

News Bulletin

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LEVER : A STRATEGIC POSITIONING TOOL

BY: RACHEL ANNE NORMAND
MANAGER OF COFA'S PROGRAMME DE FORMATION À DISTANCE

Marketing can be done through various medias and convey different messages, and even have diverse objectives. For example, a marketing tool can be used to urge people to buy a product. Marketing can also have a strategic value. That was the purpose of *Lever*, the special edition of *Perfectio magazine* released in January 2019. With this dissemination tool, the Coalition ontarienne de formation des adultes – the support agency for the French-speaking network of the Literacy and Basic Skills (LBS) program – wanted to show that adult education is an important vector in both developing knowledge and the economy.

More specifically, COFA sought to demonstrate that adult education is not just about obtaining a diploma or certificate. It is ubiquitous, all throughout life. It takes several forms, is embodied in diverse activities, approaches and methods, and touches various facets of life. The training offered by formal education institutions, such as colleges and universities, is not the only solution possible for adults looking to maintain and expand their skills. In fact, the LBS program from the Ministry of Labour, Training and Skills Development is an intrinsic part of, and an indispensable link in, adult education.

People are successful in school when they are able to develop their independence and become players in their own personal, professional and community life. This is exactly what the LBS Program offers, and what *Lever* has communicated.

In bringing together voices from the LBS network and in assembling them in a bilingual publication,

the support agency unequivocally demonstrated how the LBS Program is a stepping stone in the creation of individual or collective social actors who are capable of fully playing their part in society today, all while it prepares them for the society of tomorrow.

A publication like *Lever* is a powerful strategic positioning tool. It can also be a significant source of information to support, or even inform, the redesign of various governmental branches that deal with adult education.

Support agencies are key developmental players. It is important that they look for opportunities to promote their respective network and to fully demonstrate their scope and strengthen their impact, just like COFA did. In today's society, the methods for communicating and dispersing information abound. It is a matter of choosing the proper mode of dissemination based on the message to be communicated and the audience to be targeted. It is also a question of paying close attention to the information choices that will convey the message. In *Lever*, COFA was careful to vary the type of information: statistics, personal stories, research data, testimonials, etc. Furthermore, COFA was able to reach a wider public by translating into English an edition that would have normally only been published in French.

All of these elements combined play an important role in strategic positioning, and who better to position a network than those support agencies acting as intermediaries between those on the ground and society.

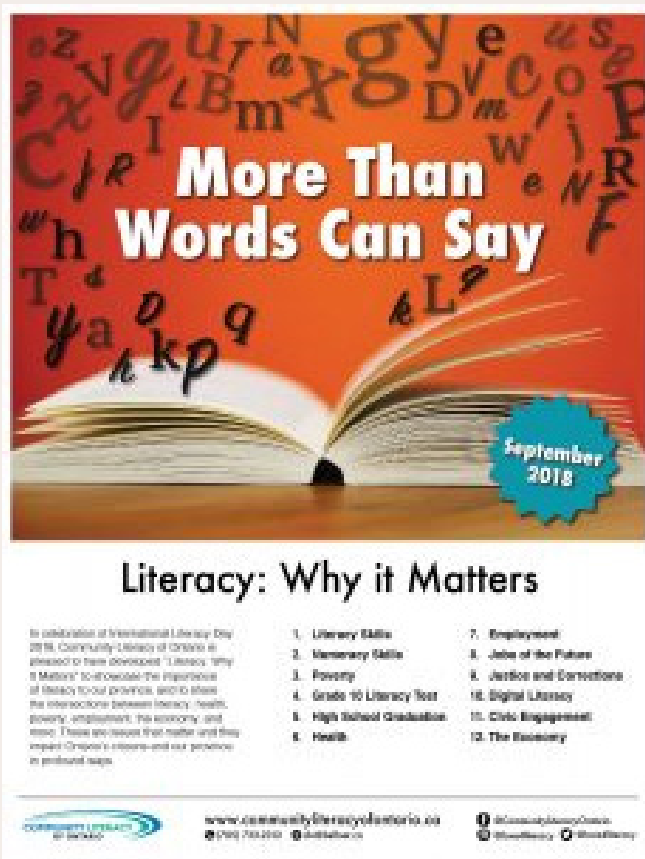
COMMUNITY LITERACY OF ONTARIO

MARKETING

RESOURCES

FOR LBS AGENCIES

BY: JETTE COSBURN / CO-EXECUTIVE DIRECTOR OF COMMUNITY LITERACY OF ONTARIO



Community Literacy of Ontario (CLO) has developed a wealth of useful and practical marketing and communication resources for LBS agencies. These resources have been designed to help LBS agencies to showcase the great work that they are doing to support adults in a multi-faceted society where literacy and basic skills are critical for long-term success. Our most popular resource, *“Literacy Why It Matters – More Than Words Can Say”*, is freely available in a variety of formats on CLO’s website at www.communityliteracyofontario.ca/wp/wp-content/uploads/Literacy-Why-it-Matters-Digital.pdf

- “Literacy: Why It Matters”* paints a picture of literacy by:
- Sharing important reasons why literacy is a critical issue in Ontario
 - Providing an overview of the Literacy and Basic Skills Program and highlighting its importance

“Literacy: Why It Matters” is a useful tool for our members, partners, community stakeholders and service deliverers, governments and the general public. To further support the sharing of the statistics in this great tool, CLO has also developed visual graphics that can be shared on social media. Visit www.communityliteracyofontario.ca/literacy-why-it-matters-social-media-graphics/

In addition, CLO researched and wrote a newsletter on *“Marketing Your Literacy Agency”*. This helpful newsletter shares strategies and ideas from the world of marketing AND from literacy agencies. You can freely download it at: www.communityliteracyofontario.ca/wp/wp-content/uploads/Marketing-Newsletter-June-2016.pdf

Community Literacy of Ontario is also extremely proud of our **social media marketing modules**. These online modules provide LBS agencies with a step-by-step overview of how to use a multitude of social media technologies. The modules also give users access to practical marketing tools and strategies, along with examples of how other organizations have successfully used each technology for marketing.



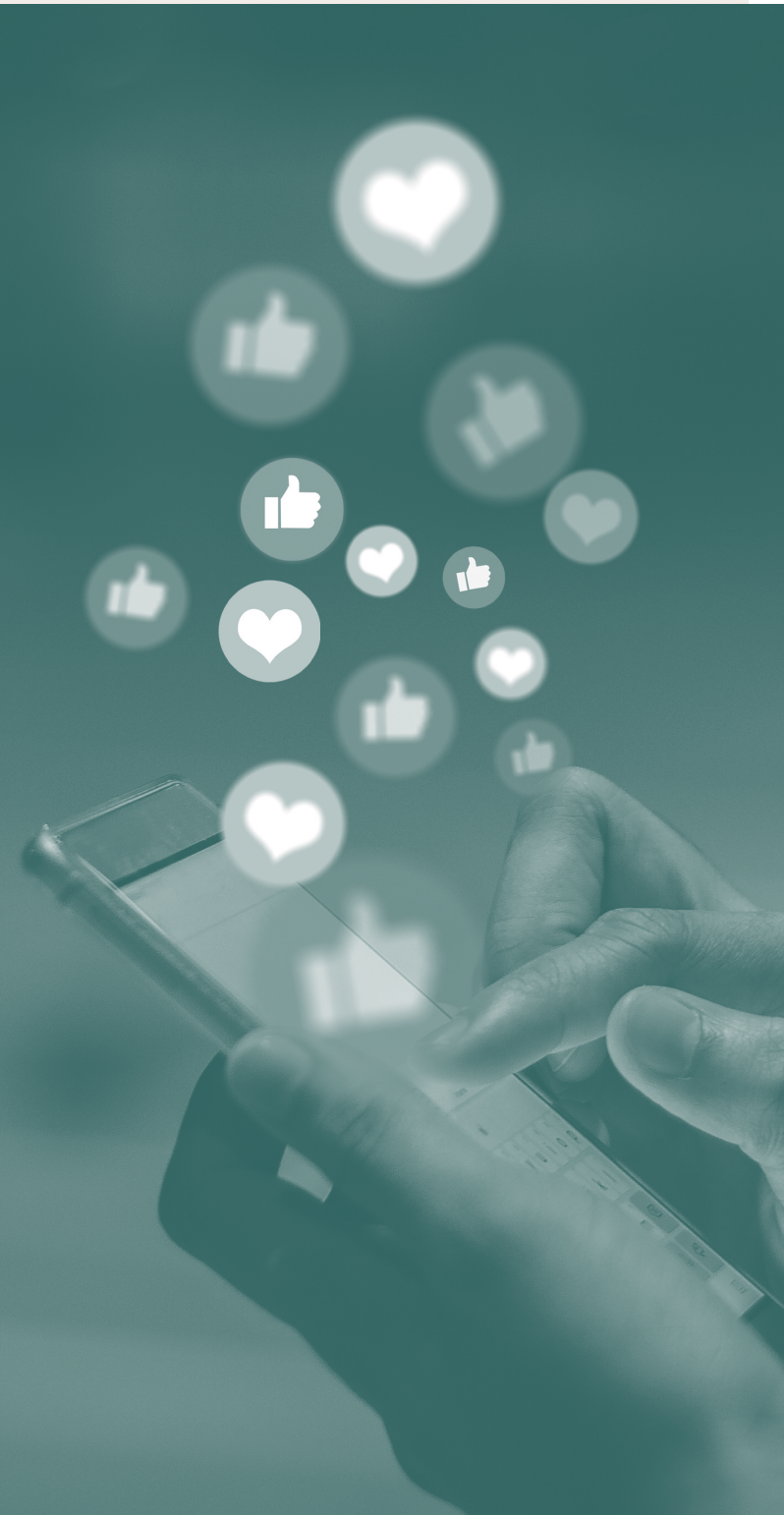
TOPICS COVERED INCLUDE:
MARKETING 101
BLOGS
FACEBOOK
INSTAGRAM
LINKEDIN
PINTEREST
TWITTER
VIDEO

You can access CLO’s social media marketing modules at: www.communityliteracyofontario.ca/social-media-marketing/

Most recently, CLO delivered a **“Facebook Demystified” webinar** to encourage and help agencies learn how to super-charge their LBS agency’s Facebook Page. This webinar shared best practices, tips and tricks to enhance marketing and community engagement on Facebook. CLO recorded this

webinar and it is freely available at <https://vimeo.com/344572776>

CLO invites you to visit their website at www.communityliteracyofontario.ca/ to take advantage of their many free marketing tools and resources.



STRUGGLING WITH MARKETING?

LET'S GET ONE THING PERFECTLY CLEAR.

(Or two. Or three.)

BY: ROBIN MACKENZIE / CSC'S DIRECTOR OF COMMUNICATIONS

First, let's get clear about you. Who you are. What you look like. Your unique offering. Have you done your mission, vision & values? Great! (If not, you need those.) Now you need a set of brand standards (colours, typefaces, imagery, language, personality) that are equally strong, considered, and strict. Yes, strict. If you were having a conversation, and the person you were speaking with left the room and came back a completely different person, over and over again, that would be weird. And off-putting. Your image is your image. Period. You have to stick to it.

Now, what's your unique offering? This can be the hardest thing to articulate. But if you're not clear about it, nobody will be. The good news is, you already have the answer. You know what you do, why it's unique, and why it's important. You just need to articulate in a way that the people you want to reach will understand. Not the people in your office – the people you are trying to reach.

This is the next thing that you must get clear. Who are you talking to? Who is your target? If your response is "everyone" or "adults" or other generalizations, you need to start again. Any angler will tell you that generic baits don't work nearly as well as baits that are specific to the fish you are after. So, paint a clear picture of exactly who you want, and who needs you. (Do you have any demographic and psychographic information on existing users or clients? Use that!) Who are they? How old? Where

are they from? Where do they live? Where do they work? How do they get there? Do they have kids? A Spouse? What do they want? What do they need? What do they do for fun? What level of language are they at? (This one can be critical. You need to craft your messages based on what they can grasp and relate to, not internal/institutional speak. And your message had to pass the "so what?" test!).

Now that you're clear on who you are and who you're after, get clear on how to reach them. Use your knowledge of your target to help you choose media that will hit them where they live, work and play. Find out what media they consume, when and why. Their media habits will dictate yours. To revisit the angling metaphor, you need to fish where the fish are. And remember, all your marketing efforts support each other. Even if your target doesn't take you up on your offer the first time, you've established your brand and your benefit in their minds. And this can pay huge dividends down the line.

At this point, you're probably saying "OK... but we don't have the budget for all that!" Maybe not all at once. Maybe not all alone. But maybe you can achieve your goals and ease the financial burden through partnerships and alliances. Take what you've learned about your target demographic and apply it to other programs and enterprises around you. Can you pool resources and do something bigger than you'd hoped? Can you piggy-back with their existing marketing programs? Can you invite

them to invest in and share yours? Make a list of potential partners and craft an approach for each that highlights your similarities and the potential for cost-savings and improved chances of success by working together.

The final thing to get clear about? Marketing is not an option. It's a requirement for your program's survival. So, since you have to do it, do it smart. And remember, the better you get at it, the more people you can reach and help. And that's probably why you do what you do anyway.



WHO IS YOUR TARGET?

- WHO ARE THEY?
- HOW OLD?
- WHERE ARE THEY FROM?
- WHERE DO THEY LIVE?
- WHERE DO THEY WORK?
- HOW DO THEY GET THERE?
- DO THEY HAVE KIDS?
- A SPOUSE?
- WHAT DO THEY WANT?
- WHAT DO THEY NEED?
- WHAT DO THEY DO FOR FUN?
- WHAT LEVEL OF LANGUAGE ARE THEY AT?