



## HOW TO work with partners

**Working with partners can give your marketing activities a real boost - in a whole host of ways. We've put together some ideas here about how you could work with partners, and who to approach.**

**\*\* Remember, if you don't ask you don't get. Just make that phone call, be clear about what you want, and be even clearer about how helping you could benefit them, their customers, and the wider community.**

### **1. Outreach venues**

**Examples: Jobcentre Plus, Local Community Centre, Care Home, Village Pub, local council**

Partners could offer you a FREE venue to run outreach sessions - from a one off Get Online Week event in a community centre or town hall to a six-week mini-course hosted every Tuesday morning at the village pub. What's more, if they work or cater for your target audience, these partners can help you engage people by advertising your event/sessions, and even signing people up on your behalf.

### **2. Donations**

**Examples: Supermarket, local baker, cafe, mobile phone shop, Computer shop**

Why not ask partners to donate something for a special event or open day? A local cafe, baker or supermarket might help you with refreshments, or with small prizes for a raffle. Mobile phone or computer shops might even donate a bigger prize for a prize draw - helping you lure in visitors! Just make sure anyone donating knows they'll get full credit. That means raffle prizes and refreshments get a big 'donated by' label - giving them free advertising. Bigger prizes warrant an invitation to your event and a mention in your press release. Make sure you get a picture of the store manager handing over a computer-y prize to one of your visitors for instant feel-good PR!

**\*\*Remember - our campaigns are a great chance to approach partners for donations!**

### **3. Street marketing venues**

**Examples: Supermarket, Post Office, Shopping precinct**

Street marketing is still a great way to spread the word about your centre, and it's a great idea to set up in a supermarket foyer, your local Post Office or shopping centre - anywhere where there's lots of people! Pop in and ask permission from the manager. In return, you can show their customers relevant sites, like online shopping with Asda in Asda, Post Office services in the Post Office, etc.





#### 4. Posters and leaflets

**Examples: Hairdressers, Doctors surgeries, corner shops**

Partners can also help you advertise your centre. Ask your local hairdresser or Doctors surgery to put up posters and have a stack of leaflets on the desk.

#### 5. Session hosts

**Examples: Local history society, local gardening club, college photography department**

Partners could even help you deliver special sessions. If you're running an open day in an Old People's home, why not get the local history society to come in and give a presentation? You can then follow up by showing them how to do research online, and how to scan in old pictures.

#### 6. Decorations

**Examples: Art clubs/classes, Schools**

Why not ask your local school to help create some posters? It's a great way to brighten up your centre, and the children involved can also make invites for offline parents/grandparents to come along and give computers and the internet a go!

#### 7. Volunteers

**Examples: Mobile phone shops, computer stores, big employers in your area, Councils**

It's always great to have extra hands on deck to help out - particularly during campaigns like Get Online Week. Lots of organisations are interested in digital inclusion and in community work. They might offer employees the opportunity to come along to your centre and help out with marketing - pouring the teas and coffees at an open day, enthusing about the internet at a street marketing stall, helping out with a door drop of leaflets, etc.

#### 8. Referrals

**Examples: Jobcentre Plus, local college, etc**

Partners could be referring people to your centre. Why not chat to your local college or Jobcentre Plus to make sure they know where you are, and can send anyone who needs basic computer training straight to your door?

#### 9. Getting together with other centres

Why not partner up with other online centres in your area? Together you can do so much more. Pool your resources, set up a timetable of different outreach activities, and create a huge buzz around campaigns like Get Online Week.

