A HOW-TO GUIDE TO IMPLEMENTING MEDIA OUTREACH RESOURCES FOR TOP JOBS AND DISLOCATED WORKERS

PRESENTED BY:
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JOYCE BROWN // VICE PRESIDENT, MEDIA DIRECTOR
BRIANA PHILLIPS // MULTI-MEDIA COMMUNICATION SPECIALIST
GOAL OF TODAY’S PRESENTATION

• Launch the Ohio Department of Job and Family Services/OhioMeansJobs Resource Media Guide.

• The media resource guide is a comprehensive marketing tool with assets designed to interact with today’s media platforms.

• Cable/TV, Radio, Print, Social Media, Billboards, Community Engagement.
The theme of the assets in the Media Resource Guide is
YOUR FRESH START BEGINS HERE
The assets or creative in the Media Resource Guide are brand specific but allow for customization by each local OhioMeansJobs Center.
We have divided the Media Resource Guide and its assets into sections which align with today’s marketing and advertising platforms. The assets are to be utilized as you develop outreach strategies in your community.
Joyce Brown will spend time talking about specific applications of each asset.

And for today’s presentation, Briana Phillips will give specific examples on how to create a “no cost” social media campaign using the assets.
USING PRINT EFFECTIVELY

Newspaper // Post Cards for Direct Mail // Push Cards for Community Engagement
Top Jobs

General Services

Recovery

Masked
PRINT // Newspaper

• Although it’s been said that print is a dying medium there are still pockets of the population that rely on newspaper to receive information. The 50+ demographic still reads the newspaper; allowing you to target individuals seeking top jobs, individuals in recovery and individuals seeking OhioMeansJobs Centers services through this medium.

• The media resource guide has a standard ½ page size for insertion on local newspapers.
COULD YOU USE SOME HELP WITH YOUR JOB SEARCH?

If so, the experienced job coaches at your local OhioMeansJobs Center can help you pinpoint the best opportunities, compare salaries, find jobs that are a good fit for you, and reach out to companies that are hiring right now. You may qualify for additional supportive services such as assistance with transportation, work clothes, childcare, or housing.

To learn more about special dislocated workers grants, contact the OhioMeansJobs Center nearest you.

For more information, visit us at OhioMeansJobs.com

YOUR FRESH START BEGINS HERE.

Top Jobs

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General Services

YOUR FRESH START BEGINS HERE.

Recovery
A standard sized post card can be printed and mailed out using mailing lists from local OhioMeansJobs Centers or mailing lists purchased based on specific criteria that you designate. Post cards can target and be sent directly to individuals seeking top jobs, individuals in recovery and individuals seeking OhioMeansJobs Centers services. The post cards have designated areas to place name, address and to place postage.
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Recovery
Push Cards

- Can be used as a hand-out at events and festivals, and as leave-behinds at OhioMeansJobsCenters. These push cards can be customized with each center’s logo.
USING OUT-OF-HOME EFFECTIVELY

Gas Station Toppers // Static/Digital Billboards // Movie Theaters
Gas Station
Toppers

General Services

Top Jobs

Recovery
OUT-OF-HOME // Gas Station Toppers

- How many times a week do you find yourselves at the gas pump?
- Individuals typically buy gas within 1-2 miles of where they live or work, allowing advertisers to target by income, ethnicity, age, etc.
- Individuals spend an average of 3-5 minutes pumping gas.
- Frequency: Individuals are very habitual about gas station/convenience store use. This allows for message retention.
OUT-OF-HOME // Static/Digital Billboards

- With billboards you can move into your neighborhoods, roads and highways. Reach the masses with a clean powerful image and a simple clean message.
- Eyes on boards (impressions) are extremely high with this medium because the board is on display day and night 24/7.
- Billboards can target your desired audience based on specific demographics and geography.
- Digital billboards, unlike static billboards do not incur an installation fee and are set in rotation with other ads on the billboard.
OUT-OF-HOME // Movie Theaters

• Captures views attention and unlike at home the ad cannot be skipped. As most people visit the nearest theater to their homes, movie theater ads allow you to engage with your local community members in one place at one time.

• A tip for utilizing this medium is to place the ad closest to the start of the feature film to capture the most viewers.
USING DIGITAL EFFECTIVELY

ScreenSaver  //  Video  //  E-Blast  //  Web Ads
Digital screensavers can be used on television and computer monitors throughout OhioMeansJobs Centers, further familiarizing visitors with the brand. This static image can be used as a screensaver in addition to the video assets.
DIGITAL // Video

You can create powerful connections with videos. In your media resource guide are a number of videos that can be used across various mediums, the videos are :6, :15, and :30 seconds in length.

- **TV/Cable** // A great strategic tool in reaching your local community, especially during this pandemic when people are home and in front of the television more than ever.

- **Social Media (Facebook, Instagram, Twitter)** // Create scheduled posts that will run based on a schedule that you set. Briana will explain an easy and efficient way for you to do this later in the presentation.

- **Digital Radio (Pandora, Spotify, iHeart)** // Consumers are constantly on the go and they like to take music with them with phones and tablets. Digital radio is the perfect medium to reach this consumer on the move. Older listeners lean towards Pandora and younger demos seem to like Spotify.

- **Over the Top TV (OTT) – Cord Cutters** // Many younger targets have cut the cord and are using digital TV for their entertainment. These streaming services include Sling, ROKU, Android TV, Chromecast, Jadoo and many more.
YOUR FRESH START BEGINS HERE.

Train for a Top Job in Business & Administration

If you have recently lost your job or been unemployed for a while, you may qualify for training to receive new skills and knowledge. The Ohio Department of Job and Family Services funds training and education programs through your local OhioMeansJobs Center to help you prepare for your next job. You may also qualify for additional services to support you, such as assistance with transportation, work clothes, childcare, or housing.

To learn more about special dislocated worker grants, contact the OhioMeansJobs Center nearest you.
Serves as a reminder and encouragement for those who have subscribed to OhioMeansJobs Centers. This e-mail will provide a compelling message and direct them back to your website for additional information.
DIGITAL // Web Ads

• Formatted to be mobile-friendly and re-scalable based on browser settings, these ads can be used as pop-up or static ads for you to place on business partners and like-minded businesses webpages to drive traffic back to your website. Bright colors, short messages and banner placement will attract individual's eyes when browsing internet pages.
• Assets such as the digital ads and videos can also be used to create a social media campaign. Social media platforms such as Facebook, Instagram, LinkedIn and Twitter are great mediums to reach individuals. Short videos and vibrant text posts capture the attention of social media users and can trigger them to visit website links for more information.

• These videos feature short, concise messages that are appealing to users of popular social media sites, and these videos will serve as fresh, interactive content.
OhioMeansJobs Centers can run a “no cost” social media campaigns using these assets, and a free online platform called “Hootsuite” can simplify this process greatly. Hootsuite allows you schedule posts days, weeks or months out, allowing your social media manager to spend less time posting and more time engaging with your followers.

Posts can be scheduled and published automatically based on your posting preference. Another great feature of Hootsuite is the ability to post across all platforms at once or change the caption for specific platforms and schedule them separately. Here is an example of the interface of Hootsuite.
WEEK 1 // TOP JOBS // NURSING

YOUR FRESH START BEGINS HERE.

WEEK 2 // RECOVERY

YOUR FRESH START BEGINS HERE.

WEEK 3 // TOP JOBS // MENTAL HEALTH & ADDICTION TREATMENT

YOUR FRESH START BEGINS HERE.
WEEK 4 // TOP JOBS // CONSTRUCTION

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WEEK 5 // GENERAL SERVICES

YOUR FRESH START BEGINS HERE.

WEEK 6 // TOP JOBS // BUSINESS AND ADMINISTRATION

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For any follow-up questions or comments please reach out to Singleton & Partners via phone 216-344-9966 or email Renee at renee@singletonpartners.com, Joyce at joyce@singletonpartners.com or Briana at briana@singletonpartners.com.