MARKETING LED

You Know They Want It!
YOU NEED A MARKETING PLAN

• Who are your customers?

• Why do they need this information?

• How do you deliver it?
WHO ARE YOUR CUSTOMERS?

• Local Workforce Boards
  – They need your help – but may not know it
  – You have what they need – but sometimes they pay for it to be “packaged” from someone else
  – Providing this useful data to the boards promotes a harmonious working relationship
WHO ARE YOUR CUSTOMERS?

- Employers/Businesses
  - Would be interested in wage ranges for particular industries
  - Information on competition
  - Analysis of workforce composition
  - Information dissemination on local industries – how and where to get it
WHO ARE YOUR CUSTOMERS?

- Economic Developers
- Chambers of Commerce
- Employers Councils
- Service Groups (Rotary, Kiwanis)
- Trade Associations
WHO ARE YOUR CUSTOMERS?

• Local One-Stop office staff
  – We need to train the One-Stop employees
  – The training is non-threatening – their location, their computer, on their terms – Let them be the expert!
  – One-Stop employees work with job seekers and businesses
  – Therefore, our LED information gets to many other users through these intermediaries
MARKETING COMPONENTS

• Customer Service
  – Start with the customer – research their needs
  – Provide the product (LED)
  – Make sure they understand how valuable the product is to them

• Customer Satisfaction
  – Leave them wanting more after your presentation
  – Show them how to access the information themselves – for immediate information
TARGET YOUR AUDIENCE

- Send invitations to local offices and workforce boards to solicit opportunities to provide your training presentations
- Get in touch with economic development groups to make presentations
- Speak to Employers Council groups
- Teach your local staff about the LED products

www.iowaworkforce.org/lmi
• Brochures and other training materials

• Provide an Internet tour of the LED website, if possible. “Hands-on” is great!

• Additional LMI products – to show how the different products work together
MARKETING SUMMARY

• As government entities, we MUST change the way we market our information
• Marketing our data is a process with many components
  – Starts with what the customer wants
  – Develops products that meet their needs
  – Constantly revise and analyze the products

www.iowaworkforce.org/lmi
MARKETING SUMMARY

• Most critical issue is FUNDING
  – Most states lack financial resources for presentations and publications
    • Push for instructional funding from ETA (One-Stop funds), BEA or Commerce
    • Customer Driven products are paramount to customer satisfaction
    • Charging customers a fee for costs incurred for requested publications may have to be considered
Thank you!

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