



**TICKET** | **EN**Essentials  
*to* **Work**

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# Spring into Marketing and Start with a Plan

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May 15, 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.



**TICKET** | **EN**Essentials  
*to* **Work**

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# **Spring into Marketing and Start with a Plan**

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May 15, 2024

# AGENDA

## Spring into Marketing and Start with a Plan

Logistics and Introductions

Employment Network Guide to Marketing

Research

Planning

Questions and Answers

# 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](#).
- Per the Ticket Program Agreement (Part III, Section 11 subsection I), EN staff are not permitted to record this meeting nor capture the transcript.
- Please feel free to ask a question in the MS Teams chat section.
  - Please refrain from answering questions in the chat intended for TPM or SSA staff.
- 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.

# Introductions

## MODERATOR

### Derek Shields

Senior EN Development and Training Manager  
Ticket to Work Program Manager

## PRESENTER

### Jayne Pendergraft

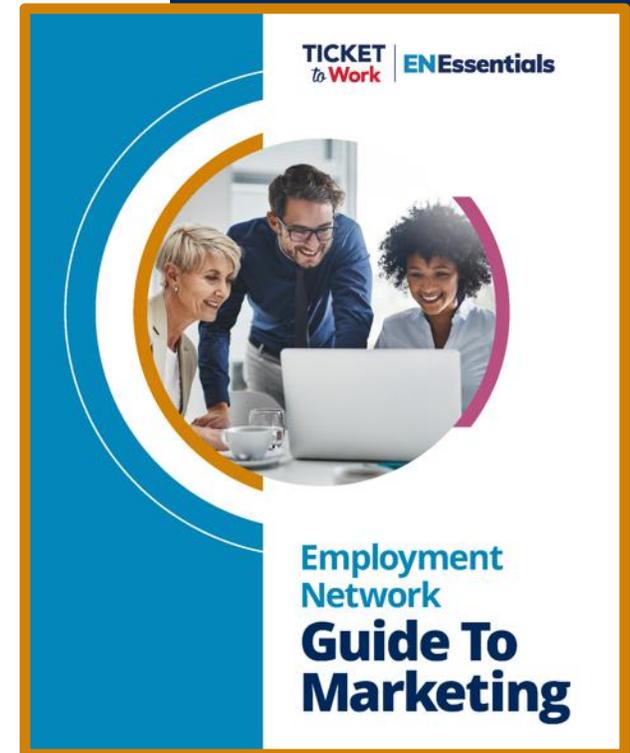
Director of Communications and Outreach  
Ticket to Work Program Manager



# Employment Network Guide to Marketing

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

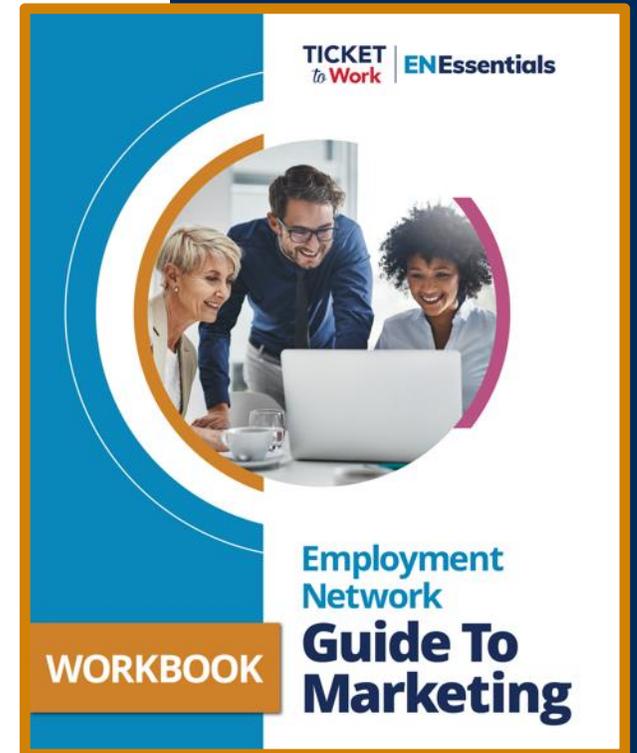
- Key marketing concepts, tailored to the needs of ENs.
- Step-by-step guidance for developing a marketing plan and a description of the components i.e., research, planning, implementation, and evaluation.
- Strategies and ideas for implementing a marketing plan, using popular marketing channels and 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:

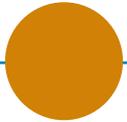
- Audience Identification
- Situational Analysis
- Mission Statement
- Value Proposition
- Brand Identity
- Goals and Objectives



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# Research

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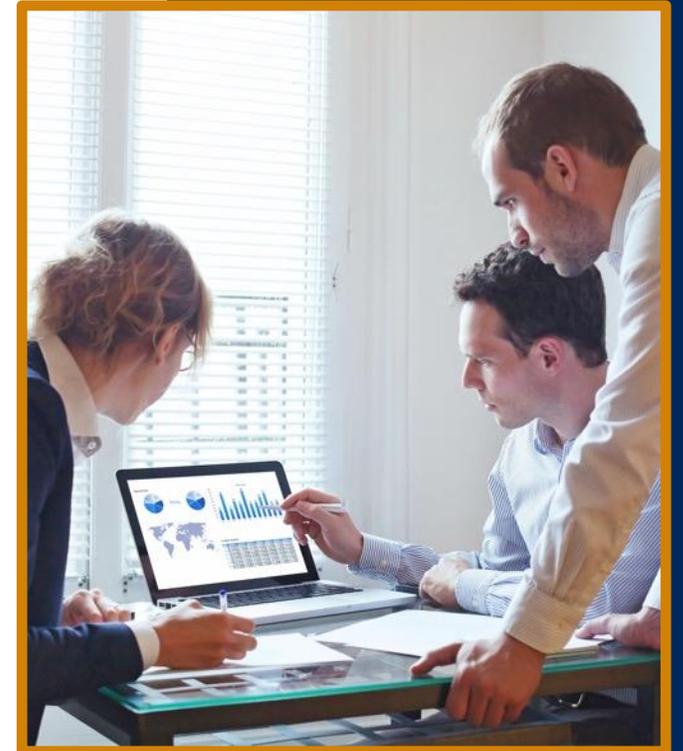


# Marketing Research

Research involves gathering information about your EN's environment. Whether local or national, to be effective, you need to understand:

- The need for your services
- The audiences you seek to reach
- The opportunities or barriers that will influence your success

## RESEARCH



# Audiences

Identifying your audience(s) is a key step in developing your marketing plan. It will tell you how to structure your organization and how to target your messaging. Consider:

- Who are you trying to reach?
- Who can help you reach your audience?
- Who can help you accomplish your goals?
- Who can help you communicate about your EN?
- Who can you collaborate with to serve your clients?
- Who can you learn from or educate to help you improve your services?

## RESEARCH



# Audience Identification

Determine the purpose for your efforts to identify which people or organizations can help you achieve your goals.

**Examples of your marketing purpose may include:**

- Increase assigned Ticketholders.
- Build awareness of your EN and your services.
- Find jobs for your Ticketholders.

If it's more than one, you may have several audience segments that you can then break down into specific people, organizations, or businesses to target.

## RESEARCH



# Audience Segments and Targets

## RESEARCH

Refer to your marketing purpose to divide your overall market into distinct audiences.

### Purpose:

- Increase assigned Ticketholders.

### Audience Segment:

- Program eligible individuals receiving SSDI benefits or SSI payments

### Target:

- Identify and prioritize specific audience groups within the segment to focus your marketing efforts on, e.g., veterans.



# Positioning

Identify what the audience needs help with that your EN can provide.

- What do you want your audience to learn?
- What's in it for them?
- What do they want?

## RESEARCH



# Audiences (Example)

## RESEARCH

Target	Primary	Secondary	Position
Veterans	Former service members	Spouses Veterans Service Organizations VR&E Counselors	Educate veterans about Ticket to Work Provide access to available jobs Assist with reasonable accommodations

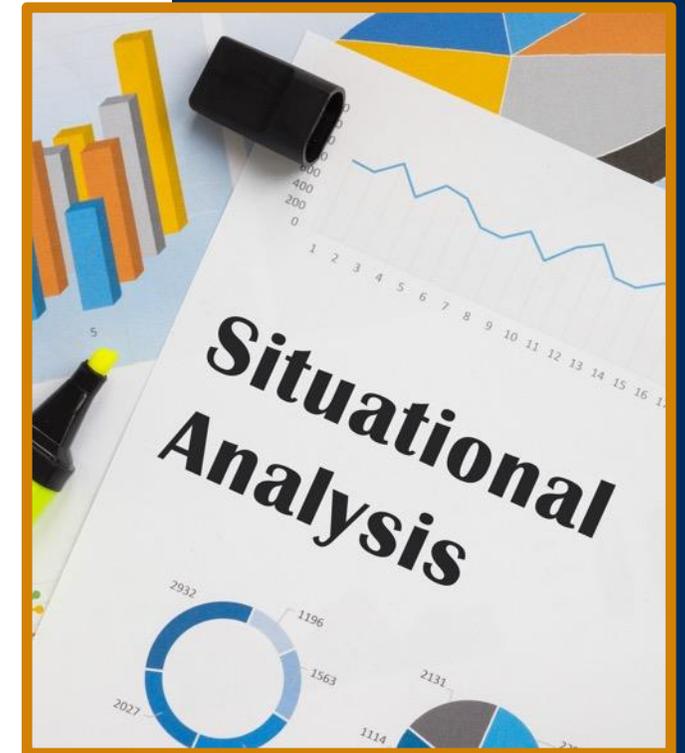
# Situational Analysis (1 of 3)

Process of collecting, evaluating, and organizing information about an organization's internal and external environments.

## Popular methods:

- SWOT: Strengths, Weaknesses, Opportunities and Threats
- SOAR: Strengths, Opportunities, Aspirations, Results

## RESEARCH



# Situational Analysis (2 of 3)

## RESEARCH

### Questions to consider:

- What are your best qualities or specialties?
- What achievements do you have?
- What is the need for your services?
- Are there similarly situated organizations to collaborate with?
- Does your team have expertise in areas such as Work Incentives, assistive technology or disability types?



# Situational Analysis (3 of 3)

## RESEARCH

### Are there obstacles to your success?

- Internally, what makes it challenging to achieve goals?
- What external factors can influence the success of your business?
- Do you have staff and a budget to conduct marketing activities?
- Do other organizations compete with you?

### What do you aspire to?

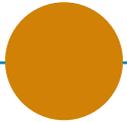
- What do you care deeply about?
- What can you be best at in your situation?
- How will you know if you are succeeding?



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# Planning

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# Mission

As an EN, your mission is the 'why' behind your organization and the driving force behind your work.

## Your mission should:

- Be meaningful to your team members and the individuals you serve.
- Communicate your purpose to your key audiences and the public.
- Define your organization's identity, values, and decision-making.

## PLANNING



# Mission Statement

### Your mission statement should:

- Clearly state what you want to accomplish and why.
- Sync with your overall mission.

### Tips:

- Align your statement with your values and culture to reflect what motivates your work.
- Keep language simple, brief, inspirational, and meaningful.
- Include one or two sentences that capture the essence of what you do.



# EN Mission Statement Example

## PLANNING

A typical mission statement contains three key elements: the purpose (what), the method (how) and the target audience (who).

### Example:

ABC EN matches veterans with disabilities to jobs, then provides the support and services needed to ensure success for both the employee and employer.

Purpose	Target Audience	Method
Ensure success for both the employee and employer	Veterans with disabilities	Matches to jobs, then provides the support and services needed

What

How

Who

# Value Proposition

Your value proposition captures the specific services and supports your EN offers.

- Differentiates your organization from others.
- Explains why your key audiences should choose to work with you.

The components of a Value Proposition should include your:

- **Audience:** Who's your ideal customer/target audience?
- **Offering:** What do you offer that solves a problem for your ideal customer/audience?
- **Value:** What benefits from your offering matter most to your customers?
- **Differentiator:** Why should the customer trust you over someone else?

## PLANNING

**What  
sets  
you  
apart?**

# Value Proposition Example

Hundreds of national employers seeking to hire individuals with disabilities count on ABC EN to find the right candidates. If you have a disability, count on us to help you find the ideal job match.

Audience	Offering	Value	Differentiator
Individuals with disabilities	Ideal job match	Employers seeking to hire candidates with disabilities	Relationships with hundreds of national employers

Feature your value proposition clearly and consistently across marketing materials, outreach efforts, website, printed materials, and social media to build awareness of your EN and what you do.

# Brand Identity

Your brand identity is a set of visual and verbal elements that communicate your EN's unique personality, values, and purpose.

The visible elements of a brand include:

- ✓ **Logo:** A unique logo is your primary identity and captures your brand essence. It may consist of the organization name only or include a symbol.
- ✓ **Color Palette:** Set of colors used consistently on all materials. Includes the colors in your logo, plus additional colors.
- ✓ **Fonts:** Choose one or two font families that include varying weights to use consistently on all materials.
- ✓ **Icons:** If using icons, they should be created using your brand color palette. These may include a set of social media icons.
- ✓ **Design Style:** Overall look, feel and tone of your brand that applies to all items above.

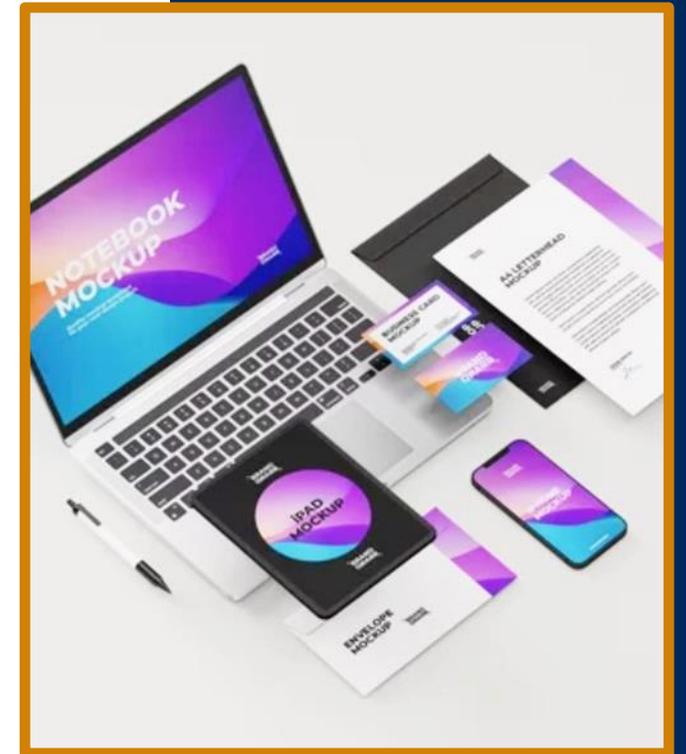
## PLANNING



# Brand Consistency

- Ensure all marketing activities and content consistently reflect your established brand image and identity.
- Ensure all marketing content is accessible to individuals with disabilities, per the information and communication technology requirements covered by Section 508 of the Rehabilitation Act.
  - Website design
  - Social media graphics
  - Email templates and signatures
  - Newsletters
  - Event materials
  - Media kits
  - Print materials
  - Presentation template(s)
  - Signage
  - Digital flyers, fact sheets, ads

## PLANNING



# Goals and Objectives

- Establishing clear goals and objectives is fundamental to any marketing effort and is essential to measuring results.
  - **Goal:** A short statement of the desired outcome to be accomplished.
  - **Objectives:** Specific, actionable steps that need to be achieved within a shorter time frame, to reach a specific goal.
  - **Strategies:** After you've set objectives, your strategy will describe how you intend to meet them.
- Goals, objectives, and strategies should be specific as possible with measurable targets, achievable with the resources you have, relevant to your mission, and be time-based.

## PLANNING

**Specific**

**Measurable**

**Achievable**

**Relevant**

**Time-based**

# Goals and Objectives

## Example (1 of 3)

### Specific Goal:

- Increase Ticket assignments by 15% each year.

### Objective:

- Increase referrals from other organizations that serve my target audience.

### Strategy:

- Network with other organizations who serve my target audience.

## PLANNING

- ✓ **Specific**
- Measurable**
- Achievable**
- Relevant**
- ✓ **Time-based**

# Goals and Objectives

## Example (2 of 3)

### Measurable actions:

- By (date), create a list of at least 10 organizations that serve the target audience.
- By (date), create a list of at least 5 ways to network with the organizations (events, meetings).
- Network at least monthly with other organizations that serve the target audience.

## PLANNING

- ✓ **Specific**
- ✓ **Measurable**
- Achievable**
- Relevant**
- ✓ **Time-based**

# Goals and Objectives

## Example (3 of 3)

### Achievable:

- The goal and objectives are achievable if you have the staff and budget in place to research the organizations, implement meetings, attend networking events, and track the results.

### Relevant:

- The goal relates to your EN purpose to increase Ticketholder participation in the Ticket to Work Program.

## PLANNING

**Specific**

**Measurable**

✓ **Achievable**

✓ **Relevant**

**Time-based**

# Budget

- Determine your available funds to support marketing efforts.
- Decide the implementation activities you plan to undertake.
- Price the cost of the individual strategy (e.g., advertising, print material, conference attendance, social media, event hosting, travel, etc.)
- Determine who will conduct the activity to account for the cost of staff labor.
- Include a 5-10% contingency fund for unexpected costs.
- Ensure that you have a plan for how you will track expenses.

## PLANNING



# Coming Next Month

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June 12, 2024, 1 - 2 p.m. ET  
**Reach Out and Stand Out  
Using EN Marketing Tactics**

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This event will highlight popular channels used to implement marketing tactics such as a website, social media, email, events, media, and print. We'll also discuss Ticket Program resources already in place for ENs to use and adapt.



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# Q&A

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# Questions

- Please feel free to ask a question in the MS Teams chat section.
- Please refrain from answering questions in the chat intended for TPM or SSA staff.
- 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.

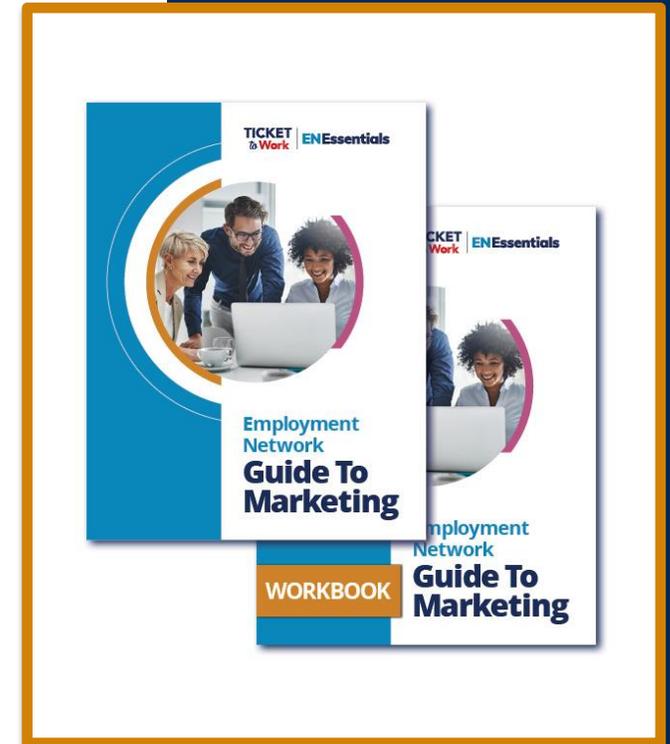
You may send additional questions or comments to: [ENOperations@yourtickettowork.ssa.gov](mailto:ENOperations@yourtickettowork.ssa.gov).



# 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

May 25: WISE Webinar

June 12: EN Essentials

June 18: All EN Call

[2024 Calendar of Events](#)

Email 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.