

## **Action group notes – 24 01 22**

### **Main Topic – Marketing**

Mark Kelly; Steph; Tracy; Amanda; Danielle; Clare; Graham; Veronika; Jan and Jean

Social media – activity needs to keep it live - contact roughly doubles when we post new stuff; we are ranking high in Colne Valley. No monetary cost but does take time ....

Currently concentrating on recruitment and not pushing marketing for UM's.

Content required to boost interest/profile – commentary/opinion pieces for example.

Google business listing – free/discounted? (not for profit – free vouchers ... for charities – we didn't qualify but Mark will check again ...)

A, C & D looking at possible funding to help with cost of advertising from the support money available from government/LA.

Targeted leaflet drop for end March/April – double sided to incorporate recruitment as well as services.

We currently have capacity for new members but are losing a member of staff – some new enquiries for recruitment which D will be following up

D is speaking with Council about referrals as we just about there with number of hours being delivered.

We have a good idea of where UM successes are - are we monitoring recruitment success – this should be where investment (KC, Indeed) – Job Fairs ....

Blog post – Jon & Tracy spotlights on new Board members; Steph has met with Staff team to encourage them to feed in contact .....

HD Connect – Steph will see if we can do some editorial features as well ....

Targeting some community groups – perhaps in Meltham, Slaithwaite and Marsden.

New marketing Slack channel to coordinate all events/activities.

16 February 10-11.30 – Cooperatives event -online event Graham speaking

Next Action Group - 17<sup>th</sup> February 6pm - topics

Update on what we have done with marketing

Other services – recruitment and marketing

Business links .....

Membership initial discussion then dedicated meeting

