## t level and Industry placement marketing methods

| Method / channel | Audience | Example / links | Benefits |
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| **Case studies and testimonials** | Employers | T Level student testimonials from Weston College:  [Weston college student testimonial](mailto:://teams.microsoft.com/_%23/png/viewer/teams/https:~2F~2Fstrategicdevelopmentnetwork.sharepoint.com~2Fsites~2FPSPTLevelscasestudies~2FShared%20Documents~2FGeneral~2FT%20Levels%20(delivery%20team)~2FArtefacts~2FMaterials%20Weston%20-%20social%20media%20presence~2FWebsite~2FStudent%20testimonial%202.png?threadId=19:c0e428e84678400f82ea0f9d61f3723d@thread.tacv2&baseUrl=https:~2F~2Fstrategicdevelopmentnetwork.sharepoint.com~2Fsites~2FPSPTLevelscasestudies&fileId=e13fab6d-f787-4969-abb6-e986f63f5c0c&ctx=files&rootContext=items_view&viewerAction=view)  Case study of Exeter College working with the Royal Albert Memorial Museum, Exeter on industry [placement opportunities](https://player.vimeo.com/video/386518990)  Weston College talk to one of their employers to create a [video testimonial](https://youtu.be/-u3569YkpqA).  Cardinal Newman College created a resource quoting [students on their T Level experience](https://www.cardinalnewman.ac.uk/t-level-students/) | * Show what T Levels and industry placements are like in reality * Display students’ achievements on their T Levels and the success of industry placements. |
| **Websites** | Students and parents | Many schools and colleges have created informative pages on their website and some examples are below.  <https://sixthform.laretraite.co.uk/The_Offer/T-Levels/>  <https://www.hsdc.ac.uk/study-with-us/t-levels/>  <https://www.blackpool.ac.uk/t-levels> | * Engage students * Provide information for their parents, carers or guardians * Put T Levels in the context of your wider offer * Demonstrate your teaching expertise in areas of the curriculum e.g. specialist Biology, Psychology and Health teachers for Education and Childcare; or specialist Business, ICT and programming teachers for Digital. |
| **Social media and networks** | Students, parents and employers | La Retraite School  twitter <https://twitter.com/LaRetraite6>  Linkedin <https://www.linkedin.com/school/la-retraite-roman-catholic-girls-school/posts/?feedView=all>    Update on the digital T Level at City College Norwich:  City College Norwich SM post    Cirencester College example of a social media advert:  Cirencester Social media    Short social media post created by Bishop Burton College to raise the profile of the T Level offer:  Bishop Burton LinkedIn post | * Provide information about T Levels and industry placements on commonly-used platforms * Quick and easy to update * Can show engaging multimedia content including video. |
| **Videos** | Student | La Retraite school [YouTube video including interviews with current students](https://www.youtube.com/watch?v=q-2sBT9gjWo):  Derby College created a [student case study](https://www.youtube.com/watch?v=Yua48Uc0ChI)  [Blackpool and the Fylde College](https://www.youtube.com/watch?v=cgJe-C4c-_Y) | * Give students real-life examples of peers taking part in T Levels and industry placements. |
| **Newsletters** | Parents, guardians and carers | Newsletters  This is an example for parents, guardians and carers from [Bury College.](https://burycollege.ac.uk/media/3523/t-level-parent-newsletter-nov2020.pdf) | * Help to keep audiences up to date on a regular basis * Can be targeted at specific groups. |
| **Direct sales** | Employers | Weston College use direct sales through their own team.  [Weston College Employer marketing](https://teams.microsoft.com/_%23/png/viewer/teams/https:~2F~2Fstrategicdevelopmentnetwork.sharepoint.com~2Fsites~2FPSPTLevelscasestudies~2FShared%20Documents~2FGeneral~2FT%20Levels%20(delivery%20team)~2FArtefacts~2FMaterials%20Weston%20-%20social%20media%20presence~2FWebsite~2FEmployers.png?threadId=19:c0e428e84678400f82ea0f9d61f3723d@thread.tacv2&baseUrl=https:~2F~2Fstrategicdevelopmentnetwork.sharepoint.com~2Fsites~2FPSPTLevelscasestudies&fileId=1c6da7b8-4ade-4bf0-8896-a73e74755f97&ctx=files&rootContext=items_view&viewerAction=view) | * Help to reach new employers * Create good relationships through personal contact * Are an effective follow-up to other marketing activities. |
| **Trade shows, exhibitions, conferences** | Employers | Taking part in trade shows, exhibitions and conferences in targeted locations or sectors should highlight T Levels to prospective employers | * Raise awareness about T Levels and industry placements * Boost your interactions with employers. |
| **Launch events** | All audiences | Bishop Burton College online launch of a [new T Level](https://www.bishopburton.ac.uk/about-us/news/bishop-burton-college-launches-brand-new-t-level-in-health-qualification-12-02-2021#:~:text=Bishop%20Burton%20College%20launches%20brand-new%20T-Level%20in%20Health,phase%20two%20of%20the%20new%20T%20Level%20qualifications.)  Ursuline High School held a [virtual information evening](https://www.youtube.com/watch?v=rPUVWbOWTDA) | * Provide valuable recommendations to students from their peers * Can include ‘bring a friend’ options and incentives. |
| **Careers events** | Students and parents | Weston College created a page answering [questions students might ask](https://www.weston.ac.uk/what-can-i-study/courses-16-18-year-olds/t-levels)  Farnborough College created a [T Levels week](https://www.farn-ct.ac.uk/t-levels-week-webinar-sign-up/) for students to sign up to  Exeter College created a page about all [practical-based courses including T Levels](https://exe-coll.ac.uk/oevents/vocational-and-t-levels/) | * Give a broad range of information about T Levels and industry placements * Allow parents, guardians or carers to view the facilities and equipment available to T Level students. * Promote additional professional qualifications included in your T Level offer. e.g. childcare licence to practise, first aid training, accredited digital training |
| **Presentations and Webinars** | All audiences | Chichester College created a [recorded presentation for employers](https://www.youtube.com/watch?v=4xmyNKHQWBc&t=8s) | * A cost-effective way of generating interest and raising awareness * Can be targeted at specific audiences * Can be recorded in advance and played multiple times. |
| **Public relations / press** | All audiences | City College Norwich PR case study and celebration:    Exeter College PR following a visit from the Secretary of State:  <https://exe-coll.ac.uk/secretary-of-state-visits-exeter-college-to-talk-t-levels/>  Cirencester produced a [promotional video](https://vimeo.com/396902317) | * Anyone searching for T Levels in their area can find these promotional videos and information. * They can be sent out by email to target groups and feeder schools. * Quick and easy audience access and reasonable cost to produce. |
| **Literature** | Students | Bishop Burton College brochure to attract new students:    Dudley College produced a [parent’s guide](https://www.dudleycol.ac.uk/portals/0/downloads/t-levels-parents.pdf) and an [employer’s guide](https://www.dudleycol.ac.uk/portals/0/downloads/t-levels-employers.pdf) | * Good for feeder schools to have access to * Prospective students/parents/carers can read at their leisure |