

# YMCA TRAINING, INC

## MARKETING PLAN



**Friday, December 3, 2021**

Maya Cacanindin, Tara Deane, Alexander Russo, Lucas Liu, ✨  
Yihao Cai, Bismary Taveras, Alek Rodriguez Estrada

# SITUATION ANALYSIS

## YMCA INDUSTRY

- Adult Job Training

## CUSTOMERS

- Adults that have been out of the workforce for some time
  - They require up-to-date technical/office training
- Adults looking to transition into office jobs
  - Administration-role focused

## COMPETITORS

- Community Action Inc.
- Community TeamWork Inc.
- Greater Lawrence Community Action Council, Inc.
- Valley Opportunity Council, Inc.



# SWOT ANALYSIS

## STRENGTHS

- No age Requirement
- Free Program through funding application

## OPPORTUNITIES

- Moving Programs online increase their applicants pool
- People are looking for a change in careers especially those that have been laid off

## WEAKNESSES

- Not promoted enough through the YMCA Platforms
- Low funding and resources
  - Can't accept many applicants

## THREATS

- The volatile changes during covid to the hiring market and applicants situation
- Competitive programs have also gone virtual

# GOAL: INCREASE # OF PARTICIPANTS

(IMPROVE QUANTITY AND QUALITY OF APPLICANTS)

## STRATEGY:



CREATE A NEW  
SEGMENT



CLARIFY PROGRAM  
BENEFITS/REQUIREMENTS




IMPROVE SOCIAL MEDIA  
POSTS



RECONFIGURE THE  
WEBSITE



# STUDY CONSUMERS



★ STUDY CONSUMERS ★  
PRIMARY AUDIENCE

**Unemployed adults in the greater Boston  
area who don't have a college degree**



# STUDY CONSUMERS

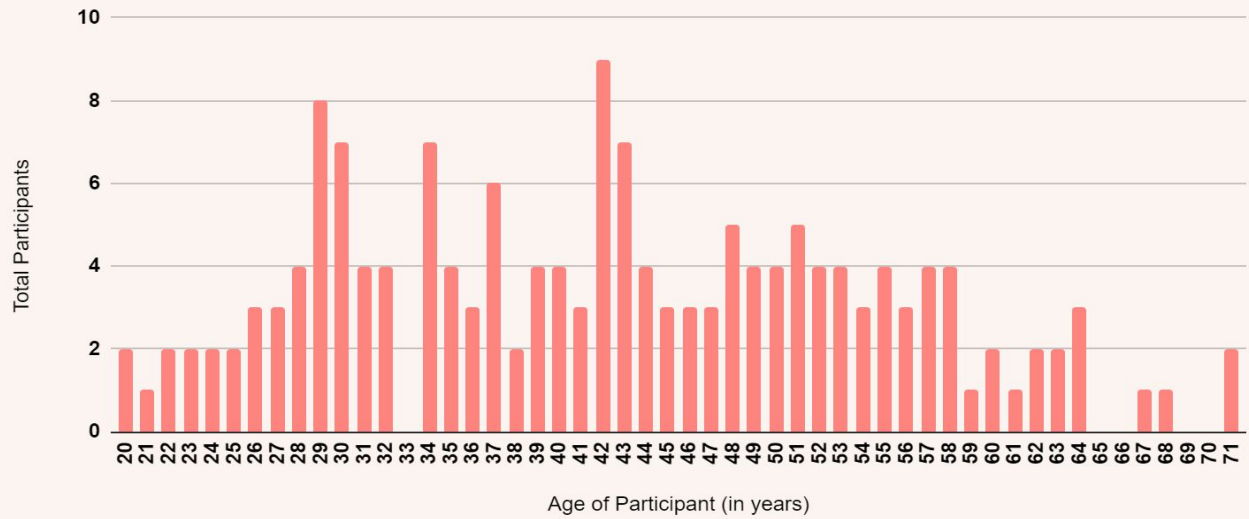
## PRIMARY AUDIENCE

Unemployed adults in the greater Boston area who don't have a college degree

55% OF PARTICIPANTS  
ARE 30-50 YEARS  
OLD

Demographic  
Segmentation

Age of Participation



# STUDY CONSUMERS

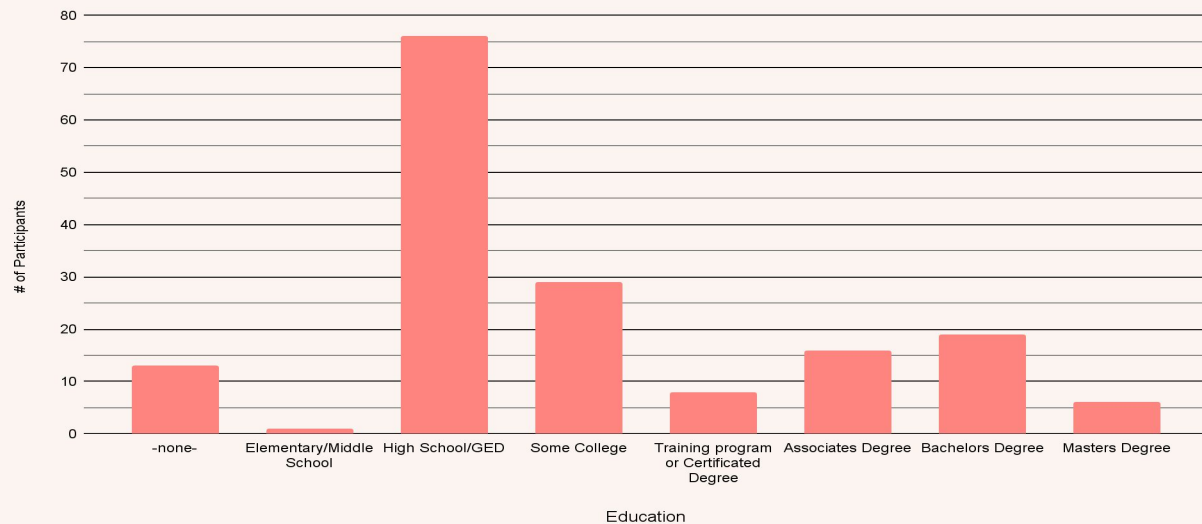
## PRIMARY AUDIENCE

Unemployed adults in the greater Boston area who don't have a college degree

75.6% OF  
PARTICIPANTS DON'T  
HAVE A COLLEGE  
DEGREE

Demographic  
Segmentation

Highest Level of Education





# STUDY CONSUMERS

## PRIMARY AUDIENCE

Unemployed adults in the greater Boston area who don't have a college degree

5.3% – OCTOBER '21

2.9% – OCTOBER '19

*Massachusetts  
Unemployment Statistics,  
October 2021*

“MOST [PARTICIPANTS]  
HAVE BEEN OUT OF THE  
WORKFORCE FOR A LONG  
TIME”

Interview with current YMCA  
Training, Inc. employees

8 OF 10 SURVEY  
RESPONDENTS HAD NOT  
HELD A FULL TIME JOB  
BEFORE ENROLLING

Exhibit A

# STUDY CONSUMERS

## PRIMARY AUDIENCE

Unemployed adults in the greater Boston area who have not graduated college

## POSITION THE CORE BENEFITS OF THE PROGRAM

01

Members can develop hard and soft skills to succeed in the workplace

02

The program excels at getting adults back to work

The background is a light cream color with several decorative elements. In the top left, there are three wavy lines in shades of red and orange. In the top right, there is a stylized branch with red leaves and a small yellow star. In the bottom left, there is a large, solid red shape with a wavy top edge. In the bottom right, there are two more wavy lines, one in orange and one in red. A small yellow star is also located in the bottom center. The text "SHAPE THOUGHTS" is centered in a bold, dark blue, sans-serif font.

# SHAPE THOUGHTS

# SHAPE THOUGHTS

01

## UTILIZE SIMPLE INFOGRAPHICS

- Infographics received 12x more Facebook mentions than research articles
- Social media users have low capacity for attention
- Bright colors and big text to increase intensity

YMCA Training Inc. 

**80%**

job placement rate

**86%**

of graduates  
employed for  
more than 1 year

Learn more at: <https://bit.ly/3D5SMXC>

YMCA Training Inc. 

**\$103.5 million**  
earned by graduates last year

**120+ companies**  
hired a program graduate in the past 2 years

Learn more at: <https://bit.ly/3D5SMXC>

YMCA Training Inc. 

- Resume Writing
- Interview Practice
- Job Search Assistance
- Mentoring
- and MORE

Learn more at: <https://bit.ly/3D5SMXC>

# SHAPE THOUGHTS

02

## USE PERSONALLY RELEVANT WORDING

- Use intensity and vividness to capture consumers attention
- Consistent colors to use the Gestalt principle of similarity

YMCA Training Inc. 

**Are you  
unemployed and  
looking to gain  
job skills?**

Learn more at: <https://bit.ly/3D55MXC>

YMCA Training Inc. 

**Calling all adults  
looking for job  
training in the  
Greater Boston Area!**

Learn more at: <https://bit.ly/3D55MXC>

YMCA Training Inc. 

**Looking to improve  
your employment  
opportunities?**

Learn more at: <https://bit.ly/3D55MXC>

# SHAPE THOUGHTS

03

## EXPERIMENT WITH PAID BOOSTS

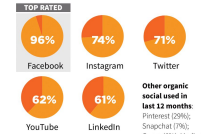
- 89% of the respondents that spent money on marketing spent it on social media
- Respondents rated Facebook as by far the most effective

### CONTENT CREATION & DISTRIBUTION

**B2C marketers use Facebook as their top social media platform, both for organic (nonpaid) and paid content marketing distribution.**

Respondents also selected Facebook, as both the organic and paid social media platform that generates the best content marketing results for their organization.

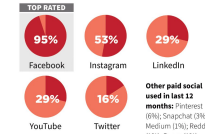
#### Organic Social Media Platforms B2C Content Marketers Used in Last 12 Months



**Other organic social used in last 12 months:**  
Pinterest (29%),  
Snapchat (7%),  
Quora (6%), Medium (5%),  
Reddit (5%), and Other (8%).

Base: B2C content marketers whose organization used organic social media for content marketing in the last 12 months. After 1st, 10th, 15th, 20th, 25th, 30th, 35th, 40th, 45th, 50th, 55th, 60th, 65th, 70th, 75th, 80th, 85th, 90th, 95th, 100th. All rights reserved.

#### Paid Social Media Platforms B2C Content Marketers Used in Last 12 Months



**Other paid social used in last 12 months:** Pinterest (8%), Snapchat (8%), Medium (2%), Reddit (1%), Quora (1%), and Other (5%).

Base: B2C content marketers whose organization used paid social media for content marketing in the last 12 months. After 1st, 10th, 15th, 20th, 25th, 30th, 35th, 40th, 45th, 50th, 55th, 60th, 65th, 70th, 75th, 80th, 85th, 90th, 95th, 100th. All rights reserved.

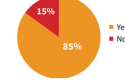
10



### CONTENT CREATION & DISTRIBUTION

**85% of B2C marketers use paid distribution channels for content marketing purposes; of that group, 89% use paid social media/promoted posts.**

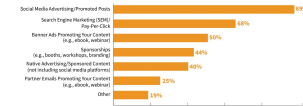
**Did Your B2C Organization Use Any Paid Content Distribution Channels in the Last 12 Months?**



Base: B2C content marketers.

2020 CMI Content Marketing Benchmarks Content Marketing Includes Paid Social

#### Paid Content Distribution Channels B2C Marketers Used in Last 12 Months



Base: B2C content marketers whose organization used any paid content distribution channel in the last 12 months. After 1st, 10th, 15th, 20th, 25th, 30th, 35th, 40th, 45th, 50th, 55th, 60th, 65th, 70th, 75th, 80th, 85th, 90th, 95th, 100th. All rights reserved.

10



The background features a light cream color with several decorative elements: wavy lines in shades of red and orange in the top-left and bottom-right corners; a small red four-pointed star in the upper-middle; a larger orange four-pointed star in the lower-middle; and a stylized red floral branch with leaves and berries in the top-right corner. A large, solid orange shape is partially visible on the right edge.

# INFLUENCE ATTITUDES

01

## USE SOCIAL PROOF TO EMPHASIZE BENEFITS

Change the wording from “training includes” to “thousands of adult learners have gained”

### Participant Testimonies

YMCA Training, Inc.



Patricia



"The mentors had faith in me when I didn't. I'm so thankful for this opportunity."

YMCA Training, Inc.

Now Enrolling for Virtual Training— January 3, 2022



### Looking for a Career Change?

With YMCA Training, Inc.

thousands of adult learners have gained

- Expertise in computer skills, including Microsoft 365 & Zoom
- Mentoring in resume building and job searching
- The confidence to recognize their assets and approach new opportunities
- Access to employers looking to hire workers like them
- A lifelong network of professional support!

Participants also have the opportunity to specialize in Business Administrative Support and Medical Office & Health Insurance.

Choose YMCA Training, Inc. to launch your next career!

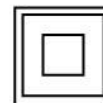
#### Additional Perks

- Assistance for laptop and internet access
- YMCA Training, Inc. is an employment Section 30 benefits approved vendor
- YMCA of Greater Boston Family membership upon enrollment

#### Program Requirements

- High School Diploma or HISET (GED)
- 5 Month Full Time Commitment (01/03/2022 - 05/20/2022)
- Seeking Full-Time Employment
- Application for Funding (see Career Center for this)

Ready to start your application? Scan this code!



#### Contact Us

Email: [intake@ymcaboston.org](mailto:intake@ymcaboston.org)  
Phone: (617) 542-1800

#### Learn more at

<https://sway.office.com/JCVZjxQMLotrsW80>



# ★ INFLUENCE ATTITUDES ★

02

## USE AUTHORITY PRINCIPLE TO EVOKE PROFESSIONAL ATTITUDE

Highlight staff titles and achievements in social media posts

Use professional attire and backgrounds in images or videos with staff members



The background features a light cream color with several decorative elements: wavy lines in shades of red and orange in the top-left and bottom-right corners; a red branch with leaves and berries in the top-right corner; and three small four-pointed stars (two red, one orange) scattered across the page.

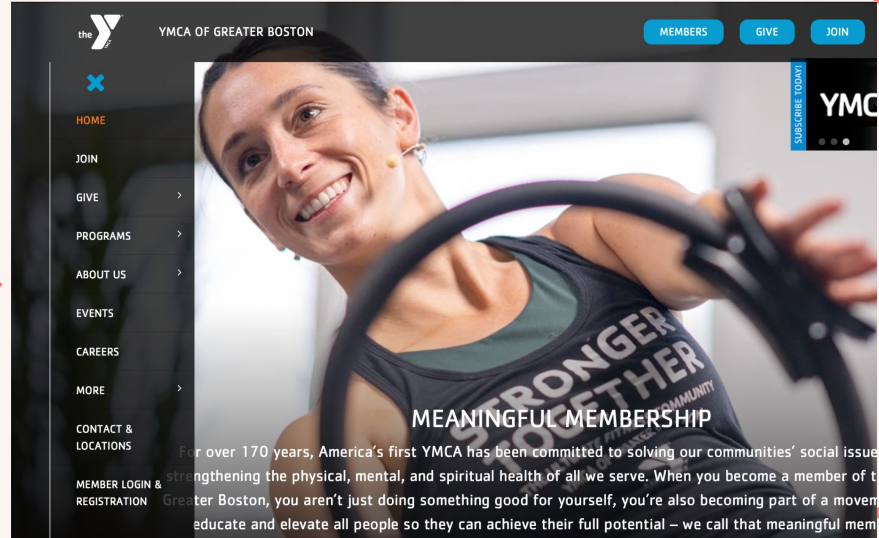
# IMPACT CHOICES

# IMPACT CHOICES

01

## CHANGE THE NAVIGATION PATHWAY ON THE WEBSITE

Recommended Path  
“Programs”  
“Community and Food Access”  
“Job Placement”  
“Adult Education & Job  
Planning”



Implementing a change in navigation will play to initiation based on previous experience and allow more individuals to use a ‘System 1’ process of reasoning using association to find the page sooner..

# IMPACT CHOICES

The screenshot displays the website for the YMCA of Greater Boston. The top navigation bar includes 'MEMBERS', 'GIVE', 'JOIN', and 'LANGUAGES'. The main heading reads 'ADULT JOB TRAINING: PUTTING ADULTS BACK TO WORK'. The content area is divided into sections: 'OUR IMPACT' with statistics such as '\$103.5 million earned by graduates last year' and '\$12 million was saved in just the past two years in public assistance and unemployment payments as recipients gained new employment'; 'OUR RESULTS' with figures like '4,750 graduates' and '85% of graduates retain their job for more than 1 year'; and 'OUR HISTORY' detailing the program's long-standing presence. At the bottom, there is a contact form with fields for Name (First and Last), Phone, and Email, and a text area for 'What do you want to learn or achieve?'.

02

INCLUDE MORE  
INFORMATION ON THE  
LANDING PAGE

Application

Testimonials

Definition of Full Time

Career Center Funding Step

Research has demonstrated more information on a program helps set individuals expectations of a program. It will lead to less individuals falling into the planning fallacy. .



# IMPLEMENTATION & EVALUATION

# OUR TIMELINE

## Update website and social media

- Update program pathway on the YMCA's website
- Increase the amount of data on the program overview page
- Implement new social media strategy

MONTH 1



MONTHS 2-7



MONTHS 8+



IF NECESSARY

## Compare and assess data

- Total number of applicant
- Total number of graduates
- Click and View data on website and social media
- Goal of 30% increase in views and clicks

## Gathering data

- Gather website metric data
- View & Click data
- Give cohort survey after finishing program

## Goal not met

- Reevaluate participant survey
- Conduct new survey on website
- Modify marketing strategy

# EVALUATION AND POTENTIAL LIMITATIONS



How we evaluate the success of our plan?

- Clicks and views comparison from previous year
- Target Goal: 30% increase of views
- Total number of participants

Limitations

- Uncertainty of conversion rate
  - Improve the impact choices part in our plan
- Lack of survey data
  - Continuously send out surveys, encourage people to do the survey

The background is a light cream color with several decorative elements. In the top left, there are three wavy lines in shades of red and orange. In the top right, there is a stylized red branch with leaves and berries, and a small yellow star. In the bottom left, there is a large red wavy shape with a yellow outline. In the bottom right, there are two more wavy lines, one orange and one red. A small red star is positioned above the text, and a small yellow star is positioned below it.

**THANK YOU!**



# EXHIBITS

## EXHIBIT A

Q10 - Prior to enrolling in the program, did you have a full-time job?

