

GPRO LAUNCH BEST PRACTICES

Filling a GPRO public courses requires outreach and marketing. Refer to this suggested timeline of best practices for partners to follow when launching courses.

PRE-LAUNCH

Pre-launch involves information gathering and making a project plan for GPRO course delivery. Meet with everyone who will be involved with the project: administrative staff, marketing teams, instructors, board members, etc. Assign roles and responsibilities and review the following with your team:

- Who is your audience?
- Where will the audience come from? i.e. a membership base, purchased lists, partner organizations, local associations, etc.
- If there are multiple audiences, how will the messaging be targeted to each?
- What promotional materials are you looking to develop? i.e. emails, brochures, flyers, etc.
- How are promotional materials going to be developed? Who will make them?

LAUNCH

Recommended actions for outreach (collected from existing GPRO Delivery Partners):

- **Take advantage of your existing audience:**
 - Review your network and determine which contacts would benefit from GPRO training. For example, GPRO O&M would be great for project managers, real estate firms, stationary engineers, owners, developers, etc. Are they part of your audience? Great, invite them to your course!
 - Review attendees from similar training and events you held in the past; reach out to them about the opportunity
 - Note: Urban Green has email templates you can customize on the [Partner Portal](#).

- **Conduct a social media campaign:**
 - Monitor campaigns on a daily basis to track effectiveness and determine where you should be allocating more time and money. Urban Green has sample language you can use for each platform on the GPRO Partner Portal. Paid social media options include:
 - LinkedIn – Sponsored InMail (ad campaign option through LinkedIn Premium): This should be a tailored message coming from a specific person in your organization; they appear in someone’s inbox (email server) as well as their LinkedIn inbox.
 - Promoted posts and paid ads on LinkedIn, Facebook and Twitter: Create social media campaigns to target specific regions, job titles, industries and relevant demographics. Test your ad with a small budget (we have tried \$100-\$200 at a time) and check daily for impressions and clicks.
 - Eventbrite – post the course in a place where people who are searching in your area might look
 - Any other platform where you have a strong social media presence
- **Use snail-mail marketing directly to home or work addresses:**
 - Consider adding a coupon code for the class, this is an incentive but also helps you track if anyone from the mailing list signed up.
 - Use sample flyers from the GPRO Partner Portal or create your own using GPRO graphics and the color palette (also available on the Portal).
- **Purchase email and/or address lists:**
 - Your state’s Education Department may have lists of professionals that you can apply to obtain (for free)
 - Purchase a targeted email list based on industry-specific lists based on the parameters you set.
- **Attend or table relevant in-person events and trade shows.** Table at events to generate leads and meet people face-to-face. Ask others to share GPRO flyers at local events
- **Create a promotional video.** Use interviews, content, short blurbs about the course and its benefits. [Here is a great example](#) of a promotional video made by the University of Miami.
- **Press or media release.** We included a template you can customize on the [Partner Portal](#).
- **Follow-up phone calls.** Keep track of everyone who is interested in the program—from your tabled event leads to those who engage with your posts on social media—and follow up with a call.

POST-COURSE

Keep in touch with GPRO students by asking permission to add them to newsletter or event email listservs. Build a community of high-performance building professionals by staying connected with those in the industry.