



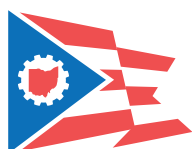
Recruiting the 21st Century Workforce: **A Campaign Guide**

Free Tools for Ohio's Manufacturing Sector Partnerships

Attracting the skilled workforce for today and tomorrow is a top priority for Ohio's manufacturing sector partnerships. This Campaign Guide provides a framework for a marketing campaign designed to promote enrollment in industrial training programs offered through your local community colleges and career-technical centers. Students completing these courses are future manufacturers!

For each initiative, there are toolkit resources, including detailed plan documents, content templates, artwork and more to help you launch your campaign efficiently and scaled to your budget.

The campaign outlined in this Guide is based on a pilot program led by the Mahoning Valley Manufacturers Coalition (MVMC) in partnership with The Ohio Manufacturers' Association (OMA). Special thanks to MVMC for collaborating to develop this initiative that can benefit other sector partnerships around the state.



MAKING OHIO
OHIO MANUFACTURING

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Plan Overview

This marketing program is designed to attract prospective students and boost enrollment in industrial classes at your local community colleges and career-technical centers. (Our sample timeline is geared to Fall enrollment.) These are the classes that prepare students for in-demand manufacturing jobs. The first step is to build on your existing relationships with these institutions and build consensus on the value of a campaign to help drive enrollment in their programs.

AUDIENCE

These adult learning programs attract a wide age range from early 20s into 40s and even 50s. Schools participating in a pilot program in the Youngstown area reported the average age for students is typically 30 – 35. The campaign is designed to reach these age groups as well as students nearing high school graduation and recent graduates.

Our marketing campaign will be designed to reach these audiences and provide the information and connections they need to make a smart choice by enrolling in one of the targeted programs at participating schools.

GEOGRAPHIC AREA

While schools recruit students from a wide geographic area, the campaign is designed to focus primarily on core counties with closest proximity to manufacturing employers. However, it can readily be scaled to a broader area if desired.

TIMING

- **Phase 1:** April – May during a key enrollment period
- **Phase 2** (optional): August if enrollment targets have not been met

Core Campaign Elements

LANDING PAGE

Your campaign landing page will be added to MakingOhio.com, the statewide portal for promoting manufacturing careers. Adding your page to MakingOhio.com offers several benefits:

- Some partnerships lack an online presence, and Making Ohio offers an easy, low-cost option.
- Prospects will have access to the wealth of information available there about manufacturing careers and other resources.
- While supporting your local initiative, the visibility will help build the Making Ohio brand, which can have long-term benefits in transforming Ohioans' perceptions about manufacturing.

The landing page consists of three parts:

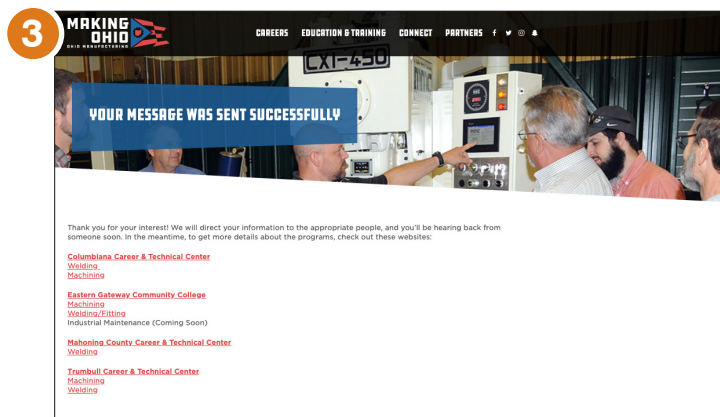
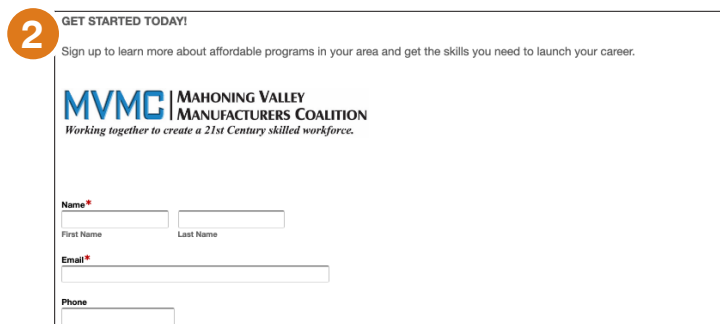
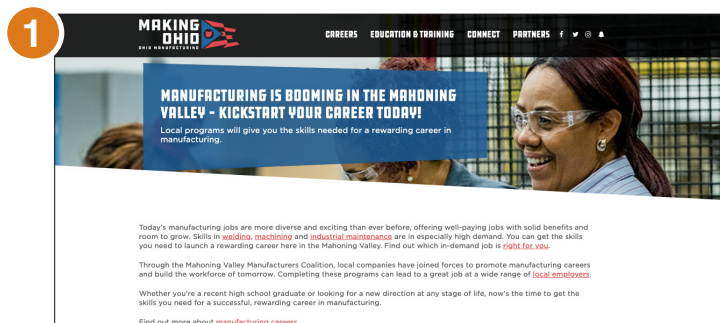
- 1 Welcome/introduction that provides an overview of the program.
- 2 A lead capture form that asks for name, email and/or phone and offers a way to select which programs/schools prospective candidates are most interested in. That will enable routing of leads to the appropriate people.
- 3 A "thank you" page that confirms that the information has been received along with links to the schools.

In the Toolkit

- **Templated Copy Document.** Update the content to fit your campaign.
- **Photo Bank.** Choose a photo for your landing page.

Developing the Landing Page

- Contact the OMA regarding development of the page, which will be added to MakingOhio.com, using an established template, for approximately \$1,000.



Paid Advertising

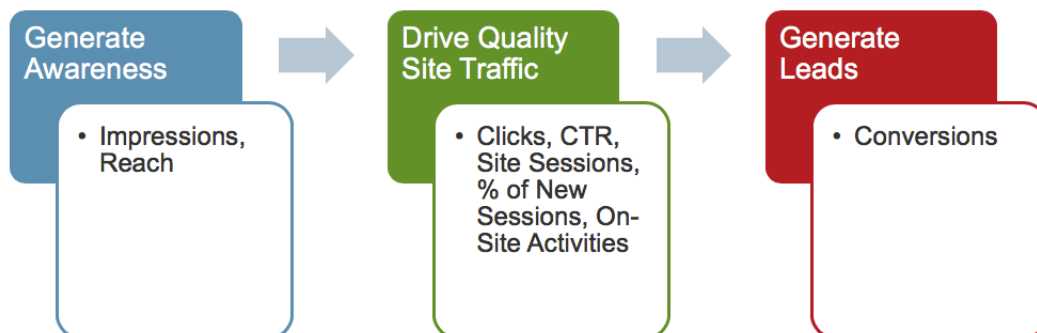
The following paid media plan includes paid social (Facebook), paid search (Google) and digital display ads that enable the campaign to efficiently reach the target audience across all their screens (mobile, desktop and tablet). The ads will drive traffic to the landing page to sign up for more information.

OBJECTIVES AND METRICS

The campaign will help drive enrollment through the following objectives and metrics:

- **Primary Objective:** Drive quality traffic to the site and collect leads for enrollment.
 - **KPIs:** On-Site Engagement, Lead Form Submissions
- **Secondary Objective:** Generate awareness of the programs and manufacturing job opportunities among the target audience.
 - **KPIs:** Impressions, Reach, Clicks, click-through rate (CTR)

OBJECTIVES & METRICS



PAID MEDIA STRATEGY

- **Utilize digital placements** in order to effectively reach the target audience while maximizing budget and frequency.
- **Build a foundation** with paid search and social to engage with relevant audiences at moments of intent and drive traffic to the lead form on the campaign landing page.
- **Complement search and social efforts** with targeted display ads to fully surround users with our message and increase scale among the target audience.

AUDIENCE AND GEOGRAPHY

This campaign will aim to reach two audiences:

- **Adult Career Switchers:** Adults ages 25–54, high school graduates that may have some college. Based on OMA research findings, we know that Gen X is especially open to manufacturing careers, especially women career switchers. During the pilot campaign, this audience was especially receptive to the program message and generated a majority of campaign leads.
- **Upcoming/Recent High School Graduates:** Teens ages 17–21 currently enrolled or recently graduated from high school. Keep in mind that these adult education programs have struggled to recruit high school graduates because the students are already in a vocational education track and come to the schools to get a higher level of training (for instance, they may be in a welding program in high school and go on for advanced certification).

TIMING AND BUDGET

The campaign will run for two months during high-enrollment periods.

We have developed three budget recommendations for the paid media campaign.

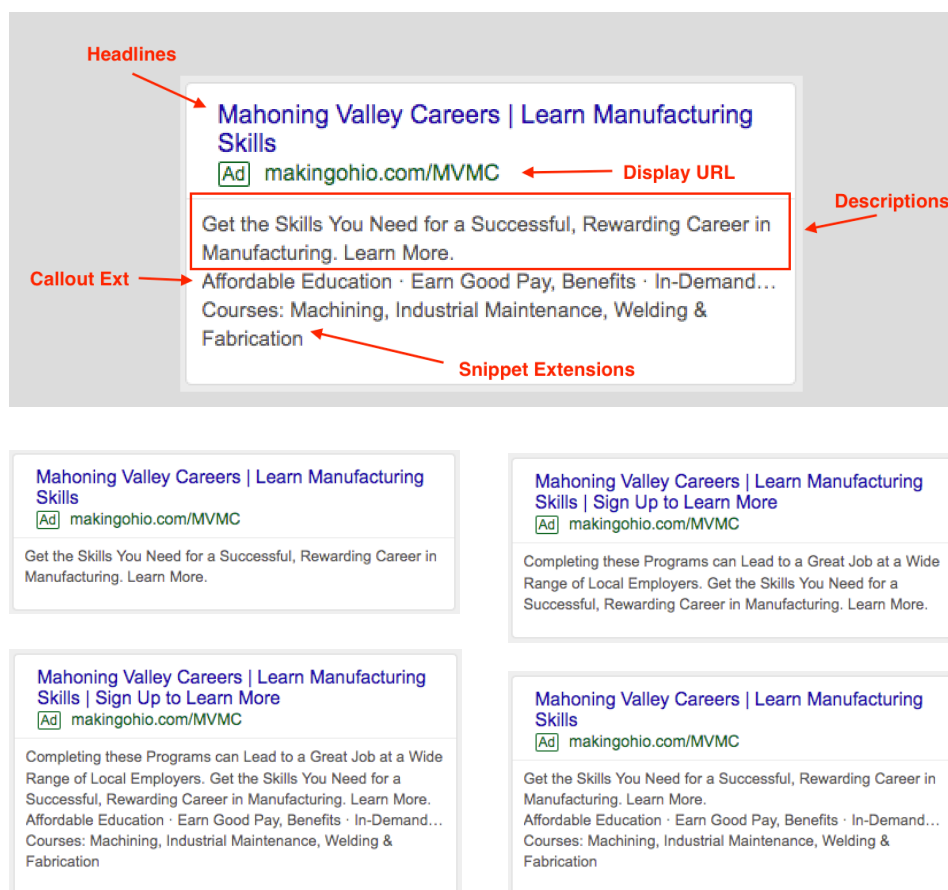
Tactic	Budget #1	Budget #2	Budget #3
Paid Search	\$5,000	\$8,000	\$8,000
Paid Social	\$5,000	\$10,000	\$10,000
Targeted Display	N/A	N/A	\$7,000
Total	\$10,000	\$18,000	\$25,000

If your partnership has less than \$10,000 for the ad buy, consider a campaign on Facebook (e.g. paid social only), which can be launched at scalable budgets.

Given the limited advertising budgets outlined above, the paid social campaign focuses on Facebook as the platform with the largest audience that creates cost-efficient ad options. If additional budget is available, you may consider other platforms, such as Twitter, LinkedIn, Instagram and others.

PAID SEARCH

Paid search ads will focus on driving quality site traffic by reaching users at the moment of intent when they are searching for higher education or manufacturing skills programs. Ads will appear in Google search results above organic results when a user searches for one of our targeted keywords. Paid search ads are priced on a cost per click, so you only pay when someone clicks on your ad and is directed to the landing page.



The diagram illustrates the components of a Google Ad. The main ad structure includes:

- Headlines:** Mahoning Valley Careers | Learn Manufacturing Skills
- Display URL:** makingohio.com/MVMC
- Descriptions:** Get the Skills You Need for a Successful, Rewarding Career in Manufacturing. Learn More.
- Callout Ext:** Affordable Education · Earn Good Pay, Benefits · In-Demand...
- Snippet Extensions:** Courses: Machining, Industrial Maintenance, Welding & Fabrication

Below the main ad, four variations of the ad are shown, demonstrating different ways to structure the headline and description:

- Ad 1:** Mahoning Valley Careers | Learn Manufacturing Skills. Description: Get the Skills You Need for a Successful, Rewarding Career in Manufacturing. Learn More.
- Ad 2:** Mahoning Valley Careers | Learn Manufacturing Skills | Sign Up to Learn More. Description: Completing these Programs can Lead to a Great Job at a Wide Range of Local Employers. Get the Skills You Need for a Successful, Rewarding Career in Manufacturing. Learn More.
- Ad 3:** Mahoning Valley Careers | Learn Manufacturing Skills | Sign Up to Learn More. Description: Completing these Programs can Lead to a Great Job at a Wide Range of Local Employers. Get the Skills You Need for a Successful, Rewarding Career in Manufacturing. Learn More. Affordable Education · Earn Good Pay, Benefits · In-Demand... Courses: Machining, Industrial Maintenance, Welding & Fabrication
- Ad 4:** Mahoning Valley Careers | Learn Manufacturing Skills. Description: Get the Skills You Need for a Successful, Rewarding Career in Manufacturing. Learn More. Affordable Education · Earn Good Pay, Benefits · In-Demand... Courses: Machining, Industrial Maintenance, Welding & Fabrication

In the Toolkit

- **Paid Search Guidelines.** This guide sheet provides a more detailed overview of the approach.
- **Paid Search Plan.** This Excel file includes keywords and ad copy. This plan was developed for MVMC and will need to be customized with your local information.

Execution

- **Implementing a paid search campaign requires special expertise.** A member company in your partnership may have a paid search expert who can execute the campaign, or you may have a marketing partner. The OMA can also recommend a partner to help execute the campaign.
- **Your paid search partner can access the documents in the Campaign Toolkit** to streamline the launch of your campaign.

PAID SOCIAL

Paid social ads will aim to drive site traffic and generate leads by reaching users where they regularly consume content. The Facebook ads will be targeted based on user demographics, geography, and online interests.

Ads and budget can be broken out by audience in order to serve relevant messages that resonate best among each segment.

• Adult Career Switchers:

- 1 - Leverage single image ads optimized for conversions to drive site traffic and encourage enrollment.
- 2 - Utilize lead generation ads to allow users to submit their contact information directly within the social platform with fields that auto populate based on their profile to improve user experience when filling out the lead form.
 - Target adults ages 25-54 living in the target counties who have graduated or have some high school education and with interests and behaviors related to job hunting and new careers.

• Upcoming/Recent High School Graduates:

- 3 - Leverage single image ads optimized for conversions to drive site traffic and encourage enrollment.
 - Target young adults ages 17-21 living in the target counties who are currently in high school or a high school grad with interests in higher education and job hunting.

1 Ohio Manufacturing Sponsored

Local manufacturing is booming! Get the skills you need to earn good pay & solid benefits with room to grow.



Ohio Manufacturing Sponsored

MAKINGOHIO.COM/MVMC
You'll love working in today's manufacturing. Build a successful career – your tech skills are in high demand.



MAKINGOHIO.COM/MVMC
Do You Have a Passion for Tech?
Affordable training near you!

Like Comment Share

3 Ohio Manufacturing Sponsored

Get the skills you need for in-demand manufacturing jobs here in the Mahoning Valley. Good pay, room to grow!



Ohio Manufacturing Sponsored


MAKINGOHIO.COM/MVMC
Get the skills you need for in-demand manufacturing jobs here in the Mahoning Valley. Good pay, room to grow!



MAKINGOHIO.COM/MVMC
Build Your Future – Not Debt
Affordable training near you!

Like Comment Share

2



Ohio Manufacturing

MANUFACTURING IS BOOMING IN THE MAHONING VALLEY

Sign up to learn more about affordable programs in your area and get the skills you need to launch your career.

Learn more by providing your info below.

Programs I'm most interested in:

Select ▾

Full name

Enter your answer.

Email

Enter your answer.

Phone number

Enter your answer.

By clicking Submit, you agree to send your info to Ohio Manufacturing who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Facebook Data Policy.](#) [View Making Ohio's Privacy Policy.](#)

Submit

In the Toolkit

- **Ad Content.** This document provides templated ads that meet Facebook's specific character limits for copy. Update the ads as needed, staying within these restrictions.
- **Resized Images.** Choose from photographs sized for Facebook's standards. If you want to use different photographs, here is a guide to Facebook's sizing rules. (www.postplanner.com/ultimate-guide-to-facebook-dimensions-cheat-sheet)

Execution

- **Step-By-Step Instructions.** Developing an effective campaign may require support from an expert. However, some limited campaigns can be executed on a DIY basis. The Toolkit includes a guide sheet with detailed instructions.

TARGETED DISPLAY ADS

Standard display ads will increase scale and frequency among the target audience in order to fully surround users with your message and encourage them to enroll. Through a display partner, targeting will leverage multiple data points such as location, demographics, online search and content behaviors, and social cues in order to develop a custom audience comprised of users most likely to enroll in the programs. Ads will also retarget users who have previously been to the campaign landing page but did not fill out the form in an effort to move them down the funnel and convert. The display ads will run across desktop, mobile, and tablet devices.



In the Toolkit

- **Artwork.** The files include artwork for display ads in six different sizes, which is required by the ad network. Your graphic designer can readily update these files, which include the necessary fonts, links and InDesign files.

Execution

- **Contact a Display Advertising Partner.** For instance, Acuity Ads served as the partner for the MVMC campaign. Like paid search, developing an effective paid search campaign requires special expertise. A member company in your partnership may have a paid search expert who can execute the campaign, or you may have a marketing partner.

CAMPAIGN MANAGEMENT

Completed lead forms will generate an email alert that goes to the appropriate school as well as the partnerships contact(s). Prompt follow-up by the school, ideally on the same or next business day, is important to connecting with a prospect when their interest is high. This also ensures the partnership can track the overall leads to gauge the success of the campaign.

In the Toolkit

- **Lead Tracker.** Update this document on a weekly basis. We also recommend sending a summary of the leads to each school as a reminder and to ensure they have received and followed up on all the leads. The Lead Tracker provides a way to track the overall volume of leads and how they break down across the partnering schools and programs.
- **Resources for Nurturing Leads.** Encourage schools to follow up with prospects on a periodic basis. It is unlikely they will enroll based on the first contact. This document provides some tips for staying in touch with leads by providing helpful information that's readily available online.

COMMUNICATIONS TOOLS

The Campaign Toolkit includes templates and artwork for a variety of communications tools that you can update with your partnership's information.

PRINTED MATERIALS

The following materials were used for the pilot program and can be customized for your use:

- **Manufacturing Careers Fact Card** that shares key facts about the exciting career opportunities in manufacturing, similar to the data points on the Making Ohio website. This includes average salaries, the number of current and future jobs available, opportunities for advancement, and more. The fact card will serve as a general handout in a wide range of settings, such as job fairs, open houses, and others. Parts of the fact card can be customized to your area and logo.
- **Career Options flyer** that outlines the programs highlighted in the campaign across all area schools, updated with your branding. This can be customized to the specific careers you are promoting.
- **Member flyer** that lists members of your partnership to give readers some ideas about the types of employers that might hire them.

In the Toolkit

- **InDesign files.** Your graphic designer can update the materials as needed and have them printed. The Toolkit file includes PDF files as reference.

Supporting Communications

- **News release** that announces the campaign, designed to attract media coverage about local manufacturing job opportunities.
- **Member/stakeholder email** for distribution as the campaign launches to raise awareness among your community partners who can help spread the word.

In the Toolkit

- **Templated Word files.** You can use these files to update the content to streamline development.



VIDEO SUCCESS STORIES

In addition to the template materials described above, localized Video Success Stories can be powerful tools for supporting your campaign. These short statements may include:

- Successful recent graduates from your education partners
- Individuals with careers in the fields you are promoting, such as welding and machining.

These short snippets – no longer than 30 seconds – provide ideal content for the landing page, paid media and organic social outreach. Participants could be recruited through the participating schools as well as your members. Participants should reflect diversity in terms of age, gender and ethnicity.

There are several options for producing the videos that involve varying levels of cost and quality. If budget is available, hire a professional videographer who can set up in a central location to conduct the interviews, then edit them into a package. The lowest-cost option is to solicit user-generated video. However, quality varies, and you may not get video appropriate for use with external audiences.

In the Toolkit

- **Sample Videos.** Review these to get the general concept and recommended length
- **User-Generated Video Tips.** Review tips on producing user-generated videos to enhance the quality of your productions.

Organic Social Media

The Toolkit includes sample posts that can be used on your partnership's social media feeds. The content is designed for Facebook because it is the largest social platform and reaches the widest demographic groups. However, the content can readily be adapted to Twitter, Instagram and other platforms if desired.

In the Toolkit

- **Sample Content Calendar.** Review the sample posts and adapt them to fit your campaign timeline and details. Use these materials to create a content calendar for the duration of the marketing campaign featuring approximately one post per week.
- **Making Ohio Messages.** Use these to develop social media posts for your campaign. The Toolkit includes the art files for the messaging icons referenced in the content calendar.

OPEN HOUSE EVENTS

Open house events can be an effective way to move prospects further into the enrollment process while also engaging a wider group of stakeholders. Your partnership can organize events hosted by local member companies along with one or more of the participating schools.

Target early May. In recent years, Ohio Means Jobs has organized In-Demand Jobs Week in early May. This can be ideal timing for hosting an open house event. It is good timing for the campaign, since schools are typically seeking the enroll students for Fall during this time.

Start early. Set your date and location(s) at least 4 - 6 weeks in advance so you have plenty of time to encourage participation, especially with busy stakeholders.

Invite your community stakeholders and community leaders. The event is an opportunity to educate local leaders about your partnership in addition to engaging with prospective students. Send an email to your stakeholder list at least 3 – 4 weeks in advance.

Use an online RSVP tool, such as Eventbrite, to streamline RSVPs.

Promote with paid and organic social. See sample content in the Toolkit.

Provide handouts that promote manufacturing careers. Use the printed pieces described above, including the fact card, career options flyer and member flyer.

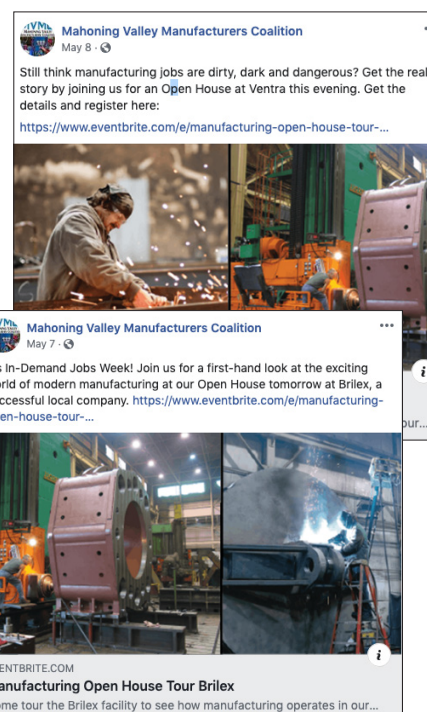
In the Toolkit

Leverage resources explained earlier in this document, including:

- **Collateral pieces.** This includes the Fact Card, Career Options flyer and Member Listing.
- **Organic Social Content.** The sample content calendar referenced above includes several posts specific to promoting open house events.
- **Paid Social Advertising.** The toolkit includes a sample Facebook ad (Post #5) for promoting an event that you can customize and incorporate into your paid media buy.

Additional Resources

- **Making Ohio.** Are you a registered Making Ohio partner? If not, click [here](#) to find out how you can access more tools to plan your event and augment your campaign.
- **MFG Day.** The website for MFG Day offers excellent resources for planning your event. While MFG Day is typically held in October, click [here](#) for resources can help you plan an open house event at any time in the year.



Putting It All Together: A Sample 8-Week Campaign

This timeline illustrates how the various pieces can come together into a cohesive campaign. Of course, planning comes before the rollout of tactics.

ACTIVITY	WEEKS							
	1	2	3	4	5	6	7	8
Announce the Campaign								
• Email to members/stakeholders								
• Distribute news release								
Launch Promotion								
• Ad campaign (search, social, display)								
• Weekly organic social media posts								
• Lead follow-up/nurturing (schools)								
• Lead tracking								
Organize Open House								
• Set dates								
• Announce to members/stakeholders								
• Print collateral materials								
• Organic social media posts								
• Paid online ads								
• Conduct event(s)								

Campaign Implementation Costs

In addition to the paid advertising costs outlined on page 5, there are additional costs as outlined below.

Landing Page Create page on MakingOhio.com using templated copy; programming of lead generation form for specific school contacts using existing template. Because the page will reside on the OMA's Making Ohio web page, the page will be created at a modest cost by our web design partner.	\$1,500
Paid Advertising Campaign Management Fees Your partnership may have the expertise required to plan and manage an online ad campaign. If not, the OMA can recommend a partner. This budget includes professional services to update paid media plan as needed; coordinate with client; implement, monitor and optimize paid search, paid social and display advertising campaign; manage campaign and lead tracking throughout an 8-week period	\$9,500 - \$12,500
Graphic Design Customization You may have access to a graphic designer who can make the changes to artwork included in the Toolkit. If not, OMA can recommend a partner to update collateral materials and display ads, using the existing template and photos; manage printing if requested. Does not include printing costs	\$1,000 - \$2,000

Optional Services – costs TBD based on scope of projects

- Organic social (beyond use of template Facebook posts)
- Media relations (news release distribution, pitching)
- Success stories
- Video production
- Event planning

For more information, contact the OMA at workforce@ohiomfg.com.