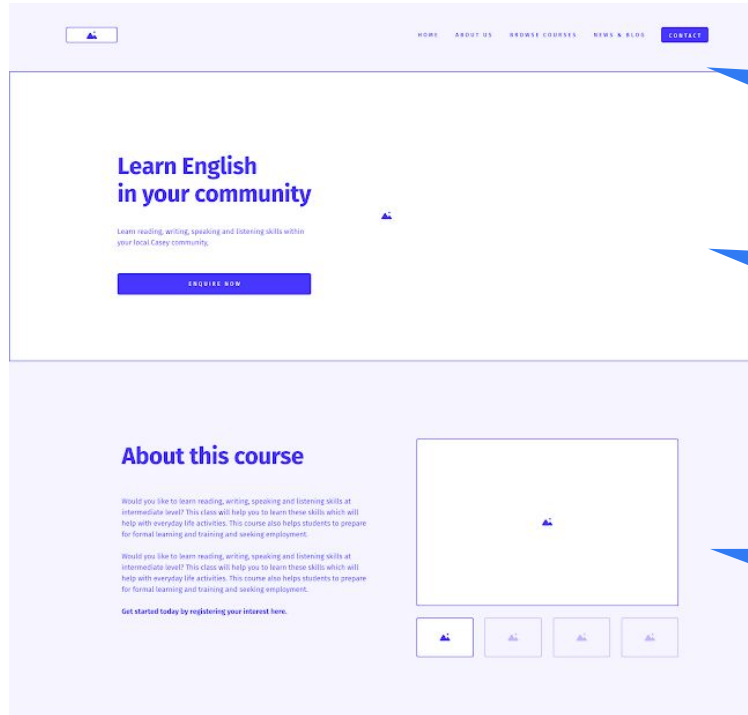
- **Rebrand** the Casey Cluster Network to more clearly align to your what (community learning) and why (a safe, inclusive space to learn, connect and grow)
- Refresh your **website** to align to the new brand, provide a more guided and immersive experience for people browsing classes, and generate leads and enquiries
- Create central **social** accounts, and an **email** database

1.1 NEW BRAND

Redevelop website

Refresh your website to align to the new brand, improve the discoverability of CCN courses, and provide a more guided and immersive experience for people browsing classes

Below is an example wireframe for a CCN class page. Content and design are meant to be indicative (not a final recommendation) of the experience CCN should aim for in rebuilding the website.



Top-level menu has been simplified to only the most important elements, and combined certain sections where possible.

Hero banner uses language and imagery that appeals to what users are looking to learn

Allowing your users to see a quick overview of the class experience with a short description and behind-the-scenes images

Design continues over the page

1.1 NEW BRAND

Redevelop website

Refresh your website to align to the new brand, and provide a more guided and immersive experience for people browsing classes

What you will learn

- Learn about Australia workplace communication, culture and practices
- Improve your computer and internet skills
- Boost your confidence to find a job
- Learn about Australia workplace communication, culture and practices

Course details

Cost: \$200

Location: Casey Neighbourhood House, 10 Raymond McMahion Blvd, Endeavour Hills

Session times: Mondays, Tuesday and Wednesday - starting at 9am

ENQUIRE NOW

Key learning outcomes from the class and essential class info such as location, time and cost.



About your teacher

Would you like to learn reading, writing, speaking and listening skills at intermediate level? This class will help you to learn these skills which will help with everyday life activities. This course also helps students to prepare for formal learning and training and seeking employment.

This course also helps students to prepare for formal learning and training and seeking employment.

Further bring the class to life online by introducing your teacher, detailing their experience in teaching and knowledge in the subject matter.

Why learn at Casey?

It's a place to learn new skills and the best kept secret in town!



Learn something now

It's a place to learn new skills and the best kept secret in town!



Skills that open doors

It's a place to learn new skills and the best kept secret in town!



Everyone is welcome

It's a place to learn new skills and the best kept secret in town!

ENQUIRE NOW



Introduction to CCN at a glance with short video to boost user engagement and connection. Content touches on your mission and key functions.

1.1 NEW BRAND

Redevelop website

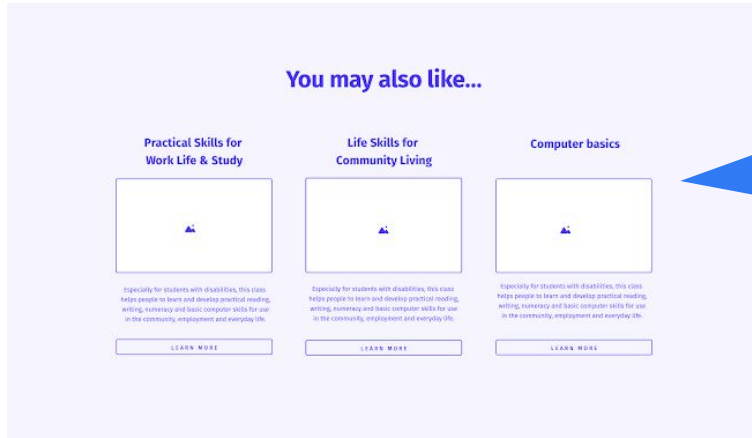
Refresh your website to align to the new brand, and provide a more guided and immersive experience for people browsing classes



Student testimonial helps to build trust and credibility to your class through social proof.



Class enquiry form on the page to capture student details easily, without them having to navigate away from the page.



Related classes section that pulls in other upcoming classes that are tagged with the same class category. Encourages the user to keep browsing on our site, rather than exiting the site if they haven't yet found what they're looking for.

2020

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- Establish light **paid search marketing** for priority learning areas

Optimise your website & post regular blogs

Improve your organic search rankings so that people searching for topics relevant to your courses can find you online.

Conduct keyword research based on journey maps, and optimise content.

Identify keywords that industry and student audiences are using to meet their needs. Use the findings to inform website content that should be created or included on landing pages, keywords that you should be optimising for and blog post topics.

THEME	SAMPLE KEYWORDS	BLOG POST IDEAS
Seeking work	resume writing, career change, how to get a job, career change at 40/50, jobs for over 50/60, jobs for mums	The best jobs for people over 50 The skills that will help you get a job Job opportunities in Casey - and the skills you need to land them How to write a resume that gets noticed
Seeking specific skills	learn english, english conversation, english course, IT class, computer course, art classes	Amalia's story: how learning English opened doors in my community Gary's story: how an IT class helped me change career at 50 4 things to look for in an English class
Seeking community or activities	support group, community group, walking group, things to do, classes for seniors, classes near me	Lucy's story: I met my new best friends at my local walking group Learn something new: top things to do in Casey this month The best classes for seniors in Casey this spring

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- Trial targeted **letterbox drops** in neighbourhoods with high concentration of particular target audiences

1.3 LOCAL PROMOTION

Partner content packs

Develop a suite of promotional materials to share with partners, referrers & key community touch points.

What to include

- A general brochure and poster promoting community learning
- Tailored brochures and posters promoting the CCN website for each priority audience cohort
- Tailored brochures and posters in priority languages
- Social media tiles and a newsletter banner promoting the CCN website

Who to share with

- Job providers
- Casey Cardinia Libraries
- Centrelink & other government services
- Health centres / General Practices
- Cultural centres

1.3 LOCAL PROMOTION

Partner email updates

Provide regular updates on relevant learning opportunities, new promotional material and useful content so they can share information on your courses with their own networks, building relevant referrals.

Example email template

Your logo



Name of course - Date & Time

Location

Description - including a note about who this course is for. [Read more here.](#)

Name of course - Date & Time

Location

Description - including a note about who this course is for. [Read more here.](#)

[View all training](#)



Name of class - Date & Time

Location

Description. [Read more here.](#)

Name of course - Date & Time

Location

Description. [Read more here.](#)

[View all training](#)



On the blog...



Tips for writing a resume

Description of blog post and how it could be relevant to them / who they could share it with.

[Read more here.](#)



Why choose a community-based English class

Description of blog post and how it could be relevant to them / who they could share it with.

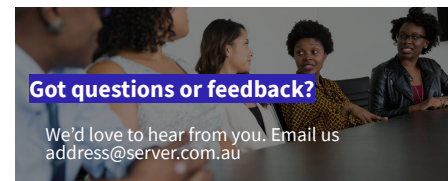
[Read more here.](#)



Anyone can learn IT

Description of blog post and how it could be relevant to them / who they could share it with.

[Read more here.](#)



Footer content

Drive PR pick-up

Get exposure in local papers and radio by sharing good news stories.

1. Train staff to identify good news stories in your community.

This might be regarding community initiatives happening at different centres, unique classes, or simply positive outcomes and stories. How to get started:

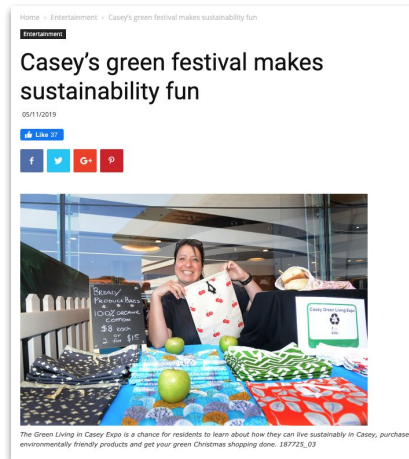
- **Generate awareness about the kinds of stories you want to hear about** so staff know when they've come across something worth sharing.
- **Create an easy way for staff to share**, such as a central email address for CCN marketing.

2. Create a list of journalists and influencers for Casey local news.

- **Build relationships** with these people in-person or online. Get an understanding for the types of stories they're seeking.
- Add a **media section** to your website, linked in the footer, so journalists can easily contact you.

3. Plan ahead with a calendar key dates, and respond to topical news.

- **Use key dates** (e.g. International Women's Day, back to school) linked to community stories to prompt content creation that might be of interest to local papers and radio.
- **Keep an eye out for topical news**, such as reports released by NFPs and government, and tie these to lived stories and outcomes from community learning programs (e.g. a report released on loneliness experienced by older people in the community).



Examples of positive stories receiving coverage

Trial letterbox drops

Use your new promotional collateral to drive awareness in specific neighbourhoods.

Use community data to plan letterbox drops to particular relevant neighbourhoods.

For example:

- Share promotional materials focused on multicultural learning in suburbs with greater proportions of people who are overseas-born or speak a language other than English at home (e.g. Endeavour Hills and Hallam)
- Share promotion focused on general classes and the opportunity to connect with others to suburbs with above average numbers of empty nesters, retirees and seniors (e.g. Devon Meadows)

Ensure promotional material includes a strong call-to-action to the website where users can sign up to receive updates.

Endeavour Hills summary profile, 2016

Place of usual residence	Number	%	City of Casey %
Population Summary			
Total population	24,296	100.0	100.0
• Males	12,157	50.0	49.8
• Females	12,139	50.0	50.2
Total dwellings	8,557	100.0	100.0
Indigenous population	72	0.3	0.5
Australian citizens	20,085	82.7	80.6
Eligible voters (citizens 18+)	15,486	63.7	57.6
Australian-born	11,366	46.8	56.4
Speaks language other than English at home	12,332	50.8	35.8
Overseas-born	11,578	47.7	38.2
Needs assistance due to age or disability	1,408	5.8	4.7

Hallam summary profile, 2016

Place of usual residence	Number	%	City of Casey %
Population Summary			
Total population	10,851	100.0	100.0
• Males	5,405	49.8	49.8
• Females	5,445	50.2	50.2
Total dwellings	3,709	100.0	100.0
Indigenous population	51	0.5	0.5
Australian citizens	8,492	78.3	80.6
Eligible voters (citizens 18+)	6,448	59.4	57.6
Australian-born	4,587	41.8	56.4
Speaks language other than English at home	5,923	54.6	35.8
Overseas-born	5,650	52.1	38.2
Needs assistance due to age or disability	780	7.2	4.7

Devon Meadows summary profile, 2016

Place of usual residence	Number	%	City of Casey %
Population Summary			
Babies and pre-schoolers (0 to 4)	79	5.1	7.9
Primary schoolers (5 to 11)	113	7.3	10.6
Secondary schoolers (12 to 17)	119	7.7	8.3
Tertiary education/independence (18 to 24)	141	9.1	9.7
Young workforce (25 to 34)	153	9.9	14.8
Parents and homebuilders (35 to 49)	292	18.8	22.0
Older workers & pre-retirees (50 to 59)	200	16.8	11.9
Empty nesters and retirees (60 to 69)	213	13.7	8.1
Seniors (70 to 84)	161	10.4	5.5
Frail aged (85 and over)	27	1.7	1.2

[Source: id.community data for Casey](#)

2020

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1.4 - Align promotion across the network with a central content and promotional strategy

- Align **content creation** at Casey NHs and CLCs to a central content strategy
- Provide the network with regular **updates, resources** and **training** to enable more effective marketing

1.4 - ALIGN PROMOTION

Content strategy

CCN's content strategy consists of three themes that align both your strategic goals and the pain and gain points for each of your audiences.

These themes will guide monthly content planning and creation.

Casey NHs and CLCs should also aim to create content within these themes, to enable alignment and easier sharing across accounts.

	CONTENT THEME #1 Learn something new	CONTENT THEME #2 Skills that open doors	CONTENT THEME #3 Everyone is welcome
CONTENT FOCUS	<p>Show the breadth of learning opportunities available across your centres, and get your community excited about what they could possibly learn.</p> <p>Show that anyone can learn a new skill.</p>	<p>Demonstrate where classes can lead you. Ensure there's a strong focus on employment outcomes from training, but also highlight connection, wellbeing and other outcomes.</p>	<p>Show your community the accessible, welcoming nature of your centres, teachers and students. Help people to feel more comfortable about being in a new environment, and trying something new. Introduce people to your diverse community.</p>
EXAMPLE IDEAS	<p>Animated video showcasing all the different class types on offer</p> <p>Behind the scenes video or photos of a class in action</p> <p>Testimonials from diverse students - A quote post, or photo of them</p>	<p>Photo & quote of a participant who found work after undertaking training</p> <p>Animated video showing the many places one course can take you</p> <p>Photo & story highlighting the new friendships that are made</p> <p>Blog post about the top skills employers are looking for</p>	<p>Short video interviews with different teachers and students</p> <p>Photos of community initiatives</p> <p>Video tours of NHs and CLCs</p>

CONTENT THEME #1
Learn something new



We spend most of our days doing things we've already done a hundred times before – why not mix it up?

Try something new and discover your passion today, like Lyn who now loves the calming effects of Tai Chi. 🧘



Learn something new today
Explore our range of courses

CASEYLEARNING.COM.AU

Learn More

👍❤️👏 20

562 Comments 311 Shares

👍 Like 💬 Comment ➦ Share

CONTENT THEME #2
Skills that open doors



"I really loved this course and the teacher was great. This course helped me get a job and I can't recommend it enough!" 🙌

Whether you're new to the computer or just want to brush up on your skills, 💡 our basic computer skills course will give you the skills you need to impress employers.



Get employable skills fast
Basic Computer Skills Course

CASEYLEARNING.COM.AU

Learn More

👍❤️👏 20

562 Comments 311 Shares

👍 Like 💬 Comment ➦ Share

CONTENT THEME #3
Everyone is welcome



Learn More



♥ 416 likes

casey_learning You're always welcome here in your local community. 🧑❤️ Discover a safe, inclusive place to connect and learn.

1.4 - ALIGN
PROMOTION

Content strategy in action

To the right are some examples of your channel plans and content strategy in action.

Example posts

Central updates, resources & training

Ensure alignment across the network, and upskill marketing staff to improve outputs - and outcomes.

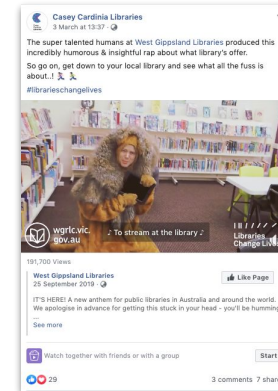
1. Use regular Cluster committee meetings to progress strategy execution and network-wide marketing
2. Provide Casey NHs and CLCs with regular updates on CCN marketing initiatives, performance and resources
3. Enable central measurement across NH and CLCs to share success and monitor strategy impact
4. Offer marketing PD sessions to increase skills and confidence across the network

2021

Nurture an engaged online community of Casey learners

2.1 - Expand your social media activity to reach even more people

- Increase **posting frequency** on Facebook and Instagram to drive engagement and enquiries
- Seek **content partnerships** to promote learning opportunities to like-minded communities



Examples of relevant partners sharing content

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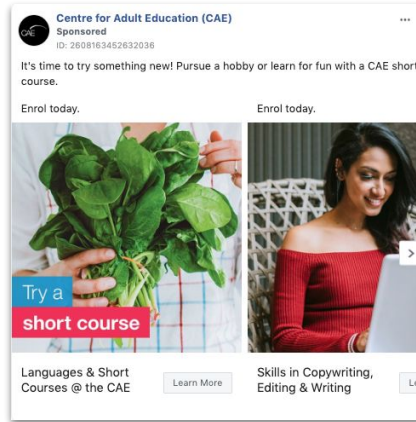
- Drive targeted **awareness** via social advertising to grow social community and drive users to relevant content
- Use **lead generation advertising** on social media to grow email database and enable more direct promotion
- Encourage users in the evaluation phase to return to the website with **retargeting**

Targeted online advertising

Leverage social advertising to reach targeted audiences with relevant content and courses, and drive evaluation and enquiry.

Awareness

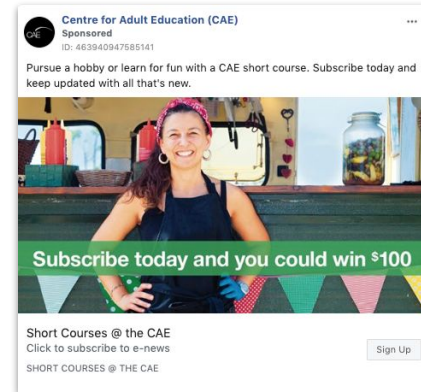
Drive targeted **awareness** via social advertising to position NHs and CLCs as a relevant option to consider when seeking classes and training.



Example 1: CAE uses awareness ads to promote short courses. This ad uses Facebook's Carousel format.

Lead generation

Use **lead generation advertising** to make it easy for users to sign up for course updates without going to your website.



Example 2: CAE incentivises newsletter subscription by offering the chance to win \$100.

Retargeting

Encourage users in the evaluation phase to return to the website with **retargeting**

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2.3 - Leverage email to drive enquiries and return students

- Enable subscribers to **tailor email** updates based on interest areas
- Introduce an **automated onboarding** sequence for new sign ups and enquiries
- Send **follow-up emails** after each class to gather feedback and identify areas to provide additional support

Leverage emails

Enable subscribers to tailor email updates based on interest areas.



Tell us which of the topics below interest you most, so we can send you specific class updates.

Which of the following interest you?

Select as many as you like

- Art & creativity
- Cooking
- Learning English
- Computer & IT skills
- Social activities & groups
- Fitness & wellbeing
- Classes / programs for children
- Skills for job-seekers
- All courses!

Submit

Gather user preferences and interests in a form, then capture this information in your database.

This will then enable you to tailor course updates to make them even more relevant to recipients.


Leverage emails

Introduce an automated onboarding sequence for new sign ups and enquiries.

Example email #1

Thank users for subscribing, and encourage them to start browsing.

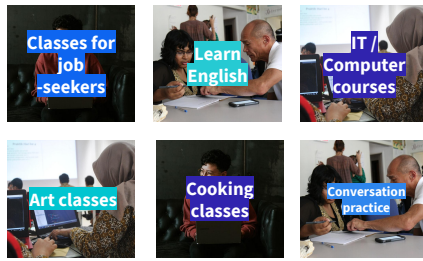
Your logo



Welcome to a world of learning - in your community

Introduction thanking them for signing up and explaining what they can expect to receive from you.

Browse our classes



[Browse all class categories](#)


Footer content



Example email #2


Tell the stories of some students and teachers to show outcomes and introduce subscribers to your people.

Your logo



Jenni's story
"Before my English class at Balla Balla, I was scared to book an appointment for the doctor over the phone."

Tell the story of a student in one of your classes, focused on outcomes (e.g. skills, confidence, connections).



Introduce one of your teachers.

[Browse our classes](#)

Footer content

Leverage emails

Send follow-up emails after each class to gather feedback and identify areas to provide additional support

1. Example feedback email

Send attendees any helpful follow-up information, and ask for their feedback in a very short survey.

Your logo



Include a personal message from the teacher of their class.

Useful resources and links:

- Include any class materials
- Link to other resources or content that the teacher recommends
- Link to upcoming classes

Thanks again for coming to class!
Paul

What did you think?

Feedback helps us make our classes even better for next time - we'd love to hear what you thought of your your class. It'll take less than 2 minutes.

Give feedback in 2 minutes

Footer content

2. Follow-up with more classes

1-2 weeks later, follow-up with an email digest of similar classes or opportunities that will help them to continue the journey.

Your logo



Continue your learning journey with more art classes in your local area.

Intermediate oil painting with Anna

Saturday 25 April, 10am-5pm

Balla Balla community centre

Description of the class goes here.

Community sketch walk

Sunday 26 April, 2-5pm

Starting at Endeavour Hills Neighbourhood Centre

Description of the class goes here.

Paint a vibrant still life

Tuesday 7 May, 11am-2pm

Blind Bight Community Centre

Description of the class goes here.

Browse all upcoming classes

Footer content

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Mature job seekers
Over 50 yo

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Skills that open doors

Demonstrate where classes can lead you. Ensure there's a strong focus on employment outcomes from training, but also highlight connection, wellbeing and other outcomes.

Everyone is welcome

Show your community the accessible, welcoming nature of your centres, teachers and students. Help people to feel more comfortable about being in a new environment, and trying something new.

Next steps

- Integrity to send strategy documents today, Thursday 12 March
- CCN to provide strategy feedback by next Wednesday 18 March
- Integrity to deliver finalised strategy documents by COB Tuesday 24 March
- Meeting to kick-off strategy execution in w/c 23 or 30 March:
 - Assign tasks in roadmap between CCN and Integrity
 - Confirm deliverables for April & May



Thank You

Any questions?