



# Workforce Development Board of San Luis Obispo County

Board Presentation: System Branding

November 2022



# Thank you!

## Outreach & Re-branding Ad Hoc Committee

### Board Members:

- Isiah Gomer
- Rachael Hendricks
- William Hills
- Melissa James
- Christina Kuhn
- Tricia Lubin
- Justin McIntire

### Staff:

- Dawn Boulanger
- Diana Marin



# MARKETING CHAMPIONS



# Project Objectives

The Workforce Development Board of San Luis Obispo County seeks to create an **aspirational campaign brand** that communicates the **value propositions** of the organization and its partners in **collaboratively serving the community** with **workforce strategies, services, and initiatives**.

Create a **brand that encompasses** the WIOA Title 1 partners and the Board.

A launch campaign will **primarily target** adults, dislocated workers and out-of-school youth that need workforce services and support, and **the employers** within the county.





# Market Analysis: Key Points



# Recommended Target Segments

## Adult Job Seekers

- Male/Female, age 20-65
- Majority of job seekers are between the ages of 20-39
- Vast majority have at least their high school diplomas (or equivalent) per EDD.
- Speaks English or Spanish as a primary language
- Those living below poverty line.
- Sees the Great Resignation as an opportunity to get a better-paying job
- Seeks quick skill improvement to capitalize on job opportunities
- May be curious about remote work opportunities
- Wants a better work-life balance, flexibility and better pay.

## Dislocated Workers

- Male/female (primarily female per EDD) age 20-54
- Vast majority have completed at least some college per EDD
- Most likely worked as a frontline worker during the pandemic
- Strongly considering a change in field or occupation
- Tend to be more educated and would like to utilize education and unique skills in next job
- Seeks to balance training & educational efforts with childcare and other.

## Out of School Youth

- Male/Female, ages 16-24
- English and Spanish
- Those impacted by pandemic or lost job due to the pandemic
- Interested in exploring benefit of education as a pathway to a better job
- May be aware that they are missing some of the skills and education needed to get a good job
- Recognize that their earning potential will increase with more skills training and education but worried about the time commitment
- May have children for whom they wish to set a good example

## Employers

- High growth sector employers as noted in BW Research latest report:
- <https://www.slocounty.ca.gov/Departments/Social-Services/Workforce-Development-Board/Forms-Documents/PUB-2018-11-Final-PowerPoint-IEWStudy.pdf>
- Those that pay a living wage, offer flexibility in work environment.
- Sectors with job opportunities and living wage
- Those sectors laying off for Rapid Response/layoff aversion services

# Commonalities Across Target Audiences

- The **psychographic commonalities** across the target audiences include a level of anxiety due to the pandemic and its “recovery.”
- There is still uncertainty in the minds of the target audiences and they are **looking for options to make their lives better and balanced.**
- They may be inclined to take action and further their **skill sets**, as they see this as a **pathway forward**, but they need assistance with the barriers that keep them from aspiring to be more.



# Key Themes to Test

## Theme #1: Skills/Opportunities

- Unlock Skills Today. Open Opportunities Tomorrow.
- Skills to Unlock Opportunity

## Theme #2: Future/Fast-track

- Get Skills Fast. Fuel Your Future.
- Skills that jumpstart your future



# Why Test?

- To determine which messages attract job seekers.
- To examine the impact of ad copy so that FCM understand verbiage to use and verbiage to avoid during the actual campaign.
- To test effectiveness of various placements so that all ad budgets are directed only to ad placements that perform, therefore investing ad dollars wisely.
- Start to build remarketing/retargeting and “look alike” audiences for targeting during the actual campaign, which allows the ads algorithm’s ‘learning process’ to be expedited and effectively deliver the ads to the right audiences.
- To test if campaign taglines/messages and/or images impact any of the results in terms of ad performance.





# Testing Methodology



- Test ads were launched from May 27, 2022, through June 5, 2022, on Facebook and Instagram in order to align with the psychographics of the various job seekers.
- The first week was spent reversing ad rejections (common with Facebook), and with ads in the learning process of the platform's algorithm.
- Both sets of ad images were targeted to zip codes with highest rates of unemployment, highest rates of poverty, and other targeting that pointed to job instability, underemployment and in areas where low wage job workers reside.





# Outcomes

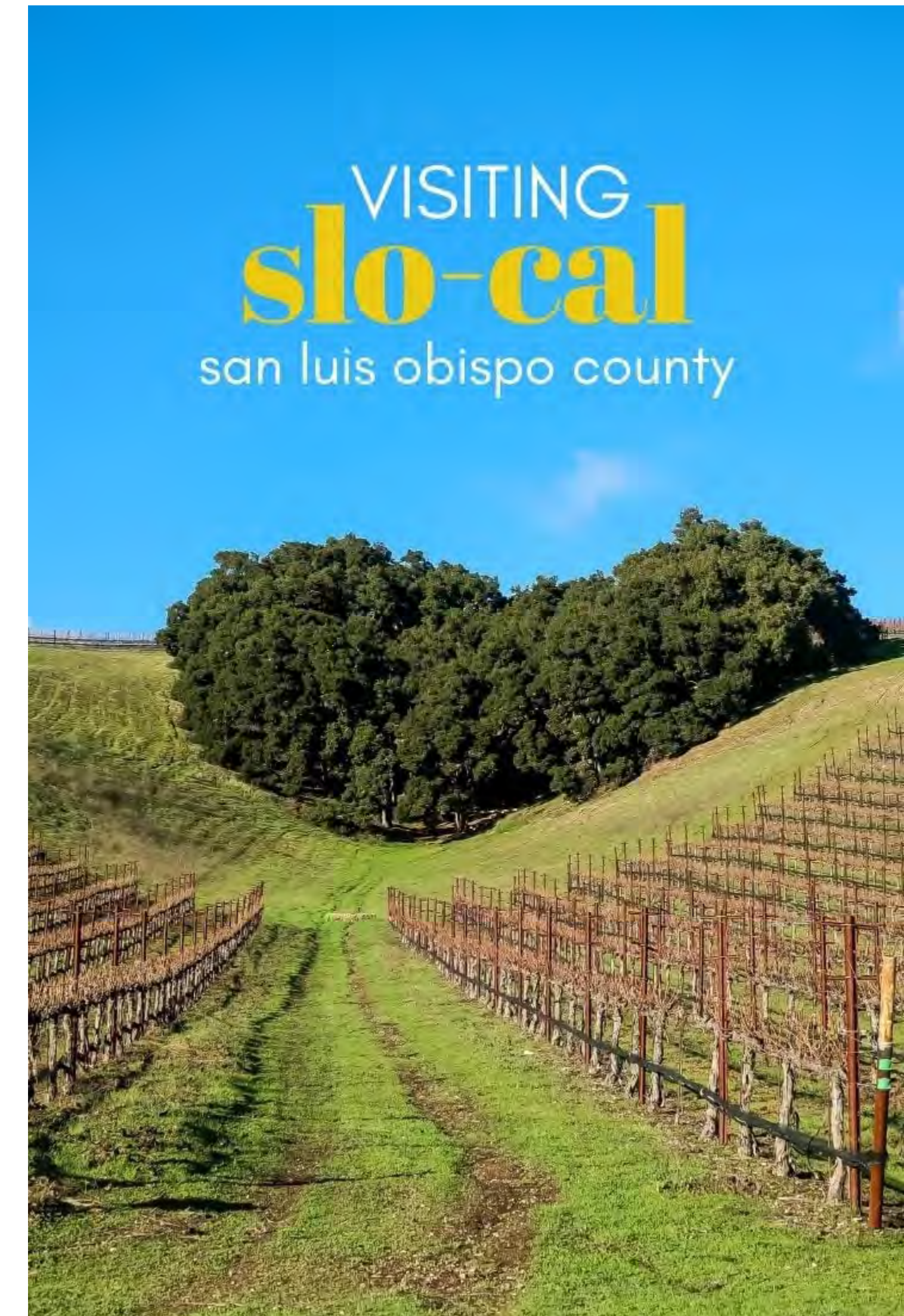
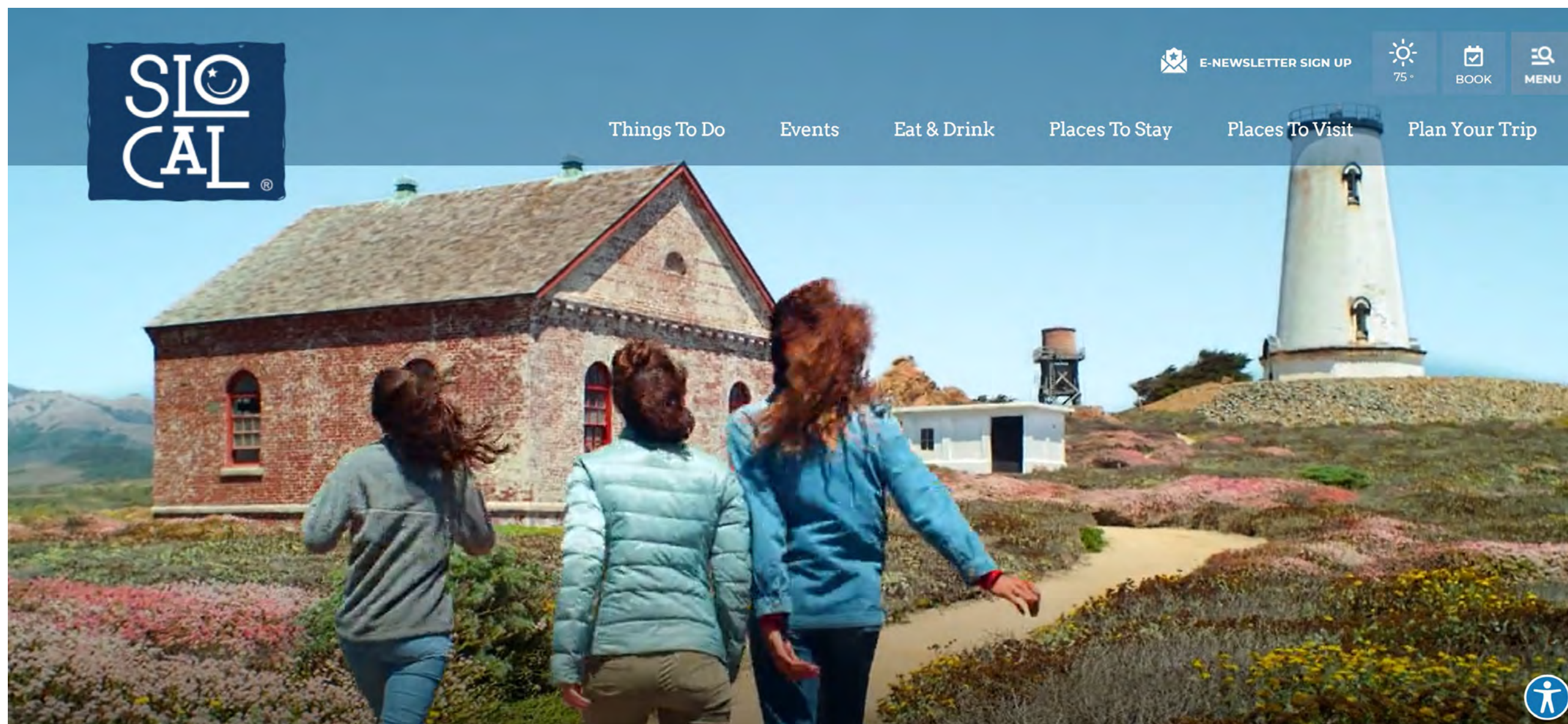
- 54,000 impressions (# of times ads appeared on the feeds)
- 33,000 reach (# of unique users who saw the ad)
- 547 click through rates (engagement) overall 1.7% unique CTR vs. 1.4% benchmark
- To determine which tagline performed best, FCM used engagement metrics (CTR/Clicks) that indicated which tagline resulted in potential jobseekers clicking on the ad. The combination with the highest engagement rate is the one that resonated most strongly with potential jobseekers.

## Skills to Unlock Opportunity



# SLO CAL Careers

## Piggyback on current regional place branding “SLO CAL”









Website Mockup will go here

Marketing Fact sheet will go here



# Next Steps

## November 2022

- Finalize Designs
- Based on Comms Audit & SWOT Develop Comms Plan
- Review Comms Plan with Ad Hoc Committee

## December 2022

- Launch Website
- Distribute Marketing Materials
- Finalize Comms Plan

## January/February 2023

- Launch Brand & Campaign
- Debrief & Recommendations



# Thank you!

**Celina Shands, M.S. - CEO/Founder**

**Joanna Tanger, M.A. - Director of Marketing & Communications**

**Ivan Freaner – Creative Director**

**Michelle Jimenez – Sr. Project Manager**

Full Capacity Marketing, Inc.

270 N. El Camino Real #285

Encinitas, CA 92024

[www.FullCapacityMarketing.com](http://www.FullCapacityMarketing.com)

E: [Celina@FullCapacityMarketing.com](mailto:Celina@FullCapacityMarketing.com)

P: 760.274.6370

