

# Marketing Tactics to Promote Your EN

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June 12, 2024

Thank you for joining today's webinar!  
We will begin at 1 p.m. ET  
You will not hear audio or see captions until we begin.

# Marketing Tactics to Promote Your EN

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# AGENDA

## Marketing Tactics to Promote Your EN

Logistics and Introductions

Employment Network Guide to Marketing

Implementation

EN Panel

Q&A

# Logistics

- TPM is recording and capturing the transcript from today's meeting and will make it available on the Your Ticket to Work website at [EN Essentials Learning Events](#).
- Please feel free to ask a question in the MS Teams chat section.
- You may send additional questions or comments to: [ENOperations@yourtickettowork.ssa.gov](mailto:ENOperations@yourtickettowork.ssa.gov).
- Closed Captioning is available for participants who join using the MS Teams Application or by using the closed captions link provided in the GovDelivery email announcement for today's call.
  - To turn on Closed Captions in MS Teams, go to the three ellipses at the top of the MS Teams window; click on "More"; scroll down the list to "Language and Speech" then click on "Turn on live captions."
  - When using the link option, paste the link in the browser and it will open a separate window to view closed captions.
- Per the Ticket Program Agreement (Part III, Section 11 subsection I), EN staff are not permitted to record this meeting nor capture the transcript.

# Introductions

## MODERATOR

### Derek Shields

*Senior EN Development and Training Manager*  
Ticket to Work Program Manager

## PRESENTER

### Jayne Pendergraft

*Director of Communications and Outreach*  
Ticket to Work Program Manager



# EN Panel

## Kevin Cooper

Ability Beyond, Connecticut

## Lori Tyndall

AHEDD, Pennsylvania

## Caitlin Blau

## Brenna Schaefer

Hawkeye Employment Network  
and Hawkeye Administrative EN, Iowa

## Portia Williams

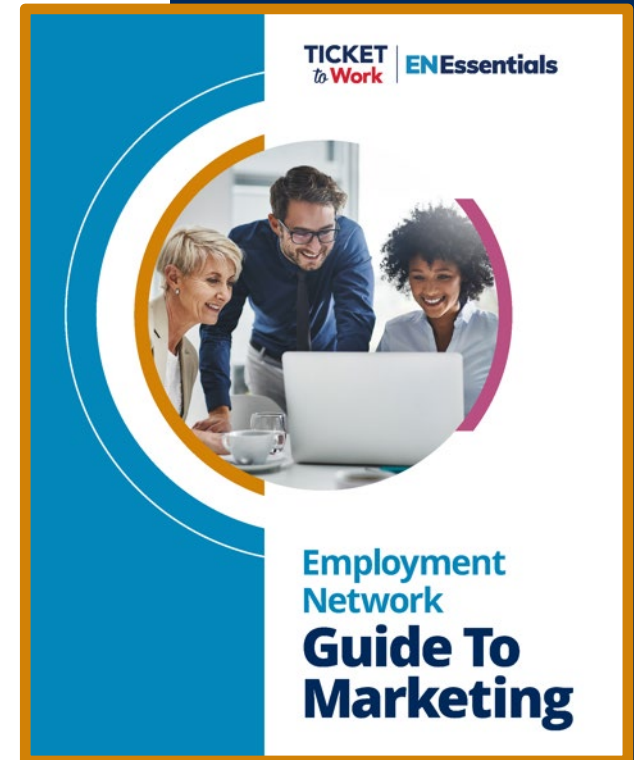
Workforce Essentials, Tennessee



# Employment Network Guide to Marketing

A comprehensive resource to assist Employment Networks (EN) in marketing services to clients and partners.

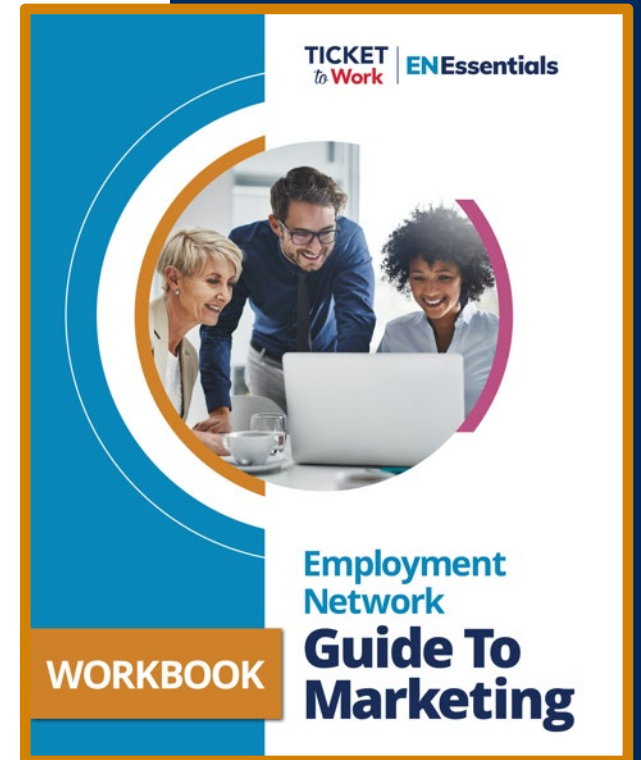
- Key marketing concepts, tailored to the needs of ENs.
- Step-by-step guidance for developing a marketing plan with a description of the components, i.e., research, planning, implementation, and evaluation.
- Strategies and ideas for implementing a marketing plan, using popular marketing channels and specific tactics to apply within each channel.
- Content and resources developed by and for the Ticket to Work Program to aid ENs to launch and maintain fresh content for their marketing efforts.



# Workbook

The Marketing Guide includes a workbook with in-depth information, examples and templates related to the fundamental marketing components covered in the guide:

- Audience Identification
- Situational Analysis
- Mission Statement
- Value Proposition
- Brand Identity
- Goals and Objectives





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# Implementation

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# Marketing Channels

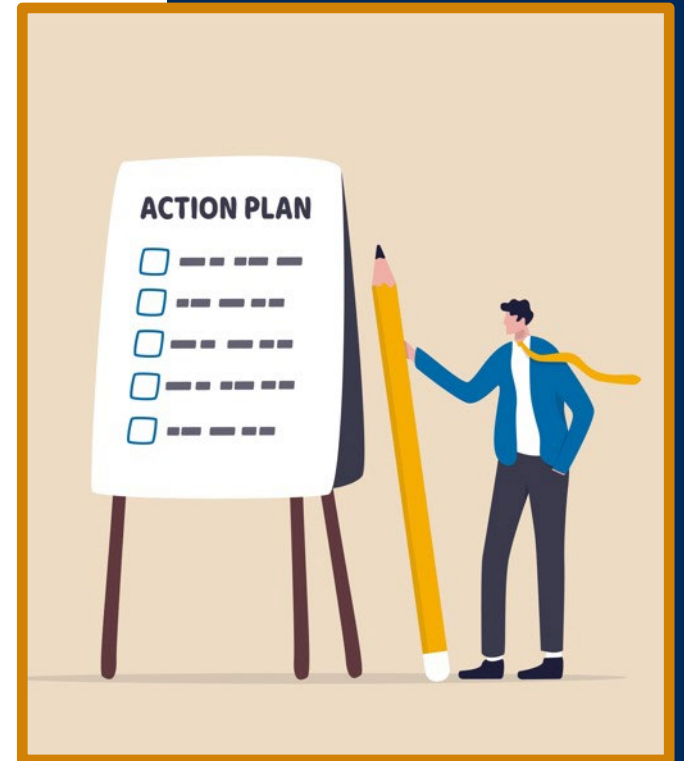
Channels refer to the broad categories of marketing activities to promote your services and engage audiences such as:

- Website
- Social Media
- Email Marketing
- Events
- Media and Public Relations
- Print Collateral
- Partnerships and Collaboration



# Tactics

- Tactics help execute your overall marketing strategy.
- Tactics are concrete, actionable steps you can implement within each channel. For example, you may want to:
  - Blog weekly.
  - Send email messages monthly.
  - Host webinars quarterly.



# Website

Every EN must have a website or webpage.

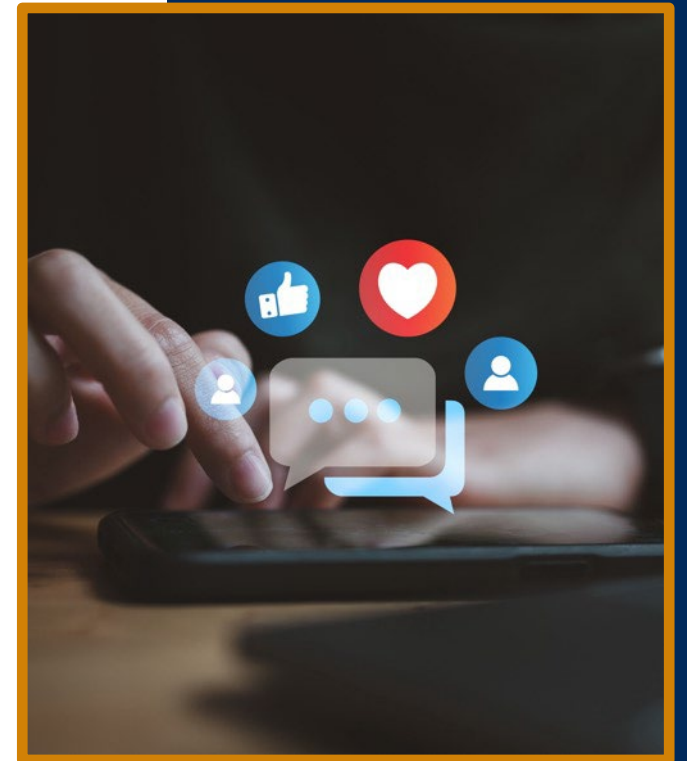
- Make it the hub for all your online activities – creating awareness, promoting your services, educating visitors, and prompting interest in the Ticket Program.
- Use instant content provided by the Ticket Program.
  - Use sample language, graphics and fact sheets.
  - Post or link to Ticketholder success stories.
  - Post or link to blog content published regularly.



# Social Media

Promote your brand, reach target audiences, and drive traffic to your website.

- **Facebook:** Share job opportunities, success stories, educational content, and events. Engage through comments and messages.
- **LinkedIn:** Create a company page and join relevant groups.
- **Instagram:** Highlight visual content like images, quotes and success story photos.
- **YouTube:** Create and share videos showcasing success, services, job tips, and more.



# Events

- Implement and host **online webinars** to provide education and practical tips related to disability employment.
- Organize **in-person events** such as workshops, seminars and community events.
- **Host** peer support groups or advocacy organizations.
- **Combine your expertise** with multiple stakeholders to plan and implement an event.



# Media and Public Relations

Position yourself and your EN as a leader.

- **Speak** at conferences and events.
- **Build relationships and offer interviews** with media outlets and journalists.
- **Create a Media Kit to** provide journalists, bloggers and other outlets with information about your EN.
- **Write and send press releases** to announce achievements, events, partnerships, or new initiatives.



# Print Collateral

- Create **fact sheets, brochures, business cards, folders, and postcards.**
- Send **targeted mailers, brochures or flyers** directly to individuals through postal mail.
- Place **advertisements** in newspapers, magazines or other print publications
- Distribute **t-shirts, pens, tote bags, or buttons.**





# Partnerships

- Work with another organization to offer a new service.
- Market your EN to other organizations who serve your target audience.
- Offer consulting to employers seeking to hire individuals with disabilities.
- Combine expertise with another entity to write a grant.
- Combine with multiple stakeholders to implement an event.



# Ticket Program Tools

- Find Help Tool
  - [Find Help - Ticket to Work](#)
- Marketing Business Program
  - To learn more, contact [data.marketing.poc@ssa.gov](mailto:data.marketing.poc@ssa.gov)
  - Text Messaging
  - Text the word "TICKET" to 1-571-489-5292 to opt in
- Service Provider Outreach Toolkit
  - [Service Provider Outreach Toolkit – Your Ticket to Work](#)
- GovDelivery Emails
  - Use and share content such as WISE, blogs, fact sheets and more.



# Ticket Program Content

- Success Stories
  - [Success Stories - Ticket to Work](#)
  - [stories@choosework.ssa.gov](mailto:stories@choosework.ssa.gov)
- Social Media
  - X: [@chooseworkSSA](#)
  - Facebook: [@choosework](#)
- Work Incentive Seminar Event (WISE)
  - [Webinars & Tutorials - Ticket to Work](#)
- Choose Work Blog
  - [Blog - Ticket to Work](#)
- Fact Sheets and Resources
  - [Fact Sheets and Resources - Ticket to Work](#)



# Across all Channels

- Feature your mission statement prominently.
- Feature who you are, what you do, who you serve, and how you get results.
- Tell people how to engage with your EN.
- Ensure content is accessible and consistently reflects your brand identity.
- Use person-first language.
- Adapt tone and messaging for your different audiences.
- Use instant content offered by the Ticket Program.
- When a marketing activity is complete, assess what your efforts achieved.



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# EN Panel

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# Q&A

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# Questions

- Please feel free to ask a question in the MS Teams chat section.
- If joining via phone and you wish to ask a question:
  - Press \*5 to raise your hand and we will unmute your phone.
  - Press \*6 to speak.
- If joining via MS Teams and you wish to ask a question aloud:
  - Raise your hand and we will unmute your mic.
- Please limit questions to one per participant.

You may send additional questions or comments to: [ENOperations@yourtickettowork.ssa.gov](mailto:ENOperations@yourtickettowork.ssa.gov).



# Thank You

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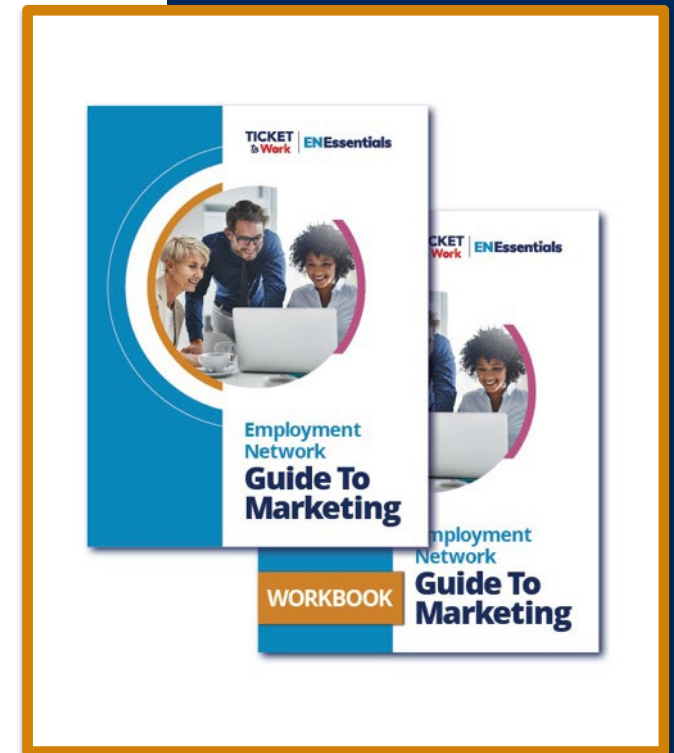




# Resources

Access the new Employment Network Guide to Marketing and Workbook here:

- [Employment Network Guide to Marketing](#)
- [Employment Network Guide to Marketing Workbook](#)



# UPCOMING EVENTS

**June 18: All EN Call**

**June 26: WISE Webinar**

How Will Work Affect My Social Security Disability Benefits?

**July 10: EN Essentials**

Requesting and Negotiating Workplace Accommodations

[2024 Calendar of Events](#)

Send an email to the EN Development and Training Department at [ENOperations@yourtickettowork.ssa.gov](mailto:ENOperations@yourtickettowork.ssa.gov) with feedback, recommendations or ideas for future EN Essentials events.