



**SUCCESSFUL
RECRUITMENT
& MARKETING**



Begin by asking the right question...

Where are my potential students?

- Job and Family Services
- One Stop
- Other social agencies



Get to know your service area...

- Schedule meetings with area program directors where potential students will be
- Schedule presentations EVERYwhere potential students may be



Make the most of your meetings internally and externally

- Ask lots of questions
- Discover their roadblocks and concerns
- Devise a doable solution – think outside of the box
- Build value in your program



Establish an Advisory Board and meet regularly

- Directors of social services programs
- Employers
- Community leaders
- Internal program supporters



Hire the “right” person for recruitment

- High energy
- Excellent in sales
- Excellent communication skills
- Excellent organization skills
- Excellent presentation skills



Recruitment staff must be prepared

- Look professional
- Table displays
- Brochures
- Banners
- Business cards
- Recruitment Reminders – reasonably priced and program related



Brand your program and stick with it...

- Logo
- Color Scheme
- Slogan
- Artwork



Website

- Interactive
- Simple yet professional
- Contact page directed to someone who will reply within 24 hours
- Use a phone number someone will always answer



The value of advertising

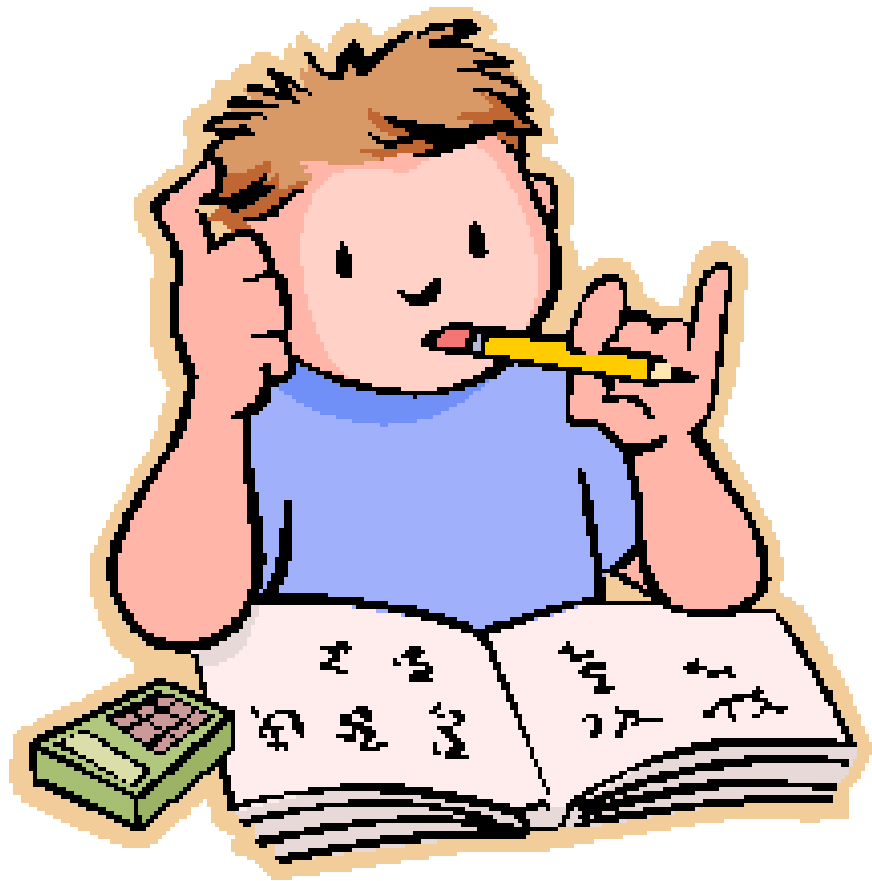
- New program is basically a new business
- Review demographics
- Look for unique opportunities
- Multi-media approach



Ensure all advertising looks professional

- **Print** – actual photos and never clip art
- **Television** - invest in quality
- **Radio** – only use professional sounding voices
- **Billboards** – great visual – keep it simple

- Must track outcomes – reasonable cost with desired results





Press Releases, Public Service Announcements (PSA) & Newsletters

- Who, What, When, Where, Why
- Television/Radio – ask for PSAs
- Newspaper/Radio/Television – Press Release
- Digital Newsletters



Social Media is a MUST – Facebook

- Program Page - be strategic have friends invite friends to like your page
 - Recruitment information – Boost the post
- Student Coaches create an account
- Must update daily – motivational quotes, meeting information, 30 second videos

Boost Post

How effective was the boost? ★ ★ ★ ★ ★

| | | |
|--------------------------------|---------------------------|--------------------------------|
| 9,332 Paid Reach [?] | 291 Actions [?] | \$10.00 Budget Spent |
|--------------------------------|---------------------------|--------------------------------|

Actions | People | Countries

| | |
|------------------|----------------------------------|
| 100 Photo Clicks | <div style="width: 100%;"></div> |
| 11 Link Clicks | <div style="width: 10%;"></div> |
| 2 Page Likes | <div style="width: 0%;"></div> |

See More Details

Ad Stopped January 26th, 5:51pm

- Age 18-65+
- Gender Female
- Other Location - Living In:
 - Australia
 - Canada
 - United Kingdom: England
 - Mexico
 - United States
 - South Africa
- People Who Match:

Terms & Conditions | Help Center

Close Add Budget

Your boost has exhausted its budget. Increase your budget to reach more people.

DESKTOP NEWS FEED MOBILE NEWS FEED

Women In The Word Ministries - Shari Prichard Like Page
Sponsored -

My books are finally here! I will be scheduling book signing soon and keep everyone posted. If you do not live in the Ohio Valley area just go to my website and you can purchase there www.womenintheword.net



- Lee Ann Emmerling likes Bonnie Karinne Archer's post.
 - Donna Flesher Anderson shared a link.
 - Nancy Falasca Hritz likes National Mill Dog Rescue's post.
 - Tameka Ely
 - Christopher Cobert
 - Wesley Austin Prichard
 - Angela Tyson Yoho
 - Nicole Prichard
 - Lacey K Kepner
 - Megan Prichard
 - Diane McLaughlin-Trif...
 - Mark Prichard
 - Roy-Angela Arbogast
- GROUP CONVERSATIONS
- Angela Babekah April

Turn on chat to see who's available.

Boost Post

How effective was the boost? ★★★★★

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86.3% Women

| | | | | | | |
|-------|-------|-------|-------|-------|-------|-----|
| 1 | 140 | 27 | 20 | 28 | 24 | 11 |
| 13-17 | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |
| 0 | 23 | 3 | 6 | 2 | 5 | 1 |

13.7% Men

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People Who Match:

- Interests: Weight loss (Fitness And wellness), Minister (Christianity), Reading, Music, Catholic Church, God, Movies, Wine, Divorce, Catholicism, Love, Christianity, Human, Bible, Do it yourself (DIY), Family, Happiness, Faith or Jesus

Boosted By Shari Prichard

Sponsored

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GROUP CONVERSATIONS

Angela Rabekah April

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Join me today at 11:30 am on DirecTV channel 378 as we discuss the Holy Spirit and how to work with Him in your life.

Search