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September 6, 2022

WEBINAR - Learner Recruitment Strategies & Identifying Your Customer Personas

On August 23, 2022, Community Literacy of Ontario was pleased to host a successful webinar called ***"Learner Recruitment Strategies & Identifying Your Customer Personas."***

In this webinar, we heard about the innovative strategies and promising new practices implemented by LBS agencies. As well, you will learn how to use the marketing tactic of identifying your "Customer Personas" to more efficiently connect with your learners online and on social media platforms.

You can watch the recorded version of our Learner Recruitment webinar via this link:

<https://vimeo.com/745004236>.

View the slide deck at this link: <https://www.communityliteracyofontario.ca/wp/wp-content/uploads/Webinar-HANDOUTS-Learner-Recruitment-August-2022.pdf>.

A promotional graphic for a webinar. It features a dark blue background with a blurred image of hands typing on a laptop keyboard. In the top left corner, there is a small version of the Community Literacy of Ontario logo. In the bottom left, the text "Learner Recruitment Webinar" is written in a large, white, sans-serif font. Below this, in a smaller white font, is the text: "Join CLO for this webinar on Effective Learner Recruitment Strategies. Including how to define your learner personas for efficient communication." In the bottom right corner, there is a circular blue badge with white text that reads "Now available on CLO's website".

COMMUNITY LITERACY OF ONTARIO

Learner Recruitment Webinar

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