



Marketing Plan

Introduction

The Elevate project acts as part of the Thames Valley Berkshire LEP's City Deal. All six unitary authorities are currently working on a three year scheme focusing on 16-24 year olds. This marketing plan sets out aims and suggestions for engagement from young people, to help us reach our overall aim of putting young people in to suitable work and training, via support from Elevate.

Key Marketing Aims

- To raise awareness of the Elevate service
- To establish a consistent brand across Berkshire
- To increase engagement and use of the Elevate service across all spokes (primarily through use of Elevate Me and the Elevate hubs/outreach service)

Key Marketing Messages

The messages we are trying to display to young people across Berkshire are as follows:

- Elevate is a service that can offer support to young people searching for employment or training.
- Elevate Me is a website available as part of the Elevate service that can provide information and guidance on employment and training.
- Elevate hubs are locations where young people looking for employment or training can receive additional face to face support as part of the Elevate service.
- All of the conventional support services needed for employment (e.g. careers advice, CV guidance, interview tips, volunteering opportunities etc...) are available under one service (as well as in one location for the hubs)

Target Market

As Elevate is a service that will run across different geographic locations in Berkshire, certain areas may have their own unique demographics and target markets. The local marketing plans will reflect the local demographics and target markets as methods of engagement may vary according to these.

The primary focus of Elevate is 16-24 year olds. Our generic targets across Berkshire remain:

- 16-24 year olds NEETS
- Graduates
- Young people considering next steps/career prospects
- Local businesses

Additionally we may look to engage with:

- Lone Parents
- Parents
- People in need of supported employment
- Young people in underemployment
- BME's

Language

Language for all marketing materials produced with the aim of engaging young people should avoid acronyms and public sector terms. Phrases such as 'one stop shops', 'pathways' and 'brokerage' will have very little meaning for our target market (including parents, graduates and some employers). It is imperative that the language is kept short and simple to clearly reflect what the service offer is and how this will be of benefit to young people, however it is just as important that the language is not deemed patronising or perceived to be talking down to young people (e.g. substituting the letter 's' for 'z' on branding).

Unique Selling Proposition

What is unique about our service offer? What separates this from other products and moves away from 'business as usual'?

Our unique selling points are:

- Elevate Me is a website that provides information and guidance on employment and training in one platform, therefore there is no need to visit various websites.

- Elevate hubs are locations where young people can receive face to face support for different topics (e.g. work experience, volunteering, CVs and interviews etc...) all in one place.

The benefits of this service to young people are they can access guidance online and in person. The hubs and the website look to bring the relevant information and support needed in to one place. Young people will not have to travel around town to various locations and can access a form of support from their own home. Guidance on their journey to employment or training is now readily available in two forms for free!

Elevate Branding

Elevate is the overarching brand for the project formerly referred to as City Deals. The pan Berkshire wide project has been branded Elevate Berkshire. All six spokes have come under the Elevate brand in the following form:

- Elevate Reading
- Elevate Slough
- Elevate RBWM
- Elevate Wokingham
- Elevate West Berks
- Elevate Bracknell

Each spoke then has its own sub brands through Elevate Me (e.g. Elevate Me Bracknell) and Elevate Business for the employer engagement service. Use of the overarching brand of Elevate for all authorities is important in terms of establishing consistency across Berkshire.

Each spoke also has its own unique logo for Elevate Me and Elevate. These have been designed to reflect their local areas, with the letter 'L' replaced in Elevate with a local iconic building, along with a unique cityscape (see branding toolkit).

Pan Berkshire:

Elevate Berkshire refers to the overall Berkshire wide project that the six local spokes stem from. A pan Berkshire landing page has been produced for Elevate Me to act as a gateway passing people on to the local versions of Elevate Me via an interactive geographic map of Berkshire. The website has taken the URL of berkshire.elevateme.org.uk to remain consistent with the local spokes.

The Pan Berkshire approach is a useful tool to have particularly when attending Berkshire wide events. It also provides a practical way of advertising the project without distributing six different sets of marketing materials or having six separate stands at events. However

the visual nature of the landing page emphasises that this is a Berkshire wide offer without taking people further away from their local spokes. This is preferable to ideas such as an additional landing page on each local site which then puts young people one more click away from what they expect to see.

Project and Marketing Structure

Please appendix A for the Elevate project structure.

Elevate has three key components that will act as the focus of local marketing.

Elevate Me and the face to face support via hubs/outreach are they key components for engaging young people as this is where they can physically access support for finding employment or training.

Elevate: *The outward facing part of the project via the forms of local hubs and the outreach service.*

The hubs, which will act as a physical entry point for Elevate service, will all be branded Elevate and focus upon providing support for young people age 16-24 (though nobody will be turned away). This remains the key target group; however there could be scope in the future to increase the service offer to people of all ages looking for employment and skills advice as well as IAG.

Local marketing should focus on bringing people in to the hubs to access support available under the Elevate service. The hubs should also signpost people to the website. It is expected that providers based at the hubs will utilise Elevate Me as part of their IAG. Elevate Me will be on display and therefore young people will be able to access the site directly when visiting hubs.

Elevate Me: *Elevate Me is a website that aims to provide information and guidance on employment and training. This website is primarily young person facing and will form an integral part of the IAG offer, as well as act a signpost to both local service providers and the Elevate hubs.*

The website highlights the key steps that need addressing on a young person's journey to employment. All sites should also promote the pan Berks message and advertise the service provision available via their local hubs. This way people who visit the site and wish to access further assistance will be signposted to somewhere they can access advice and guidance directly.

Much of the content will remain the same in terms of the information available. However there is flexibility here to adjust the content and writing style to cater for the local target groups. There is also flexibility to create new buildings with new topics and rename pre-

existing ones. For example, West Berkshire may wish to add buildings on graduate schemes or underemployment, due to the nature of their local demographics.

This may well be the first point access in to Elevate for young people and this will be rolled out via schools to encourage uptake. The websites will also be on display in the hubs where young people will be encouraged to browse the site. It is imperative however that providers and partners assist with the roll out of the website. Agencies that see young people as part of their day to day work are already engaged with the target market and have the perfect opportunity to both display the site and encourage use. Support on how to use the site can be provided.

All websites have an individual URL. They have all taken the following format to ensure consistency across Berkshire:

- rbwm.elevateme.org.uk
- slough.elevateme.org.uk
- westberks.elevateme.org.uk
- wokingham.elevateme.org.uk
- bracknell.elevateme.org.uk
- reading.elevateme.org.uk

Reading previously launched under elevateme.org.uk but will change to the URL listed above.

Elevate Business: TBC

Elevate Business will focus upon brokerage and employer engagement. The exact nature of this has not been determined yet. This is the third segment of Elevate but unlike the other two branches this targets a different audience of businesses rather than young people and those searching for employment or training. The way in which this is marketed will differ due to the nature of the target market and therefore a separate marketing plan will be produced for this. However this branch will still act as a segment of the overarching Elevate brand.

Local Marketing

Local marketing plans will be needed to strategize the roll out of Elevate as a service across the local spokes. Here each spoke has the opportunity and flexibility to tailor the plan according to their local area. A proposed marketing template has been attached at Appendix C. Each plan should set out the following:

- Aims (the overall aim is to put 16-24 in to employment and training/education but there may be more specific aims for local areas such as addressing underemployment)
- Target market (again the broad target is 16-24 year olds but this could be in tandem with a specific interest in targeting a more selected market e.g. NEETS or graduates).
- Methods of communication/engagement for young people in their area
- Main messages to be presented
- An action plan listing the key activities and timescales for delivery

The plans should set out specifically how each spoke will encourage engagement via their local Elevate Me website and how to increase the use of service provision available in their hubs. These can include plans on how to utilise the local press, social media (for which guidance has been set out centrally), newsletters, events, posters/leaflets. Suggestions for such methods have been made on ...

Spokes providing an outreach service should set out:

- Plans for engagement with those deemed 'hard to reach'
- Where they will be signposted to if hubs are not available
- What will be advertised on materials along with Elevate Me if there is no hub (e.g. the outreach service itself, existing providers etc...)

Branding Toolkit

Attached at Appendix B.

Media and Marketing

Website:

The Elevate Me website is currently launching across Berkshire via a staggered process (one website launching at a time). This is one of the key components of the Elevate service and must act as one of the focal points for all young person facing marketing materials. The web address should be listed on all marketing materials. Young people are more likely to visit a website as a first point of entry than physically travel to a location therefore it is imperative that all local materials promote the website and its benefits.

Elevate Hubs:

Some spokes are launching hubs where young people can come and access the Elevate service in person. Materials that are marketing physical locations for young people to drop in and receive IAG should clearly list the address. This can be advertised in tandem with the

website as both the hubs and websites will signpost to each other. Please see ... for an example.

Press:

Local spokes could utilise the press for the following:

- Advertisements for the website and hubs (particularly around the release of exam results, peak time for apprenticeships etc...)
- Build up and launch of the hubs
- Good news stories/case studies (examples of people who have found work through Elevate)

Events:

It may be helpful for local spokes to identify a list of events they can attend to advertise the Elevate service offer (e.g. local job fairs or skills show). Many of these are likely to be events in which there will be footfall from young people and provide a perfect opportunity to market both the website and the hubs via printed materials such as branded postcards or pens.

Pop Up/Public Stands:

Another method of engagement could be to utilise pop up shops/stands in public spaces (e.g. shopping centres). Factors to consider are areas in which there will be significant footfall from young people and the desired target market, as well as an appropriate time of the year to target the desired demographics.

Printed Materials:

Possibilities include:

- Posters
- Leaflets
- Roller Banners
- Branded pens

In addition to local hubs these can be displayed around:

- Secondary schools/sixth forms
- Libraries
- Youth groups
- Community centres
- Colleges
- Universities

Newsletters:

Potentially a way of informing people about the progress of Elevate, in particular developments around hubs. It may be beneficial to establish a database of relevant contacts in terms of employers, providers, partners, youth groups, community groups, schools and any potential partners to keep them informed of recent developments and any success stories.

Case Studies:

A powerful way of highlighting the benefits of the service may be to utilise case studies, listing examples of people who have come in to contact with some aspect of the Elevate service (e.g. visited the hubs and received IAG/support and later found employment). Specific examples of young people using the service display real life cases and clarify how the process can support 16-24 year olds in different ways.

This may be particularly useful for raising awareness about the journey to employment via cases in which young people were not work ready or even aware that they were not work ready. It could also be a powerful technique for reflection of the benefits of work and training (e.g. financial gain, self-confidence, career progression etc...). There is potential to add case studies to the website.

Direct Communications:

Direct contact is one of the most effective ways of engaging with people. They are typically very cost effective but do rely upon having good contact information for your target market. Elevate partners will have a variety of contact information that can be used to increase the number of young people using our service. Once you have looked at what data is available you could consider using one of the contact methods below:

Letters – Sending letters by post has proven to be an extremely effective way to communicate with people (but it isn't cheap!). Young people are unlikely to receive many letters each week. This means that each letter we send them is going to stand out a lot.

SMS – Unlike letters or emails, most people read every SMS that they receive. It is easy to dispose of a piece of print but most people will at the very least look at the texts they receive. We are typically limited to sending 140 characters which can impose some restrictions on the type of message. People with smartphones can also click links that we text them.

Email – Emails are free to send. Take advantage of this whenever you have a large audience. The Behavioural Insights team have found that you can get around 5-15% of recipients to click a link within an email.

Social Media:

Spokes should be careful when considering using social media. In order for social media to be effective it requires frequent updates and well thought out content. Social media feels 'free' because you can add content without spending money. However, keeping it interesting can take a lot of time. It is hard to generate a significant following for social media because people mainly use it for entertainment (not job-search or careers advice).

It is also imperative that any forms of social media utilised are monitored regularly and thoroughly. Each spoke will need to assign responsibility to somebody to check the content and this can be a very time consuming process.

Many people associate social media strongly with young people. However it is important to acknowledge that whilst this is a popular area with young people, the nature of their engagement is primarily focused around leisure and recreational activities. Engaging young people for local brands via social media can be difficult. Nevertheless there are some opportunities here to utilise the strengths of digitalisation, especially through the use of partners promoting Elevate via their own existing mediums. It may be useful to discuss social media strategies with focus groups consisting of young people from your area to determine how effective it could be in your spoke.

If you are going to use social media here is what to consider for each channel:

Twitter: This is most effective when it is highly responsive and the content is something people will use. The most effective Twitter accounts will Tweet a few times every day. Make sure that you can maintain this level of interaction if you want to build followers. Twitter works best when it is collaborative – staff across Elevate hubs should be able to respond to Tweets from young people directly.

Facebook: People predominantly use Facebook for leisure and to interact with friends. Brands that have a lot of success on Facebook typically spend a lot of money to build a large following. Be wary of using Facebook because it can create quite a large time burden for staff with very little reward.

YouTube: YouTube works if you have good videos to share. People do use YouTube for educational and professional development and so this could be a good channel for you to use. As with the other channels, content is king. It's easy to create a following if you spend the time to create up to date and high quality content.

LinkedIn: LinkedIn is the primary professional social media website. The Behavioural Insights Team has suggested we could encourage young people to create LinkedIn profiles. LinkedIn is increasingly being used for entry level jobs and apprenticeships so this may be something to consider.

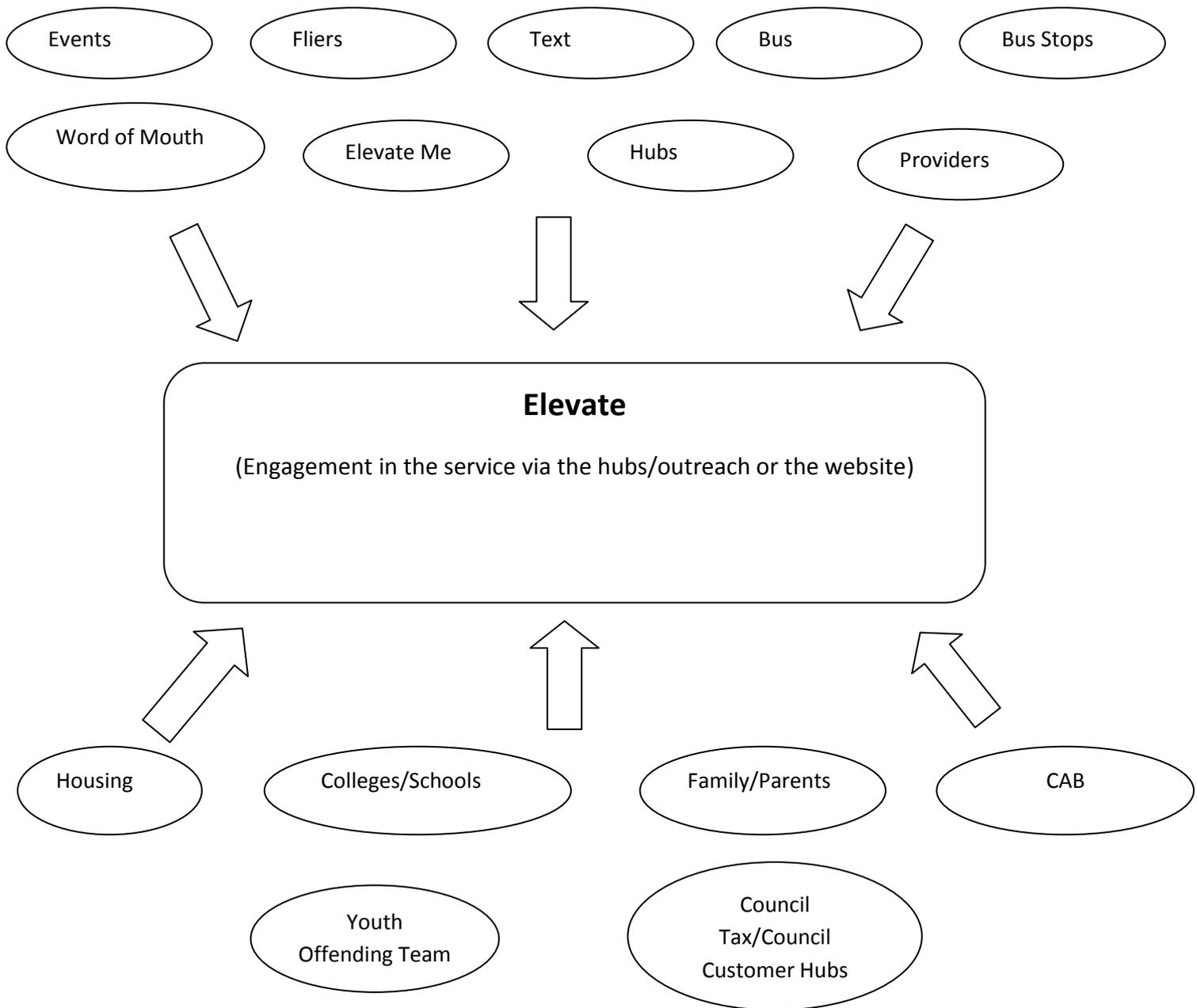
Providers

The role of service providers and partners will play an integral part in the success of the project. Many service providers have their own unique brand and the use of Elevate as an overarching brand should in no way impact upon this negatively. Elevate is about bringing the strengths of different providers together (many of whom have a unique offer) in to one service to provide ease of accessibility for young people.

Providers can offer assistance via promoting the Elevate service through their locations (physically with roller banners and printed materials etc... if they are not in the hubs) but also through their social media and digital mediums (many of which are pre-existing and said to be used thoroughly via existing customers, which has an advantage to brands launching as new).

Elevate Me can signpost to these providers. Their support will be needed in rolling out the website as part of their day to work with young people in order to ensure that Elevate Me is well used amongst the target market.

Marketing Methods



Should we be targeting the groups above in tandem with our conventional marketing methods to reach young people at their base?