

# MARKETING & MEDIA TOOLKIT

FOR CILEx ACCREDITED CENTRES

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**This toolkit has been designed to give CILEx accredited centres a brief introduction to the media. This toolkit is not conclusive but touches on the key aspects of news releases, engaging with employers, using social media and gathering and utilising case studies to enhance your brand.**

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## WHAT MAKES A GOOD NEWS STORY?

**Any news release you put out should be easy for the audience to relate to or have a human interest angle that the audience can identify with.**

There are no set criteria for what makes a good story, however it is worth considering the following before sending out a news release:

- Can the news be told simply and quickly?
- Is the news recent?
- Is it relevant to a lot of people?
- Does it involve 'human interest'?
- Will it be interesting to the people who usually read the paper or visit the website?
- Don't just focus on newspapers; consider local, consumer and trade magazines and make contact with your local radio.
- Would you be interested in reading it yourself?
- Is it dramatic, bizarre, amusing or quirky?
- Do you have good pictures available? These should be a minimum of 5MB

**See page 7 for a handy news release example.**



**Tip:** Beware, if your posts look too much like advertising, they may be moved from the discussion page to the promotions page where it's less likely to be seen. So it's best to keep your posts informative and relevant.



# CASE STUDIES

## **Using case studies as a promotional tool is a great way to raise your centre's profile.**

A positive student case study will give your centre third-party endorsement which will illustrate the benefits of the course from a different perspective.

Do you have a:

- high-achieving student?
- student who works at a high-profile firm?
- student who is juggling family and work commitments alongside their study?

You can use these student profiles, to promote your courses and your centre to your local community.

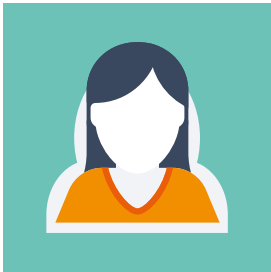
Here are some sample questions which you can use to compile your case study:

- What were you doing before you started your CILEx course?
- Are you working? If so, where? And what is your job title?
- Why did you decide to study for a CILEx qualification?
- What do you hope to do once you have completed the course?
- What obstacles, if any, have you overcome to get to where you are today?
- What's the best thing about studying at the centre?

Once you have compiled a case study, you can put it on your website and link to it via your social media sites. This will give your online presence something new and you can even turn it into a news release to send to your local newspapers.

**See page 3 for a case study example.**

‘THE COLLEGE TUTORS WERE SO SUPPORTIVE OF ME, ESPECIALLY BEING A MATURE STUDENT’



## MRS T

When I left school I hadn't a clue what I wanted to do and certainly had no career in mind. I spent most of my adult life being a stay-at-home mum bringing up four children and working as a secretary in between children going to school. I didn't really ever consider a career; I was just working to make some extra money for the family.

At 42 I found myself divorced with two of my children still at school and college. I knew I wanted more but wasn't sure how, at my age and experience, I was going to find it.

I decided to go down the CILEx route and studied at xxxxxx College. It was by far the best decision I ever made. The college tutors were so supportive of me, especially being a mature student, and I now have a great professional qualification.

I am still working on my career, next step - running my own law firm!

EXAMPLE CASE STUDY

# TYPES OF MEDIA AND MARKETING



**There are different types of media you can use to promote your centre and courses. Contact them and let them know about your open days and information events, results days and student successes.**

You can also use marketing, both online, including social media, and offline to promote your courses.

## **Flyers and literature**

CILEx produces flyers and booklets for each of the qualifications it offers. These flyers are free for centres to use. You may wish to give them out at careers events, take them to local schools and send them to law firms and legal businesses.

## **Email marketing**

If you keep a database or spreadsheet of prospective students who are interested in your courses, you can use email marketing to send them up-to-date information about when the next course starts, how to enrol and other information, such as the benefits of studying at your centre.

There are some free, and some paid-for email marketing websites you can use too. Take a look at the following websites to see how they might work for you:

<http://mailchimp.com/>  
<http://www.dotmailer.com/>

## **Local radio**

There are local BBC radio stations across the UK. You can find your local radio station at: [www.bbc.co.uk/radio/stations](http://www.bbc.co.uk/radio/stations)

## **Local newspapers**

Pick up a copy of your local newspaper and it will include details of how to send in a news story. Some areas have businesses magazines and free community magazines – these are all good publications for your story to be published.

You can also pay for advertising in newspapers, costs will vary depending on the publication, but it's another way to advertise your courses to the local community.

To request marketing materials for your centre, please complete the promotional materials order form (appendix 1) and email to: **[lwalker@cilex.org.uk](mailto:lwalker@cilex.org.uk)** or post to:  
**Lisa Walker,**  
**Kempston Manor,**  
**Kempston, Bedford**  
**MK42 7AB**

## News release

### *For immediate release*

Date



Your centre/college  
logo here

## TITLE – KEEP THIS SHORT AND SNAPPY

Students from [your college] are today amongst thousands of aspiring lawyers from across England, Wales and overseas celebrating their exam results.

Around 5,000 tests and exams are sat every January and June each year by students across England and Wales who hope to get legal qualifications from professional body the Chartered Institute of Legal Executives (CILEx).

Receiving their results from CILEx today were [X number] students who passed their Level 3 Professional Diploma in Law and Practice units, which are set and assessed at the equivalent standard to A-levels. Also celebrating were y number students who passed their Level 6 Professional Higher Diploma in Law and Practice units, which are set and assessed at honours degree level.

As the results were issued, Victoria Purtill, Head of Qualifications at CILEx, said: “Everyone at CILEx is immensely proud of all our students who passed their exams and skills units, many of whom work in the legal sector alongside their studies. CILEx students continue to demonstrate the attractiveness of a flexible and accessible route to a career in law for all. We congratulate all our students.”

As university fees increase, more and more aspiring law students are looking for flexible and affordable routes into a legal career. [your college] is one of many accredited centres who offer the CILEx professional qualifications as a more cost-effective alternative to other routes to becoming a lawyer. Once fully qualified through CILEx, these [your college] students can go on to become partners running their own law firms, coroners or judges.

**ENDS** this lets journalists know that the official part of the release has ended.

### **Photo**

if you are sending a photograph with the release, give a caption including names here.

### **Notes to editors**

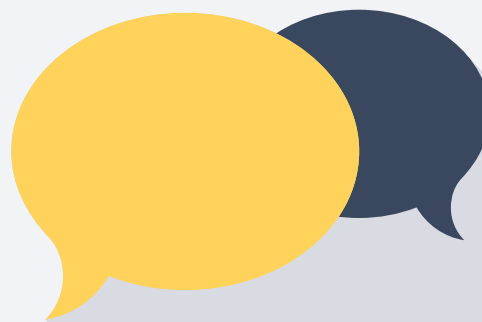
Put these in bullet form and use them to add details of the organisation behind the story and other relevant background information.

### **Contact details**

Add these at the end with your name, contact number, email, address, website and social media channels.

NEWS RELEASE  
EXAMPLE

# ENGAGE WITH EMPLOYERS



**We know that CILEx trained staff benefit the legal services sector. You can grow your student numbers by contacting firms employing legal staff in your area.**

Promote the benefits of training current paralegal staff with CILEx qualifications.

## **Employer engagement ideas**

- **Hold an employer open event** where they can drop in and network with you and current students.
- **Make contact with the Human Resources personnel** in the workplace as they will most likely be responsible for the training budget.
- **Visit local employers:** face-to-face contact often works best.
- **Use the marketing materials that are available from CILEx** to promote your courses – these can be obtained online at [www.cilex.org.uk](http://www.cilex.org.uk) or via the order form enclosed (Appendix 1)
- **Consider membership of local business groups and forums** e.g. Chamber of Commerce – and use them to access local employers.



Name  
Address 1  
Address 2  
Postcode

Date

Dear xxx,

### **Invest in Your Greatest Asset**

The Chartered Institute of Legal Executives (CILEx) is the professional association for more than 7,500 qualified Chartered Legal Executive lawyers and 12,500 paralegal and other legal practitioners in England and Wales. For more than fifty years CILEx has offered unparalleled access to a flexible career in law by providing education, training and skills development for legal professionals and staff engaged in legal work.

### **Why choose CILEx?**

- In the last 25 years over 100,000 students have chosen CILEx for their career in law.
- Chartered Legal Executives can become partners in law firms, coroners, judges or advocates.
- Employers value the qualifications as they fund the majority of CILEx students.
- CILEx members are independently regulated, which brings with it respect and recognition, and ensures the highest standards of quality from CILEx professionals.

### **CILEx qualifications are:**

- An affordable training route for your employees to become fully qualified legal professionals.
- Suitable for all employees: secretaries, administrators, paralegals and graduates.
- Available across different academic levels, from apprenticeships to graduate diplomas, so employers can be certain to find and only pay for training that matches employees' individual training and skills needs.
- Financially attractive since training costs are tax deductible.

### **The benefits of structured learning and development include:**

- **Motivation** – staff feel valued, supported and engaged with their organisation, developing confidence, self-esteem and greater job satisfaction.
- **Loyalty** – 75% of Chartered Legal Executive lawyers remain with their employer after completing their CILEx studies, reducing staff turnover and recruitment costs.
- **Value-for-Money** – over 70% of CILEx Fellows are fee earners.

To find out more about how CILEx qualifications can benefit your organisation, visit our website: [enter your web address here] or call [enter your number here] to arrange a meeting to discuss in more detail.

I look forward to hearing from you.  
Yours sincerely,

**Tel:** +44(0) XXXX XXXXXXXX  
**Email:** XXXXXXXXX@yourcollege.ac.uk

LETTER/EMAIL TEMPLATE  
FOR EMPLOYERS

# NETWORKING



**Networking is a great way to meet potential students and employers. The best way to network is to be proactive and attend any events which may offer opportunities to meet new contacts. Here are some of the key benefits of networking:**

## **Strengthening relationships**

Networking is about sharing, not taking. Regularly engaging with your contacts and finding opportunities to assist them helps to strengthen the relationship.

## **Raised profile**

Being visible and getting noticed is a benefit of networking that's essential for profile raising. Regularly attending professional and social events in your region will help to get you, your business, and what you offer known.

## **Access to opportunities**

Expanding your contacts can open doors to new opportunities for business. Active networking helps to keep you top of mind when opportunities arise and increases your likelihood of receiving introductions to potentially relevant people or even a referral.

## **New information**

Networking is a great opportunity to exchange best practice knowledge, learn about the business techniques of your peers and stay abreast of the latest industry developments.

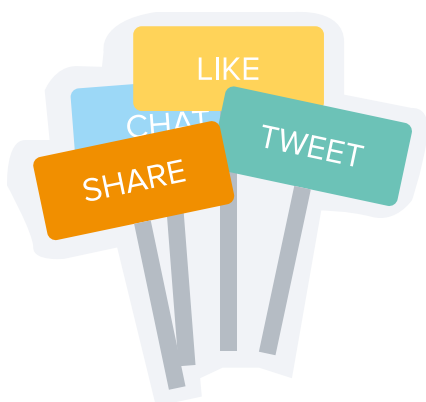
## **Networking opportunities to look out for:**

- Local authority/council events
- Careers guidance events
- Chamber of Commerce
- Community engagement opportunities
- Engaging with local schools
- Any other business related events
- Joining LinkedIn groups and online forums



# SOCIAL MEDIA

**Social media can really benefit your business: it raises your online profile, you can communicate/engage with current students and prospective students, and you can track what it being said about you (and your competitors).**



Here are a few "dos and don'ts" for social media:

## DO

- Build relationships
- Be active but don't overdo it
- Tailor your content for your audience
- Have a personality
- Proofread

## DON'T

- Be afraid of negative comments – use social media as a customer service tool to identify and placate disgruntled customers
- Neglect your account
- Forget to network

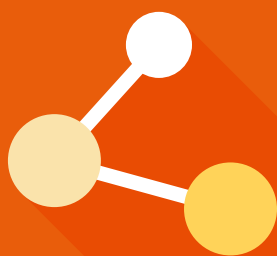
**To see how CILEx uses social media, take a look at our accounts:**

- Join the CILEx group on LinkedIn: CILEx - Students, Members and Fellows
- Like CILEx on Facebook: [www.facebook.com/CILExfan](http://www.facebook.com/CILExfan)
- Follow CILEx on twitter: @CILExLawyers
- Watch CILEx on YouTube, search for: CILEx Lawyers

# LINKEDIN FOR BUSINESS

**LinkedIn can be used to connect with people in your industry and find opportunities, but a good profile also makes it easy for potential students to find you and see how your centre might work for them.**

**Tip:** Beware, if your posts look too much like advertising, they may be moved from the discussion page to the promotions page where it's less likely to be seen. So it's best to keep your posts informative and relevant.



## **Set up a personal profile**

You will have to set up a personal profile to be able to access the groups on the site. Fill in as many sections as possible on your profile. Make sure your spelling and grammar is correct and upload a smart, professional and friendly photo of yourself.

## **Join groups**

LinkedIn allows you to join groups and participate in discussions. This is a great way to make connections with people and reach out to potential students.

Groups are also a great way of building an online community for current students which will enable you to communicate with them directly.

## **Join discussions and start conversations**

Once you have joined the LinkedIn groups that are relevant for you, you can join conversations and start your own discussions.

Introducing yourself and your centre is a good way to start, usually it's best to ask a question so that the group have something to respond to. You could also post any details of open days you are hosting, or how to get in touch if they are interested in your courses.

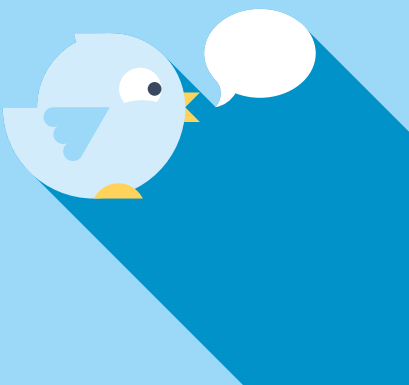
If the members of the group are businesses and professionals, you might want to focus on the benefits to an employer for training their staff with CILEx. If the members of the group are more student-focussed, identify the selling points for students, ie: earn-as-you-learn, courses cost less than at university and so on.

‘LINKEDIN ALLOWS YOU TO JOIN GROUPS AND PARTICIPATE IN DISCUSSIONS. THIS IS A GREAT WAY TO MAKE CONNECTIONS’

# TWITTER

Grow your business,  
140 characters at a time.

**Tip:** Can't think of anything to write? You don't have to. There is also much to gain by just reading news content from sources you follow on Twitter to keep you abreast of what's going on in your industry.



## What is Twitter?

Twitter is an information network made up of 140-character messages called Tweets. It's an easy way to discover the latest news related to subjects you are interested in.

Discover sources;  
find and follow others

It's best to begin your journey by finding and following other interesting Twitter accounts. Look for businesses you want to engage with, people you know or news sources you read.

Check your timeline;  
see what's happening

Messages from those you follow will show up in a readable stream on your Twitter homepage, called your 'Timeline.' Once you've followed some accounts that you're interested in, you'll have a new page of information to read each time you log in. Click links in others' Tweets to view articles, images or videos they've linked to. Click hashtagged keywords (#) to view all Tweets about that topic.

## Example tweets:



Looking forward to welcoming new law students at our enrolment day this Friday – spaces still available: [\[link to registration page\]](#)



Studying with **CILEx @CILExLawyers** means you can become a lawyer without a law degree, find out how: [\[link to course information\]](#)



Receiving your A Level results and want to work in law – get ahead with a CILEx legal qualification: [\[link to course information\]](#) **#legalcareers**



Need a career change? Study law with **@CILExLawyers** part-time at [centre name] and you can earn-as-you-learn: [\[link to course information\]](#)



We're holding an open day on DD/MM at 00.00 come along and find out more about our professional law courses: [\[link to open day information\]](#)



Law graduates struggling to find training contracts, study with CILEx and you can become a lawyer without one: [\[link to course information\]](#)

## How to start tweeting:

Build a voice;  
retweet, reply and react

Use existing information (other people's Tweets) on Twitter to find your own voice and show others what your business is about. Retweet messages you've found particularly interesting or add your reaction to a Tweet you find interesting.

Tip: If you're a new user, others are more likely to find your messages if they are retweeted or replied to by others.

Mention;  
include others in your content

Once you're ready to begin writing your own messages, consider mentioning other users by their Twitter username (preceded by the @ sign) in your Tweets. This can help you think of what to write, will draw more eyes to your message, and it can even start a new conversation.

# FACEBOOK

Find new customers and boost numbers

## Setting up a Facebook page can help make your business:

- Discoverable - when people search for your college/centre on Facebook, they'll be able to find you.
- Connected - have one-to-one conversations with your customers, who can like your Page, read your posts and share them with friends.
- Timely - your Page can help you reach large groups of people frequently, with messages tailored to their needs and interests.
- Insightful - analytics on your Page will give you a deeper understanding of your customers and your marketing activities.

When you set up your Page, you can request a web address like: **facebook.com/yourcollege**, which makes it easy to find.

Remember, your Page is an extension of your business. It's an easy way to share updates and more with the people who matter most. It can help you engage your customers on desktop and on mobile.

## How to create compelling content on Facebook

As you post updates, photos and more, think about what your customers find interesting and inspiring. How will you talk to them? What do you want to consistently communicate about your business?

- Use Page Insights to see which posts are performing the best.
- Be authentic: Share what you're genuinely excited about and your customers will be excited too.
- Be responsive: When people comment on your posts, show that your business is listening and that you care. If you need more time to answer a question, let them know you're looking into it.
- Be consistent: The more regularly you post, the more opportunity you have for connecting with people and building trust. Setting a schedule for your posts can also help maximise your time.
- Do what works: Replicate your success on posts that get more engagement.



Share links to your website where prospective students can read about your successful case studies or latest news stories.



You can also upload photographs of new buildings your centre has opened, new facilities, and images of staff and their contact details of how a prospective student can get in touch.



Upload photographs of awards ceremonies and students picking up certificates.



If you've recently held an open day or information event, upload some photographs and include information for those that might have missed out on the event.



# CILEx LOGO

All accredited CILEx centres delivering our professional qualifications are eligible to use the CILEx Accredited Centre logo.

## **Restrictions:**

Accredited centres may only use the logo for material that is specifically related CILEx qualifications. This includes all marketing material and displays where partnership logos are appropriate.

The CILEx centre logo is date specific and a new one will be provided at the start of each new academic year upon receipt of your accreditation fees.

If your status as a CILEx accredited centre is suspended or withdrawn by CILEx, or ended by you, use of the CILEx logo must cease immediately.

The logo may not be amended in any way. This includes resizing, reducing quality or adding further wording or graphics. If you experience difficulty with the logo size or shape,

**email: [logo@cilex.org.uk](mailto:logo@cilex.org.uk).**



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