

A decorative graphic on the left side of the slide consists of several thin, brown, curved lines resembling grass or reeds, extending from the bottom left towards the top right. A solid purple arrow points from the left edge of the slide towards the text.

ROPES

Resourcing Older People's
Employment Support

Best Practice in Marketing, Promotion and Recruitment for 50+

Chris Walsh
Chief Executive
Wise Age
September 2014

Know your Market


The 50 +

- 50+ unemployed – looking for employment
- 50+ unemployed looking for training / education
- 50+ employed – looking for training
- 50+ employed looking for employment support

50+ wishing to be self employed

Employers

- looking for training for staff
- looking for staff



The more you define your market the better you promote and recruit

How do you segment your target groups ?

- ▶ Clients > women / men
- ▶ age group (50 – 54 / 55- 59 / 60 – 64 / 65+)
- ▶ Ethnicity / religion / culture
- ▶ Length of time unemployed
- ▶ Employment sector experience / interest
- ▶ Level of qualifications / skills
- ▶ Locality
- ▶ Disability?
- ▶ Level of interest / commitment / drivers
- ▶ Who are the referral agencies / self referred



Segmenting employers

To target employers properly segment by:

- ▶ sector – public, private, PLC, voluntary
- ▶ size – turn over / staff numbers /vacancies
- ▶ locality
- ▶ business / trade sector
- ▶ their target markets (include 50+?)
- ▶ age diversity staffing / practice/ attitudes
- ▶ types of training required – if at all



Funders / Partners

- Research and target Government / public sector funding bodies – local, regional, national, EU
- Govt client organisations / contractors looking to sub contract – employment / training
- Target Voluntary / private sector organisations looking for clients
- Looking for partners / sub contractors



What do they want

After researching and segmenting targets step 2 is to find out what they are looking for:

- ▶ What do they want to receive / to gain
- ▶ When do they want to receive it /for how long
- ▶ Where do they want it delivered
- ▶ What will they pay for it / how
- ▶ How do they research support provision
- ▶ What else is important to them



What do you offer ?

Define what you offer to whom

- What is your relevant service / product range
- What are your Unique Selling Points to targets
- What key words sum up your offer to customers
– value, price, accreditation, length of time, quality, convenience, reliability
- What is your brand image
- Where / how should you advertise / promote yourself to your target audiences



Meet their needs

- ▶ Make sure that you meet the needs for your clients through what you are offering - training, employment support that meets their stated and agreed needs and plans
- ▶ Try to provide same age training and support from relevant aged trainers / advisors or people trained to understand their needs
- ▶ Provide customer focus and care to individuals and groups
- ▶ Make the qualifications relevant and applicable
- ▶ Make your time and place convenient to them
- ▶ Make sure that pricing is either within their means and that your income matches expenditure
- ▶ Make sure the premises meet their needs and is welcoming



Methods of promotion

- ▶ Email – past clients / contacts / data lists
- ▶ Websites / blogs / audio-visual / texting
- ▶ Social media / links – adverts on other sites
- ▶ Word of mouth / self referrals / repeat clients
- ▶ PR – articles
- ▶ Advertise- internet/ local specialist media – papers / freebies/ radio / TV
- ▶ Events & sponsorship
- ▶ Links / meetings / networks
- ▶ Offers



How to measure success

- ▶ Numbers of contracts / clients / partnerships
- ▶ Outcome numbers & % - employment / self employment / training / qualifications
- ▶ Enquiries / hits / outputs / outcomes
- ▶ Self referrals + word of mouth
- ▶ Ongoing – long term outcomes
- ▶ Income -Profitability – sustainability
- ▶ Cost benefit analysis of promotion

Chris Walsh
Chief Executive
Wise Age

www.wiseage.org.uk

contact@wiseage.org.uk

00 44 (0)20 8531 4315