

Marketing



Agencies shared these tips for continuing program promotion during COVID-19.

- Reach out to community partners to let them know you are still providing services.
- Partner with other agencies to gather enough learners to launch a structured (group) program – transportation/ location is not an issue for online classes.
- Make your office phone numbers accessible to learner intake texts in order to reach more potential clients.
- Follow up with previous learners who may have friends to refer.
- Explore and think outside the box to see how you can reach a new audience in the virtual community who may prefer online learning.
- Offer targeted training for a specific client group.
- Hold pop-up classes such as for increasing digital literacy skills.
- Create, or partner with, a new project or event.
- Use social media (Facebook, Instagram, Twitter) to promote programs and services.

For more details, consult the complete report: *Best Practices in Adult Literacy Program Delivery During the COVID-19 Pandemic (2021)* on the QUILL Learning Network website under [Resources](#)



- Create social-media-ready advertisements to share with colleagues and partnering agencies.
- Use your website to promote.
- Change signage/website to reflect service changes such as new or reduced hours, new methods of contact, or COVID procedures.
- Make use of local radio spots, community event pages, or newspaper ads if possible.
- Consider hosting a virtual or physically distanced “grand re-opening” as a way to generate interest.
- Offer childcare to learners for their learning time.
- Add a promotional poster to your email signature.
- Offer digital literacy training.
- Buy a window space at the grocery store as an advertisement space.
- Host a webinar.
- Place advertisements on the street level of your building for those walking/driving past to see.
- Create outdoor advertising – signs, banners, feather flags.
- Create a contest to win a free literacy assessment as well as any other prizes available (perhaps from donations).
- Start an online book club to generate interest in programs.
- Invest in a line of sweatshirts with your logo, for sale.



Ontario **Canada**

This Employment Ontario project is funded in part by the Government of Canada and the Government of Ontario and through the Canada-Ontario Job Fund Agreement.

