



12 Strategies to Build Awareness & Engagement in Your Career Community

Research is showing career and professional development support is more important than ever to your alumni. Our challenge, with limited resources, time, and money is to break through the cacophony of other messages alumni get every day to make them aware of your commitment to support their career aspirations! A comprehensive marketing and promotion strategy will increase awareness, interest in, and engagement in your Career Community. Circle 3-4 of the strategies you'd like to implement this year and ask us for supporting information.

1. **Facebook Ads** – Facebook ads are a surprisingly fast and EASY way to increase participation at a surprisingly low cost. Here's one way to do conduct a Facebook campaign. Simply upload into Facebook the emails for all, or targeted alumni. Your ads will be shown ONLY to the individuals whose email address you uploaded. It's an extremely cool way to effortlessly and for a low cost target your alumni. By the way, we suggest you use this for other events like homecoming and reunions too!
2. **Development Officers** – Your development officers are under enormous pressure to cultivate relationships with alumni and build a long term giving pipeline. One of the most targeted groups they reach out to are boomers. Our discussions with Development Officers has shown a tremendous interest in being able to share the CareerEncores webinar series with their prospects. We can provide you flyers and information to help your development officers understand how to leverage this service to build stronger relationships with their prospects.
3. **Email the alumni database** - We've seen the largest increase in registrations and participation in Career Communities has occurred from scheduling 1-3 dedicated emailings to all, or a portion of your alumni email address database. Ask us for a copy of our Career Community Engagement Calculator to see how participation compounds with each additional emailing.
4. **Annual giving calls** - During the fall and spring, your annual giving team gears up to call alumni. Your callers could start their conversation off by reminding alumni that you are providing 4 webinars per month that will provide career planning, career management, job search and soft skills advice. It makes sense to deliver some news that will help their career at the same time they are soliciting annual funds. Your callers will enjoy being able to share the career support information too!

5. **Social Media content** – Each month, we make available social media content that drives users to your career community for Facebook, Twitter, and LinkedIn. Using tools like Hootsuite, you can instantly – bulk – upload the content we share. The content then is released on scheduled days and times throughout the month. We are finding clients driving dozens of alumni per day to their Career Community from their LinkedIn page.
6. **Post card mailing to targeted groups** – Your Marketing Tab has dozens of marketing ideas. Among them are post card PDFs you can download, edit, and mail to your alumni. Post card mailings for educational institutions like yours are extremely cheap. All you have to do is upload your targeted mailing list to a company like www.vistaprint.com, then upload the post card and VistaPrint print and mail them for you. *Its fast, easy and cheap!*
7. **Hand out customized flyers** - As you know we have half a dozen different flyers that can be used to promote the five different webinar series. The PDF flyers are designed to be quickly edited and customized. Marketing should be done on multiple channels!
8. **Career Center** – We’ve identified 8 ways your Career Center can leverage your investment in your Career Community. Many are using the resume lectures to prepare students for resume review appointments with counselors, interviewing lectures to prepare students for mock interviews with alumni and hiring authorities, networking lectures to prepare students for career fairs, and our CareerCamp to support grads after they leave campus. Our optional module enables students to print out “certificates” that show they are investing time in their soft skills. These “certificates” will help them stand out at a time when all graduates look the same!
9. **Graduate flyers** - Continuing on the flyer strategy, consider using the flyers we provide to get your Class of 2017 immediately involved. You could hand out the custom flyers designed for grads at GradFairs, when they hand out cap and gowns, or even at graduation!
10. **Article for “paper” newsletters or Magazine** – We can provide you a professionally written article that introduces your Career Community to your alumni in an upcoming “paper” newsletter or monthly/quarterly magazine. The article draws attention to your commitment to support their careers, and it’s a great way to increase awareness of the 5 different webinar series you are offering them.
11. **LinkedIn Ads** – LinkedIn doesn’t let you target by email addresses, but they do allow you to target just your alumni with ads. This would be another way to reach alumni – again, not only for the upcoming webinars and lectures but for reunions, homecoming and other events.
12. **Integration with other services** – There are a number of ways you can increase participation leveraging other programs and services communication with your alumni. Your insurance providers, and others that sell products and services could include the URL address of your career community in their emailing and mailings to your alumni. Talk to us about collaborative strategies with App providers, vendors, and other career service providers!