



How to use the Learn Local brand to maximise your marketing power and attract new learners

Would you believe it's been over a year since the launch of the Learn Local brand?

We've had some real success in terms of launching Learn Local as a new brand that presents one united image for the Victorian adult community education sector, including:

- Launching the brand with a state-wide advertising campaign across print, radio and television in metro as well as regional and community media.
- Uptake of marketing materials such as banners, posters and flyers as well as promotional materials such three-colour highlighter pens and magnetic clips.
- Fantastic feedback from participants at the 2011 marketing training.
- Some fabulous media coverage created by participants at the 2012 media training.
- New Learn Local signage delivered to all Learn Local organisations.

But we still have a way to go to strengthen the Learn Local brand...

Your learners are online

Research commissioned by the ACFE Board reveals the internet is the most popular first port of call for people thinking about undertaking study or training.

This means featuring the Learn Local logo in a prominent position on your website is a way to maximise the marketing power of your organisation to attract new learners.

At present, only 30 per cent of Learn Local organisations feature the logo in a prominent position on their website.

Let's work together to change that!

Everything you need to be a brand star!

The Learn Local wiki is an online space where Learn Local organisations can easily access all the materials that make up the Learn Local network brand identity.

You don't need to spend time and money co-branding your materials when ready-to-go products are just a click away!

The wiki includes materials such as:

Logos

This section features a range of Learn Local logos organisations can use depending on their needs.

Branding guidelines

This section contains documents that outline, in practical and simple language, how to implement the Learn Local brand through the correct use of logos, colours and key messages.

Templates

This section contains a range of branded templates, such as a PowerPoint presentation, a media release, flyers, newsletters, cover sheets and letterhead.

Promotional materials

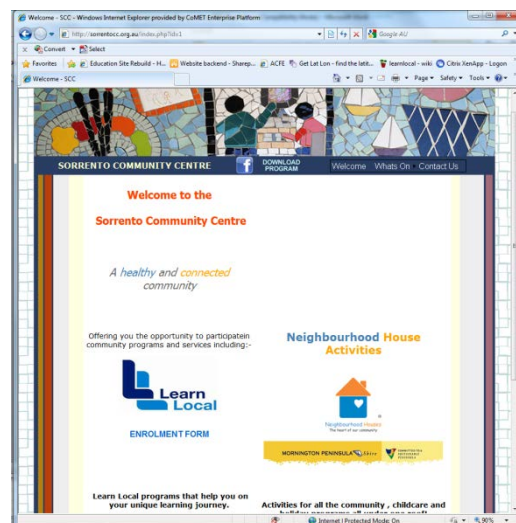
This section contains generic Learn Local brochures and a poster that all Learn Local organisations are welcome to download.

The Learn Local wiki is at <http://learnlocal.acfe.vic.edu.au/>

For more information on how to use the wiki, please contact the Learn Local Communications team at learnlocal@edumail.vic.gov.au.



While it can be a big undertaking to fully rebrand your website, it can be just as effective to use the Learn Local logo in a prominent position as shown here by brand star, YNH Services (Yarrowonga). Looking good!



Sorrento Community Centre makes a splash on their home page with the Learn Local Logo. Top work!

The success of the Learn Local brand relies on strength in numbers.

Go digital...

There are many other ways to market your organisation to potential learners and to raise awareness and interest in Learn Local services offered by your organisation. Here are some suggestions :

Co-brand the automatic signature of your organisation as shown in this great example below. See the separator line? This is also part of the brand identity. Instructions for use are included in the Brand Guidelines document on the wiki.



Join the conversation and help to promote Learn Local by 'liking' us on Facebook, www.facebook.com/learnlocal



Join twitter and 'follow' Learn Local <https://twitter.com/LearnLocal> . You can speak to us by using our Twitter 'handle', which is @LearnLocal



Show us a sign!

Learn Local signage was produced and delivered to all Learn Local organisations throughout November 2012.

The signage is designed to improve the visibility of the Learn Local brand in your local community, helping to attract potential learners to Learn Local organisations.

Signage has **proven marketing power** to raise community awareness. Please consider where the signage can be installed to maximise impact.

You can also help to generate enthusiasm for installation by all Learn Local organisations by sharing one (or more!) photos of your installed signage on the Learn Local Facebook page, www.facebook.com/learnlocal, or if not possible, via email to learnlocal@edumail.vic.gov.au

Contractual compliance

You all know it is a contractual requirement to use the ACFE logo on all facilities, publications and promotional materials relating to ACFE funded activities.

But did you know you can substitute the Learn Local logo?

This means that by featuring the Learn Local logo against any ACFE funded service advertised in course guides or online, your organisation is not only meeting a legal contractual obligation, it is also actively building brand awareness and contributing to the success of Learn Local.

Be a winner!

The annual Learn Local Awards is our premier event of the year. The awards attract attention from the media, from government and for our learners and educators.

The 2013 Learn Local Awards promises to be the biggest and best yet. Nominate your organisation for an award and take an opportunity to reap the benefits of media exposure and positive promotion.

Keep your eyes out for more information. And go for it!



Nominate your organisation for the 2013 Learn Local Awards and carry the baton on from our remarkable 2012 winners.