

MARKETING LED

LOCAL EMPLOYMENT DYNAMICS



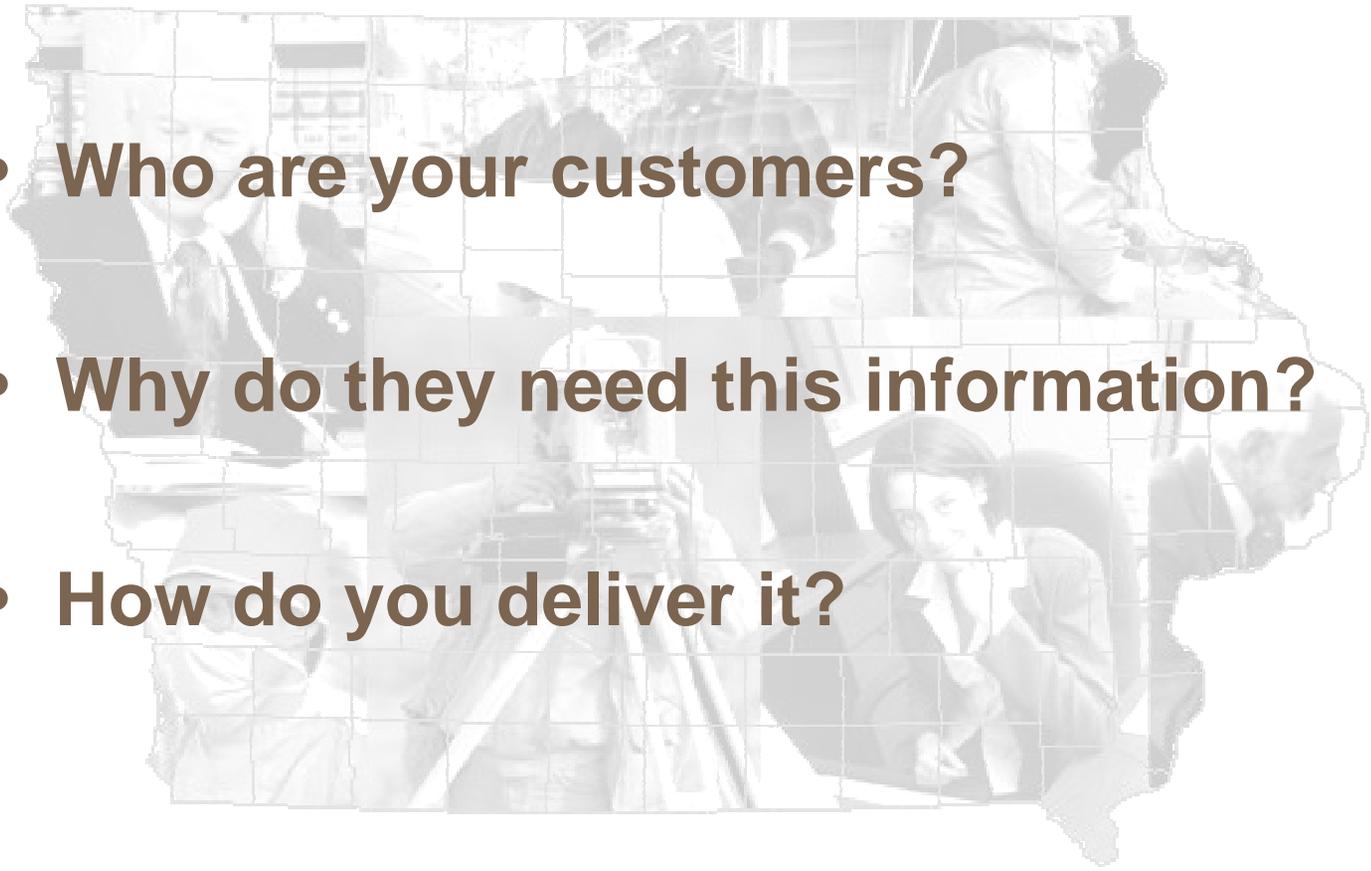
**You Know
They Want
It!**



www.iowaworkforce.org/lmi

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

PROVIDE THE INFORMATION

- 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

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

MARKETING LED

Thank you!

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