

the
magic
of
marketing



**SECRETS of
SUCCESSFUL
CAMPAIGNS**
a panel discussion

October 17, 2024
2 — 3:30 pm



POP UP PD
free webinars for
literacy educators



**Learning Networks
of Ontario**

YOUR HOST



FACILITATOR HEATHER ROBINET is the Executive Director of the QUILL Learning Network, serving Huron, Perth, Bruce, Grey, and South Georgian Bay. She comes to QUILL after 25 years in adult Literacy and Basic Skills (LBS) and English as a Second Language (ESL) programs with the Avon Maitland District School Board. In addition to managing a face-to-face Skills Upgrading and Readiness Program there, Heather was instrumental in starting and managing the online, provincial LBS e-Channel program called The LearningHUB, as well as a provincial, online ESL program called Anytime ESL.

Heather has also worked for Conestoga College and Sault College as a facilitator/instructor for the Adult Literacy Educator program. Heather earned a Bachelor of Applied Arts Journalism degree from Ryerson Polytechnical Institute, and an Adult Literacy Educator certificate from Conestoga College.



POP UP PD
free webinars for
literacy educators



STATEMENT OF RECOGNITION

While we meet today on a virtual platform, let's take a moment to recognize, respect and acknowledge the importance of the lands we occupy and from which we benefit.

Today, let's reaffirm our commitment and responsibility to improve relationships between nations -- and our own understanding of local Indigenous peoples and their cultures.

Let's remind ourselves that, wherever we are, we live on the ancestral and unceded territory of Inuit, Métis, and First Nations people.



POP UP PD
free webinars for
literacy educators



ABOUT POP UP PD FOR LITERACY EDUCATORS

- free webinar series developed by Ontario's LBS Regional Networks & the Provincial Support Organizations for Literacy
- supports LBS practitioners with presentations on topics important to them
- English language webinars presented for LBS practitioners annually since 2015-2016
- all webinar presentations, recording links & transcripts here: [Pop Up PD Resources for LBS Educators](#)
- webinar topic ideas welcome at: e-channel@contactnorth.ca



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literacy educators



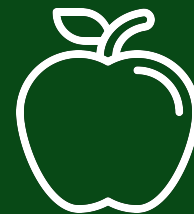
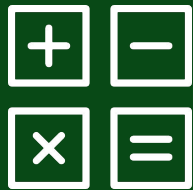


Your future is bright!

What is Prince Edward Learning Centre?

PELC is an adult learning centre in Prince Edward County.

We take a comprehensive approach to literacy, encompassing financial empowerment, numeracy, digital literacy, workplace upskilling, food literacy and civic engagement.



Whom Do We Serve?

PEC is a rural, geographically dispersed community with a population of 25,000. We serve all members of our community, including people with low literacy; social, emotional, and learning challenges; all forms of disabilities; people living on low incomes; newcomers; seniors and youth. About 1,500 community members use our services each year.

We have a "no wrong door" policy – we assist everyone who comes into the Learning Centre, or we help them find a business or organization that will!



Literacy & Essential Skills

PELC helps learners achieve their personal goals and improve their daily lives, with support tailored to their individual strengths and needs.

Learners work at their own pace with guidance from an experienced instructor.



Inspire Youth Training & Employment

- Work placement program for youth aged 15-30
- Open to all, with a focus on overcoming barriers to employment
- 3 weeks of paid, in-class learning and career exploration
- 13-week job placement with a wage subsidy for employers
- Local employment partners have a strong commitment to mentoring



Financial Empowerment

Our services include:

- Benefits Screening
- Systems Navigation
- Financial Workshops
- Free Tax Clinics

We support PEC residents to become more financially resilient by identifying financial resources and benefits they may be eligible for and helping them apply. We also assist with goal setting, budgeting support and building financial knowledge.



PEC Fresh Good Food Market

Our community markets aim to make fresh fruits and vegetables accessible to everyone, supporting food security and healthy choices, with:

- Prices about 30% less than grocery stores
- 3 market locations (community partners)
- Online ordering & delivery
- Experiential workplace training for people with barriers to employment

pecfreshgoodfoodmarket.com



Greater Than County Youth Collective

Greater Than is a youth-driven project to lift high school graduation rates in PEC by:

- increasing youth engagement;
- removing barriers; and
- nurturing a sense of belonging.

More than two dozen community agencies collaborated on the 3-year pilot project.

greaterthancyc.ca



Community Impact

Diverse initiatives at PELC and with our community partners empower the community as a whole and individuals within it, including:

- Revitalizing Macaulay Village Park
- Growing food in community gardens
- Fostering advocacy & civic engagement
- Establishing the Heights (Macaulay Village) Neighbourhood Group
- Supporting early literacy & family literacy
- Developing a Community Benefits Framework for new development in PEC





Marketing Strategies



Brand Identities

Free Media

- Social media
 - ea. program manages its own accounts
 - Canva Brand Kit
- Newsletters (Mailchimp)
- Web blogs (Wordpress)
- Community directories
 - local newspapers
 - community radio
 - Eastlink cable
- Bingo night

Earned Media

- News releases
- Media advisories
- Direct invitations to individual reporters
- Radio interviews
- Radio station at events (e.g. Pride in the Park)
- Community agency & network connections

Paid Media

- Newspaper ads
- Print collateral
- Roadside sign
- Sponsored radio spots

Social Media

- program marketing & registration
- can be first point of learner contact (i.e. Messenger)
- volunteer & donor appreciation



Fall Program Recruitment

- book club
- friendship & growth group
- creative writing circle
- learn to play guitar
- vision boarding
- marketing connection
- building soft skills
- connection supports learning



Prince Edward Learning Centre

December 6, 2023 · 🌐



Coming in January! Call now to register!

PRINCE EDWARD LEARNING CENTRE



Friendship & Growth Group

for Women & Gender Diverse People

Do you feel alone? Want to meet other women of all ages?

Want to build community while building each other up?

Learn and grow together!

Every Thursday starting January 18, 2024

2:30pm - 3:45pm

Weekly topics include Journaling, Self-Care, Mindfulness, Self-Esteem & Self-Confidence, Creativity, Volunteering, Leadership, Community

Development, and so much more!

Coffee/Tea & Treats

REGISTER TODAY!

Prince Edward Learning Centre

Contact us for more info!

613-476-1811

jennifer@pelc.ca



Community Partner & Donor Recognition

- Home Hardware sponsored radio ads promoting PEC Fresh
- manager made a large donation of branded bags
- amplified donation on social media



PEC Fresh is at Prince Edward Learning Centre.

February 7 · Picton · 🌐



Thank you Adam Busscher and the folks at [@pictonhomehardware](#) for the donation of these great reusable shopping bags!

We endeavour to be a low waste place for everyone to get fresh, affordable fruits and vegetables and your donation makes a big difference. 🙏

[#foodequity](#) [#environmentallyfriendly](#) [#lowwaste](#) [#goodfoodmarket](#) [#princeedwardcounty](#)



New website

launched 6/24

- community impact
- engagement
- multiple audiences
- simple language
- testimonials



[DONATE ONLINE](#)

[About](#) ▾ [Programs](#) ▾ [Food Market](#) [News](#) [Contact](#)

**Building a stronger, more
empowered community
through learning
and support.**

[FIND OUT MORE](#)



Varied Audiences

- prospective learners
- donors
- agencies
- local employers
- volunteers
- market shoppers
- financial clients

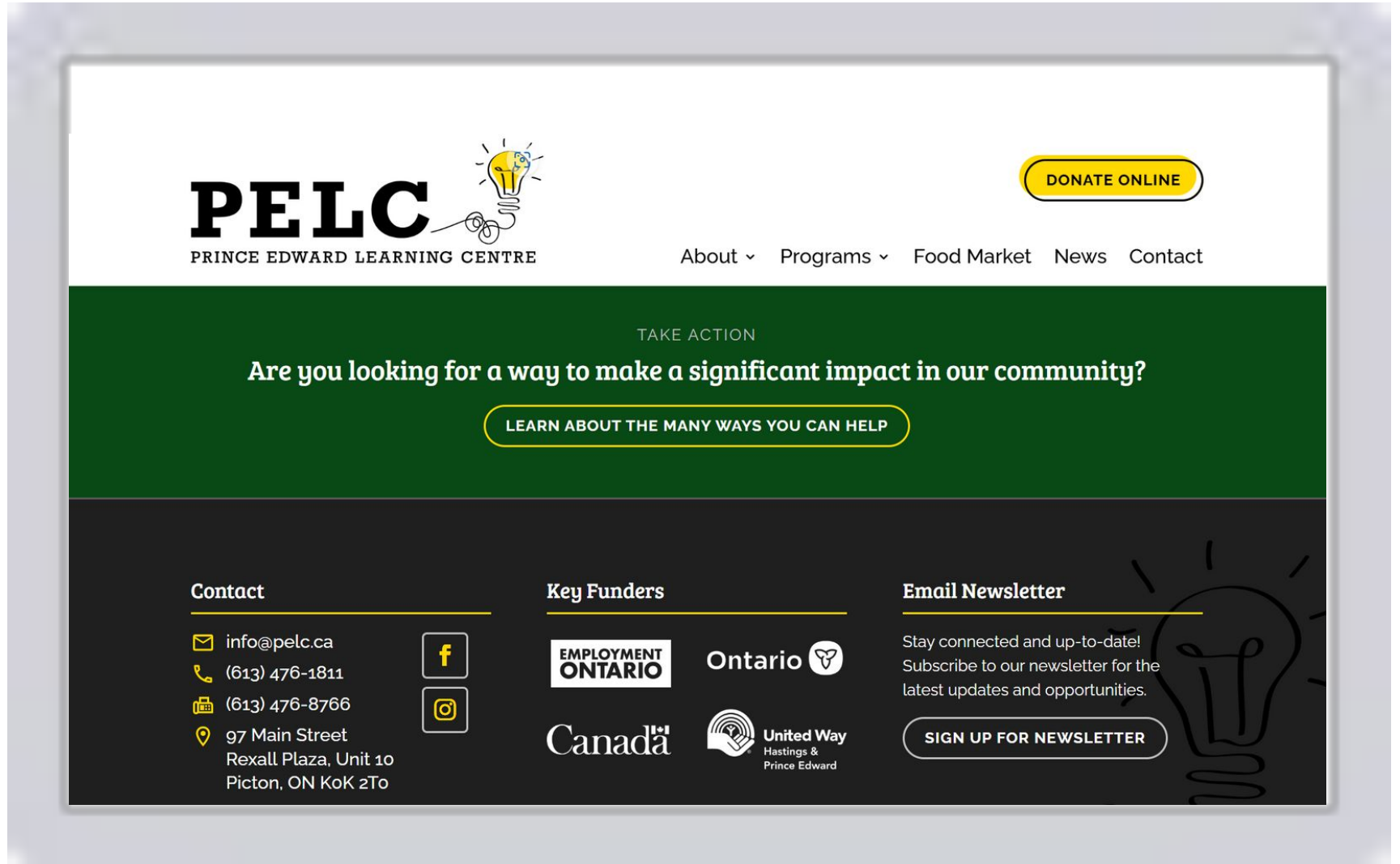
The screenshot shows the homepage of the Prince Edward Learning Centre (PELC). At the top left is the PELC logo, which includes the text "PELC" in a large, bold, black font, with "PRINCE EDWARD LEARNING CENTRE" in a smaller font below it. To the right of the text is a stylized lightbulb icon with a yellow glow and a blue globe inside. In the top right corner, there is a yellow button with the text "DONATE ONLINE". Below the logo and button is a navigation menu with the following items: "About", "Programs", "Food Market", "News", and "Contact".

The main content area is titled "LATEST NEWS" and features three news articles, each with a photo, a title, and a "Read more" link:

- Article 1:** The photo shows five people standing behind a podium. The title is "Inspiring Possibilities at PEC Fresh" and the link is "Read more".
- Article 2:** The photo shows a single white daisy flower growing out of a patch of dry, sandy soil. The title is "Do Something for You this Fall" and the link is "Read more".
- Article 3:** The photo shows a group of about ten people standing behind a wooden fence in an outdoor setting. The title is "Annual Report: Building Connection" and the link is "Read more".

Focus on Engagement

- social accounts
- contact forms
- calls to action
- donate button
- newsletter sign-up in footer



Testimonials

- demonstrate impact
- celebrate our successes
- use them everywhere!



[DONATE ONLINE](#)

[About](#) ▾ [Programs](#) ▾ [Food Market](#) [News](#) [Contact](#)

[Learning Pathways](#) [Ongoing Programs](#)



WHAT OUR STUDENTS ARE SAYING

"The people at PELC are so supportive. They really want students to succeed. Even when you don't feel like you have options, they help you find opportunities."

— Hailey McGill

Embark on a journey of learning and growth

Google Search Console

- monthly emails with report highlights

Your September performance on Google Search



<https://pelc.ca/>



182

Clicks (web)



6.07K

Impressions (web)



11

Pages with first impressions

Learn about your audience



Devices By clicks (web)



Desktop
85



Mobile
86

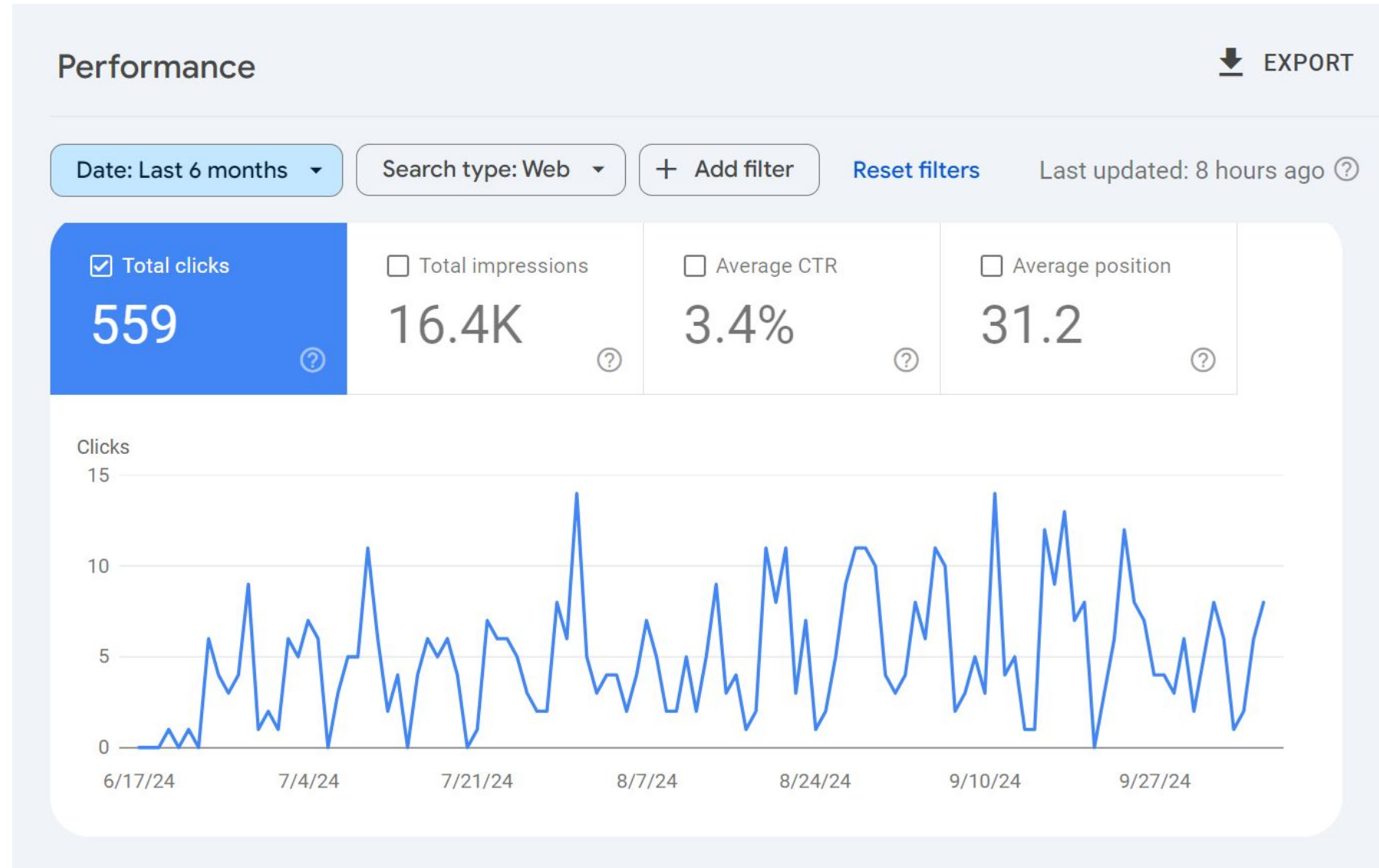


Tablet
11

[Full report >](#)

Google Search Console

- clicks
- impressions
- click-through rate
- avg position (SEO ranking)



Newsletters

- Content-driven
- Mailchimp
 - tracks clicks & opens
 - 500 contacts free
 - up to 1,000/month
 - CASL-compliant
 - designed for e-commerce
 - can be clipped in email
- Use visitor sign-ins and photo consents to build audience
- Graphic support from Canva

Welcome

Welcome to our digital Annual Report. It's a snapshot of what we accomplished in 2023/24, the achievements of our extraordinary learners, and what we've learned ourselves.

The community impacts of food inflation, the housing crisis, and interruptions caused by Covid have had a profound effect on learners. Our programs have adapted to help address their needs for **stable housing, food security, and connection.**



We also invested in our own growth and resilience in 2023/24. Staff participated in "unlearning circles," an ongoing process of identifying our own unconscious assumptions and cultural biases, so that we can more deeply embrace equity, diversity and inclusion in our daily lives and all of our work. We also took part in resilience training, reinforcing practical strategies to deal with stress and help prevent compassion fatigue.

We hope this Annual Report will give you a deeper understanding of the impact PELC has on the community through the work we do. PELC is many things to many people. It's a place for learning and growth, for youth engagement, for financial empowerment, for advocacy, for community, and for great fresh food! It's a place for learners of all ages and stages, job seekers, employers and community builders.

And it's a place for you! Our doors are open.

Rebecca Lamb
Chair



Kathy Kennedy
Executive Director

Mailchimp Campaign Report

612 Recipients

Audience: Prince Edward Learning Centre

Delivered: Fri, June 21 2024 2:15 PM

Subject: Unveiling PELC's New Website! 🎉

[View email](#) · [Download](#) · [Print](#) · [Share](#)

283 Opened	53 Clicked	8 Bounced	2 Unsubscribed
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Successful deliveries	604	98.7%	Clicks per unique opens	18.7%
Total opens	521		Total clicks	105
Last opened	10/9/24 3:02PM		Last clicked	9/6/24 12:47AM
Forwarded	0		Abuse reports	0

0 Orders	CA\$0.00 Average order revenue	CA\$0.00 Total revenue
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Print Collateral

Annual Report

- booklet
- flipbook (website)
- digital (Mailchimp)

Rack Cards

Stickers

Pocket Guide



2019/20 and 2020/21 ANNUAL REPORT

Pocket Guide

- Zine: non-commercial, DIY underground publication
- Printed in-house on 8 1/2 x 11
- Photocopies fold into mini booklets with 8 panels
- Breadth over depth
- Easy to update or customize
- Keep or toss
- Inexpensive!



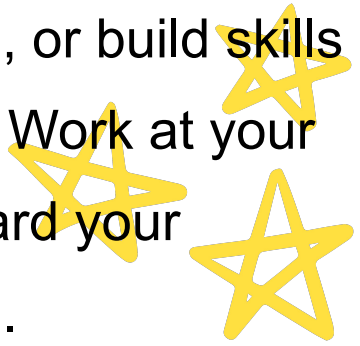
Pocket Guide

Your future is bright!

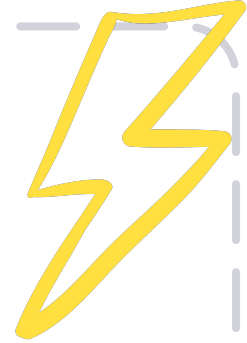
Adult Education



One-on-one support to help you finish high school credits, get ready for college, prepare for an apprenticeship, or build skills for daily living. Work at your own pace toward your personal goals.



Financial Empowerment



We can help you sort out what benefits or rebates you may be entitled to, and help you connect with programs to save money. We also have **free tax clinics** for PEC residents with modest incomes and simple returns.

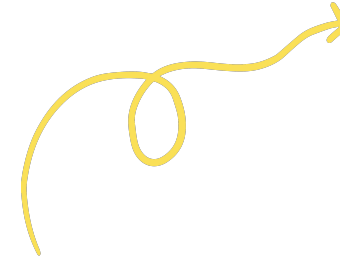
Engaging Youth



Help shape the community you want to live in! The **Greater Than County Youth Collective** is a youth-driven project engaging young people (15–30) and adult allies to amplify youth voices and break down barriers to success.



Youth Job Training

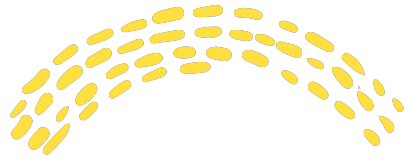


Explore career options with paid training and internships for youth under 30. The **Inspire** program can help you overcome obstacles to employment, whatever they may be, and connect you with a job in a field you'd like to work in.

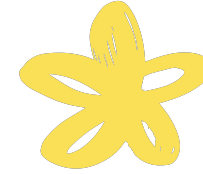
Affordable Food



PEC Fresh Good Food Market supports healthy communities by offering fresh fruits and vegetables at wholesale prices. These community markets are for everyone! Shop online or in person.



Family Literacy



The early years are so important! Through partnerships with **The Hub** and **County Kids Read**, we help create community spaces where young kids and their parents feel supported and enjoy a sense of belonging.

Canva

- Not a versatile design program
- Limited templates
- BUT ...
- Generate free QR codes
- Or pay for a QR tracker

Prince Edward Learning Centre

97 Main Street, Unit 10

Rexall Plaza, Picton

(613) 476-1811

www.pelc.ca

info@pelc.ca

Our doors are open!

Mon 9am - 4pm

Tues 9am - 6pm

Wed-Th 9am - 4pm

Friday 9am - noon



Earned Media

Macaulay Village Park revitalization

- Reading Round-up & BBQ with County Kids Read gathered feedback on community vision
- Local editor raised awareness of under-resourced park
- PELC took on as a multi-faceted advocacy project for learners
- Editor followed story, ribbon cutting, tree plantings

JASON PARKS

The Grand Opening of the London Avenue Park last weekend saw the planting of a Miyawaki-method miniature forest alongside shrubs and trees.

The occasion was a testament to what an engaged group of people, united in their mission, and firm in their resolve, can accomplish.

"This park has become the heart of this wonderful community," Jennifer Hunter said during Saturday's gathering. "Over the last three years, it has really come to life thanks to a partnership with amazing people and organizations."

Ms. Hunter spoke on behalf of her employer, Prince Edward Learning Centre, and as a Macaulay Village resident. She is one of those who, behind the scenes, poked and prodded the municipality, found donations, and secured grants to bring the vision to life.

Dibbits Landscape Supply, Devries Site Services, Always Built Wright Landscape Construction, Silkstone Group and Taskforce Engineering all ensured the grounds were ready for beautification efforts.

A TD Friends of the Environment Foundation grant for \$10,000 paid for many of the native species trees

and shrubs planted by Greenman Tree Service, PEC Master Gardeners, the PEC Field Naturalists, Tree the County, Terra Vista Landscape Supply, and Edwin County Farms.

"Finally this park has come to life through the voices of the residents who live here and simply wanted a place to gather," Ms. Hunter said. "Since the play and shade structures were put up last fall, this park has been full of kids non-stop."

Ms. Hunter credited the municipality and county staff for their enthusiastic help. She also pointed to the efforts of Victoria Taylor and Bailey Austin-Macmillan, both of Victoria Taylor Landscape Architect Studio, who lent their knowledge and know-how to ensure the right species and the proper planting methods for the greenery.

The park was outfitted with a new play set as well as a shade structure earlier this year. The equipment came from the Kinsmen Club of Picton and the United Way-Hastings-Prince Edward. The shade space already serves several community gatherings, including weekly Art Kitchen sessions hosted by the Department of Illumination.

A MICRO FOREST

Assisted by Ms. Hunter's twin daughters Sophie and Elizabeth, Mayor Ferguson planted an oak tree, part of the

Miyawaki-method micro forest.

A Miyawaki forest is named in honour of the Japanese botanist who pioneered the technique of dense forest planting in small plots of land. Young trees grow quickly to protect one another, and they prevent sunlight from hitting the forest's ground. That means parasitic plants cannot grow.

"It's a hyper dense natural forest using species that would typically grow here," said municipal environmental technician Mitchell Lowe. He pointed to canopy trees, as well as the sub-canopy and shrub-level plantings that grow quickly in competition with one another. A dense forest improves air quality and stormwater retention, and reduces the urban heat-island effect.

"A Miyawaki forest offers the same benefits of a full forest but in a parkland setting," he added.

Mayor Steve Ferguson recalled visiting the site in August 2022 and seeing the immense potential — and the dreary reality of the park.

"I'm so appreciative to be here today and see this vision become a reality," he said. "This is what Prince Edward County does so beautifully and so well: when there's a need, people gather, figure out how to address it, they pitch in and what you see before you is what happens."🌱



**Thank you! We're happy
to answer any questions.**



We'd love to hear from you!

Rexall Plaza, Unit 10	:	(613) 476-1811	:	facebook.com/PrinceEdwardLearningCentre
97 Main St. Picton	:	info@pelc.ca	:	instagram.com/PrinceEdwardLearningCentre

pelc.ca





Good
Learning
Anywhere

SIOUX-HUDSON LITERACY COUNCIL



Marketing 101

@ Good Learning Anywhere

Warren Butler



Agenda & Overview



Who is GLA?

Target Audience

Branding Guidelines

Social Media

Sample campaigns

Marketing tools





Warren Butler

Director of Marketing, Communications, & Human Resources

Worked with SHLC for 15 years

Marketing, Communications, Branding, SIS, Websites, Project Management

Based in Toronto

Happily married for 22+ years, sons Alex (19), Owen (17), and dog Bower (6)



Good Learning Anywhere provides free online distance learning opportunities for **adult learners in Ontario** to assist them in upgrading their reading, writing, math, computer and other Essential Skills.

We are the lead e-Channel service provider for the **Indigenous stream** in Ontario.



Target Market

Indigenous adults

Residents of Ontario

Northern, rural and remote communities (320+ last year)

18 years of age or older (Suitability: 45 - 64 years of age)

Your target market includes ALL clients... not just learners.

Partners, funders, support organizations, government agencies... anyone who interacts with your program.





30 second Elevator Speech

Hook - compelling statement or question

Problem - what's the need

Solution - how can you solve problems

USP - Unique Selling Proposition

Call to action - encourage to take action



Branding Guidelines

You have one chance to make a first impression!

Branding Guidelines are a valuable tool for building a strong and recognizable brand. They help ensure that the brand's message is delivered consistently and effectively, which can ultimately lead to increased brand awareness, client loyalty, and organizational success.



Brand Identity

Who are **YOU**?

Warm and earthy colour tones

Use of circles to represent Indigenous culture

Open circles to signify coming and going

Arrows represent direction


Book and Tablet represent blended learning

Bookmark represents the place where learners can start again from



Colours, Typography, & Size

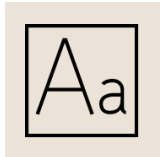
Agenda Medium
AGENDA CONDENSED BOLD



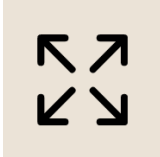
C: 18	C: 2	C: 70	C: 26
M: 100	M: 11	M: 67	M: 22
Y: 91	Y: 100	Y: 64	Y: 19
K: 8	K: 0	K: 74	K: 0
R: 190	R: 254	R: 35	R: 188
G: 30	G: 218	G: 31	G: 187
B: 45	B: 0	B: 32	B: 191
Web #CC3333	Web #FFCC00	Web #000000	Web #CCCCCC
PMS	PMS	PMS	PMS
PMS 200 C	PMS 108 C	PMS 419 C	PMS 428 C



Don't be afraid to be bold. Stand out!



Use fonts that are easy to read



Use appropriate size fonts



Social Media

Largest active users for GLA

Diverse demographics

Familiarity

Affordable advertising

Instagram, TikTok, X... do you have the time and budget to create content (pictures, videos, etc)?



Campaigns & Results

- Interactive open houses
- Facebook advertising
- GLA This Week



Sharing Circle Open Houses

Interactive cooking class on Zoom

Indigenous storytelling

Sharing success stories

Promoting entrepreneurship



September Chilli

Chilli:

1 lb of ground meat of your choice

1 small onion

2-3 stalks of celery

Sharing Circle



Candace Esquimaux will be joining us,

Facebook Ads

Awareness

Campaign

General awareness campaign - who is GLA?

One month - \$150

Target: Northwest Ontario

Results:

154 Page Likes

45 Shares

Reach: 7200+ people



GLA This Week Flyers

Brief summary of upcoming LIVE classes

Quick and easy template

Regular circulation

Variety of class topics

GLA This Week

OCTOBER 14 TO 18

Landing Your Dream Job: Resumé to Interview - Class 2 of 2
Wednesday, October 16th - 10:30 AM to 12:30 PM EST

Land and Legends:
Indigenous Craft & Cooking - Class 1 of 3
Wednesday, October 16th - 1:30 PM to 3:30 PM EST

Exploring First Nation Cultures: The Haudenosaunee
Thursday, October 17th - 10:30 AM to 12:30 PM EST

Tech4You: Word and Google Documents - Class 2 of 2
Thursday, October 17th - 1:30 PM to 3:30 PM EST

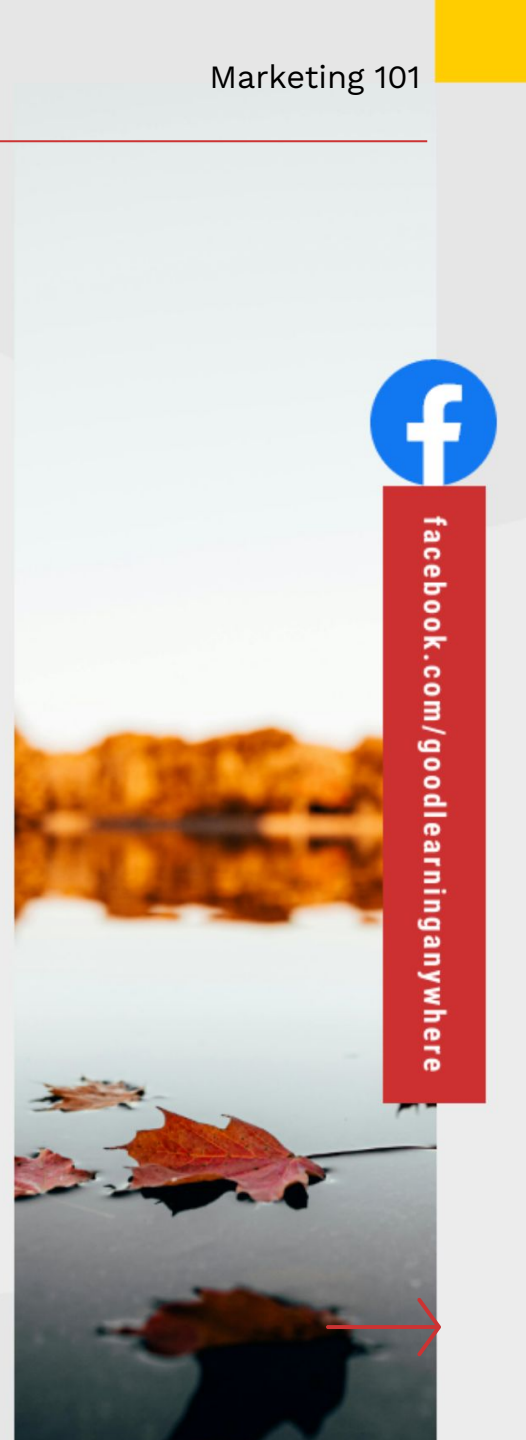
Study Tip:

Stay active!

Regular physical activity can improve concentration and reduce stress.



facebook.com/goodlearninganywhere



Marketing Tools

Graphic Design: Canva, Piktochart

Free images: pixabay.com

Editing: remove.bg, TechSmith Capture

Videos: YouTube

AI: ChatGPT, Google Gemini



WHY do **people choose** **GLA?**

EXPERIENCE

SUSTAINABILITY

PARTNERSHIPS & RELATIONSHIPS

CULTURAL INCLUSION

FLEXIBILITY & VARIETY

MENTORSHIP



Is our **MARKETING** working?

DEFINITELY!

Good Learning Anywhere will achieve **100%** of their targets for 2024-25.

In fact, GLA is forecasting we will achieve this “**milestone**” by
December 15, 2024.





“Bridge the gap to a brighter future by marketing your services... one learner at a time.”





For more information, reach out to:
warren@siouxhudsonliteracy.com

www.facebook.com/goodlearninganywhere

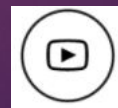
Visit us online: www.goodlearninganywhere.com





"Once you learn to read, you will be forever free."
— Frederick Douglass

Metro Toronto Movement for Literacy



Agenda

Connecting to Learn Initiative

Our Marketing and Engagement
Approach

Outcomes

Connecting to Learn



Metro Toronto
Movement
in Literacy

CONNECTING TO LEARN

TUESDAY NOV 21, 2023 9:30 AM - 2:30 PM

Let's come together for a day of networking. You will learn more about the services and programs/workshops offered by different organization that serve underrepresented groups.

[REGISTER HERE!](#)

Lunch and refreshments provided

[TORONTO PUBLIC LIBRARY; LILLIAN H. SMITH](#)
239 COLLEGE ST, TORONTO, ON M5T 1R5.
[CLICK HERE FOR THE MAP](#)
CLOSEST MAJOR INTERSECTION: COLLEGE STREET AND SPADINA AVE

The intention:

- effectively and efficiently expand LBS services to support more members of underrepresented groups
- deliver LBS services in partnership with organizations that provide other services to groups of underrepresented people in the local labour market.

Engagement Approach

MTML staff emails community groups

MTML Staff calls community groups

MTML staff follow up:

- 1 phone call / 1 voice message left
- Make repeated calls until contact is made

MTML staff follow up:

- 1 email; 1 phone call / 1 voice message left
- Make repeated calls until contact is made

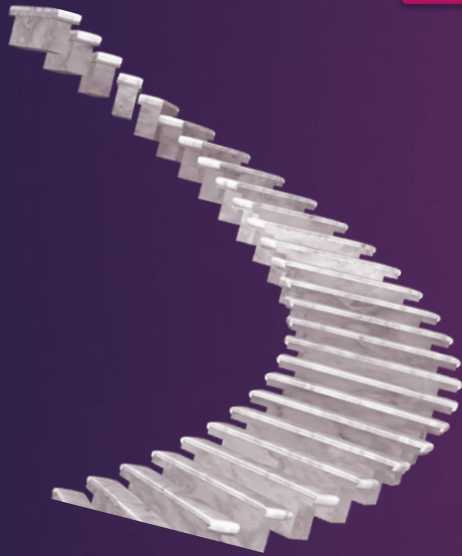
Setup & execute Zoom call with relevant manager; If manager is interested, set up & deliver staff training session(s)

MTML create a virtual Kiosk for participating community groups

Identify & review potential speakers & select final list of speakers

Implement a pre- meeting with speakers to prep for the all-day forum

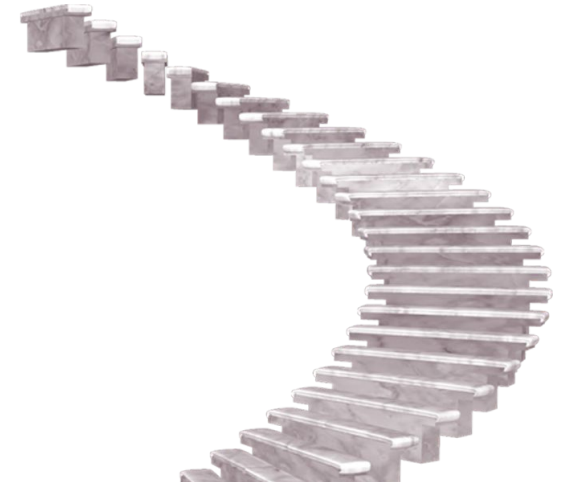
MTML host the all-day forum



Approach in 2023-2024

Multi-step approach:

- Messaging (making it about them)
- Communication (email and phone calls)
- Sharing (resources)
- Supporting (info sessions)



Our Approach: Step one

Focus

- Learning about the services & programs offered
- LBS/AU serves learners who would benefit from Community support ORGs' wrap around services
- Important for LBS/AU staff to have a better understanding of the community ORGs

Our Approach: Step two

Zoom session:

(30 minutes)



Purpose of first contact – schedule zoom session

- Begin a dialogue/rapport
- Sharing exchange
- MTML relayed information on tools of interest:
 - Referral protocol; Screening tool
 - Smartphone learning modules
- Invitation to all-day forum

Our Approach: Step three

Staff training

(45 minutes)

Purpose:

- Increase staff knowledge of LBS/AU and learners
- Identify clients who might benefit from Upgrading
- Eligibility criteria
- Explore MTML tools of interest
- Review MTML referral process
- Sharing exchange

Our Approach: Step 4

Virtual Kiosks

Information shared:

- Target audience
- Special programming
- Eligibility & Costs
- Contact information
- Event Flyers & Videos



This year we are: Mapping out locations on Google Maps, creating a spreadsheet of program information along with displaying their services on a table of flyers

Outcome :

- 85 participants in 2023-2024

Impact so far:

- 50 community agencies registered 160 individuals in 2024-2025

What worked:

Tools

- ▶ Canva (flyers, infographics and videos)
- ▶ Google Site

Branding:

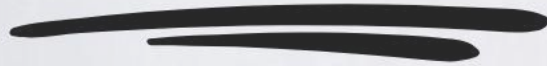
- ▶ MTML branding

Communication:

- ▶ Consistent messaging
- ▶ Making it personal

Thank you

**POP UP PD:
THE MAGIC
OF MARKETING**





marketing
tools



CNIB Clear Print

Accessibility

Guidelines



Canva



Clear Writing

Works

Course



Community Literacy of
Ontario
Marketing Resources



Your

marketing plan



Design examples: good or bad?



Design examples: good or bad?



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Webinar resources: [Pop Up PD Resources for LBS Educators](#)

Webinar evaluation: <https://tinyurl.com/4sd868dn>

THANK
YOU



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