

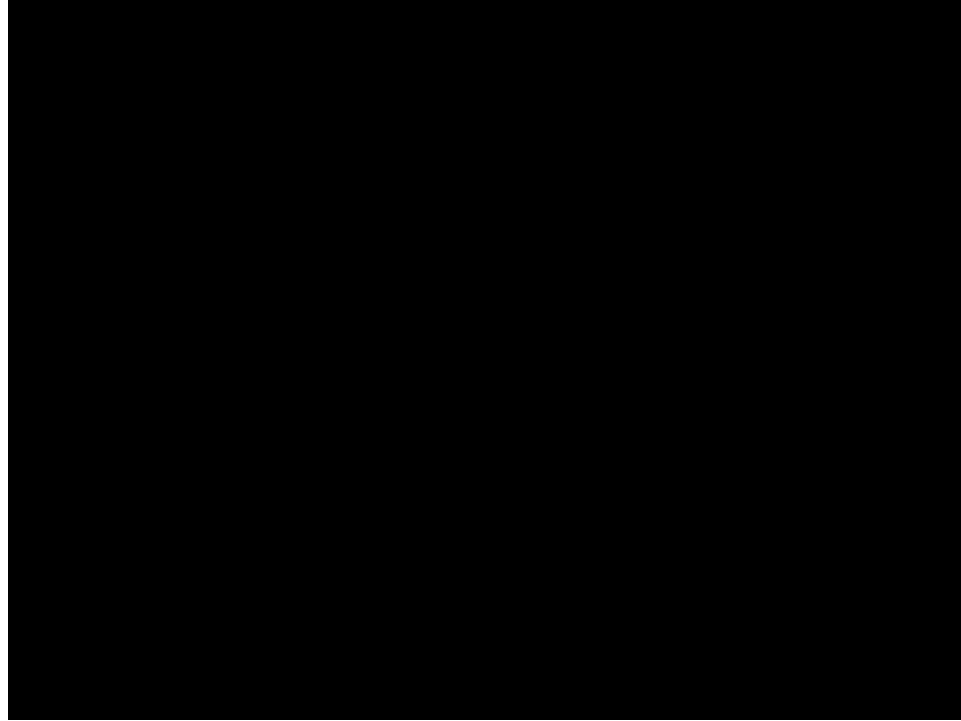
OIGP Marketing Update

Spring 2018



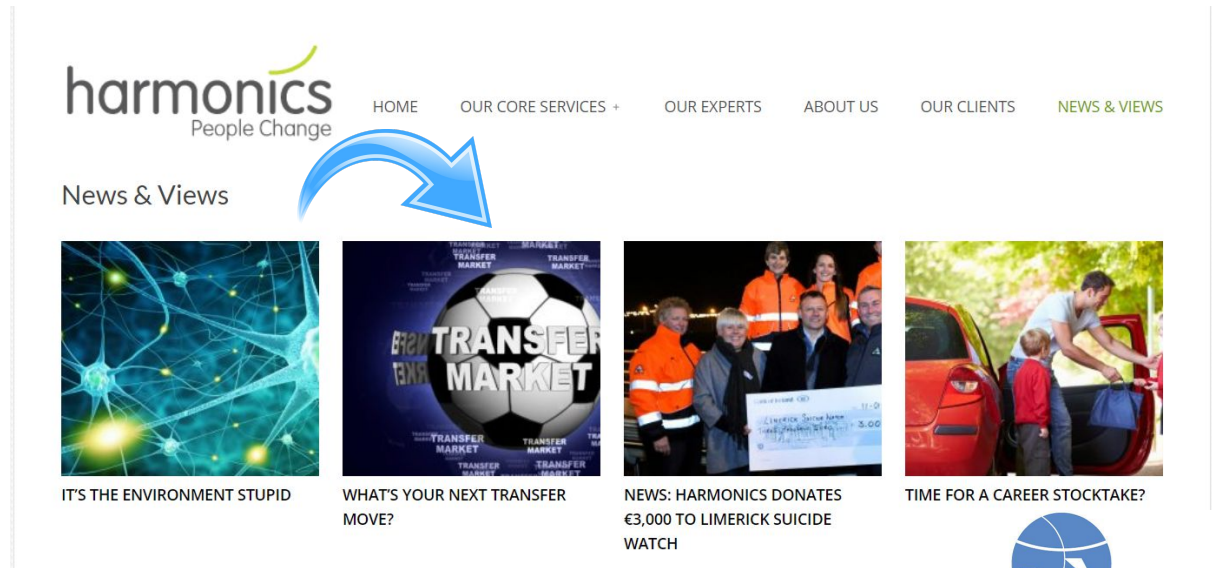
NEWSLETTER

Newsletter Example



Newsletter Process: Choose a Theme

- Choose a theme/topic. A theme or topic is chosen for each month (usually based on previously written blog content from any OI Global Partner)



The screenshot shows the harmonics website with the following elements:

- Logo:** harmonics People Change
- Navigation:** HOME, OUR CORE SERVICES +, OUR EXPERTS, ABOUT US, OUR CLIENTS, NEWS & VIEWS
- Section:** News & Views
- Articles:**
 - Thumbnail 1:** A network of glowing blue nodes and lines. **Title:** IT'S THE ENVIRONMENT STUPID
 - Thumbnail 2:** A soccer ball with the text 'TRANSFER MARKET'. **Title:** WHAT'S YOUR NEXT TRANSFER MOVE?
 - Thumbnail 3:** A group of people holding a large check. **Title:** NEWS: HARMONICS DONATES €3,000 TO LIMERICK SUICIDE WATCH
 - Thumbnail 4:** A man and a child standing next to a red car. **Title:** TIME FOR A CAREER STOCKTAKE?

Newsletter Process: Narrow the Focus

- *Narrow the focus.* Using the February newsletter as an example: I wanted to focus on the theme/topic of staying curious in life and the workplace -- a topic inspired by a recent blog post written by John Fitzgerald, our Ireland partner from Harmonics. The post used in the newsletter is entitled “What’s Your Next Transfer Move?”
 - Content from this article is used to support the theme of “staying curious”

Newsletter Process: Find Supporting Articles

- Find supporting articles. After the theme has been decided and the primary source of information has been identified, I will then research additional blog postings that have been written by other OI Partners to further support the topic
 - 2 additional posts are chosen that correlate to the theme of the newsletter (one post from an OI Global Partner, and one that might be published by Forbes Magazine, or another prevalent business journal publication)

Newsletter Process: Draft & Send

- *Draft & send.* With the compilation of the 3 resources I have gathered, I will draft the monthly newsletter & it will be sent out to the OIGP database of compiled lists that has been uploaded to SendinBlue **OR** it will be sent to the primary point of contact for personal customization

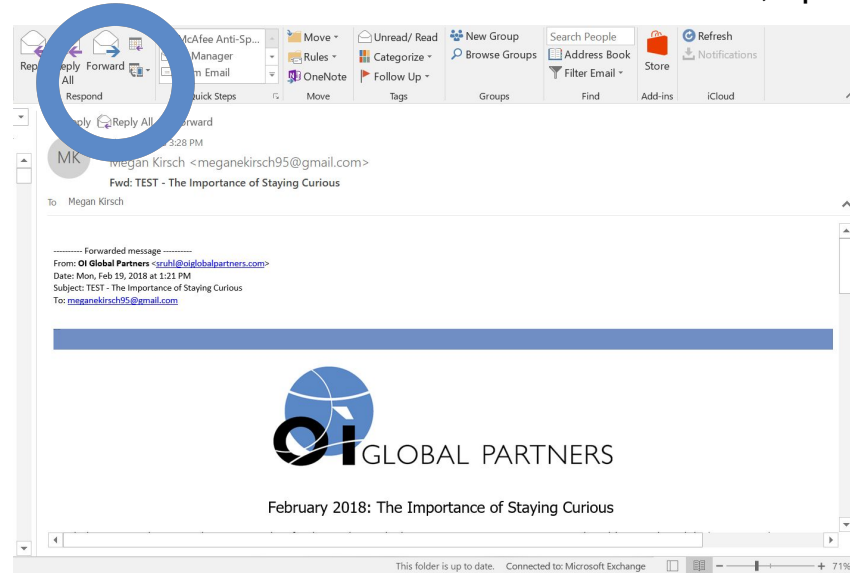
Newsletter Schedule

- Megan Kirsch will send out the newsletter every month
 - The following are the current lists receiving the newsletter:
 - XMI Newsletter
 - OI High Potential
 - OI HR Solutions
 - OI McGuire
 - OI Anderson Keegin

CUSTOMIZATION: OPTION 1

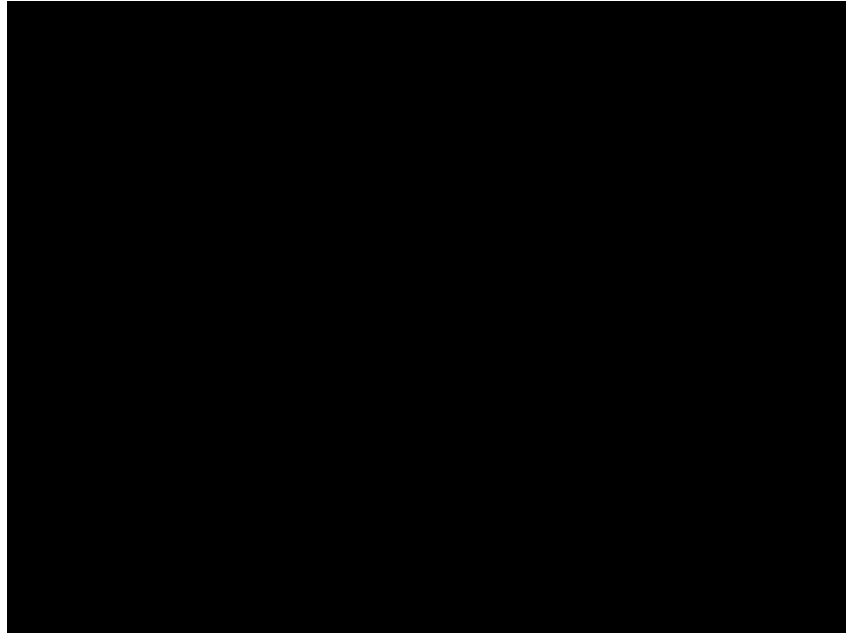
Customization: Do it Yourself

- Should your firm choose to customize the newsletter and send it out yourself:
 - Once you receive the newsletter that will come from SendinBlue, open it up and click the “forward” button



Customization: Do it Yourself

- If you wish to change any of the content in the email, all you have to do is delete and type over the content you wish to change, and update the email subject



CUSTOMIZATION: OPTION 2

Customization: Megan to Send via SendinBlue

- Megan sends the newsletter to a list of your organization's contacts, with your logo, company information, etc.

COST & INVOICING

Cost and Invoicing

- The \$50 participation fee will be billed to you on your monthly invoice from OIGP, whether we distribute it for you or you distribute it yourself

HOW TO GET STARTED

Getting Started

- If you would like Megan to send out the newsletter to a customized list of contacts via sendinblue, please send the following info to her email (mkirsch@oiglobalpartners.com):
 - Your desired list of contacts in a .csv file
 - The company signature that includes your logo, company address and contact info
- If you would like to send out the newsletter yourself, please provide Megan with the proper point of contact information (ie. email), so she can send you a copy of the email, you can customize it yourself and send it to your personal lists of contacts

BLOG

Blog: Process

- Megan will be sending out an updated calendar with more topics for the remainder of 2018
 - Fill out excel sheet with your name next to desired topic
 - Megan will send email notification 2 weeks prior to slotted due date

- Once blog post is completed:
 - Send to Megan's OI email address for revision
 - Susan will make final revisions
 - Blog will be posted to OI website

SOCIAL & PRESS

Social Media

- Megan will post weekly to Twitter, Facebook and LinkedIn

Press Releases

- Megan will draft all press releases for OI
 - Susan will review
 - Megan will add to OI website on a regular basis
- Will be included in relevant newsletters if applicable

Google Analytics

- Who is in the administrative role

QUESTIONS