

Mentoring Marketing Guidelines.

This e-book is a guideline to marketing your mentoring program, exploring ways in which you can effectively promote mentoring within your organisation.

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Introduction.

Launching your mentoring scheme or programme requires investment, to ensure you both attract and engage with your mentors and mentees. We have designed this marketing strategy to help you to ensure mentoring thrives within your organisation.

We would recommend reading this through this carefully, to see what you can implement within your organisation, to help promote your mentoring schemes. If there are several of you tasked with launching the mentoring scheme, you can always split up the tasks, and remember that we are here to help you too!

We have a wealth of resources to help you to educate your mentors and mentees about the power of mentoring, from guidelines and best practices, through to platform video tutorials and mentoring event management, most of the guides are provided within the support panel but if you can't find what you need, just ask your account manager and they'll be happy to help.

Mentoring is an ongoing journey and your marketing strategy around your mentoring schemes should be reviewed at regular intervals too. We recommend checking progress and activity every 3-4 months, to see what you can do to increase awareness and engagement, above and beyond all the automation PushFar's platform already handles for you.



Understanding Objectives and Audiences.

Importantly, the first step of promoting your mentoring schemes is to understand your key objectives you have for it.

You may be looking at increasing employee engagement or employee retention, or it could be that your scheme is linked with objectives for diversity and inclusion. Whatever your reasons, ensure they are clearly defined internally. Below are some suggested objectives that you might have:

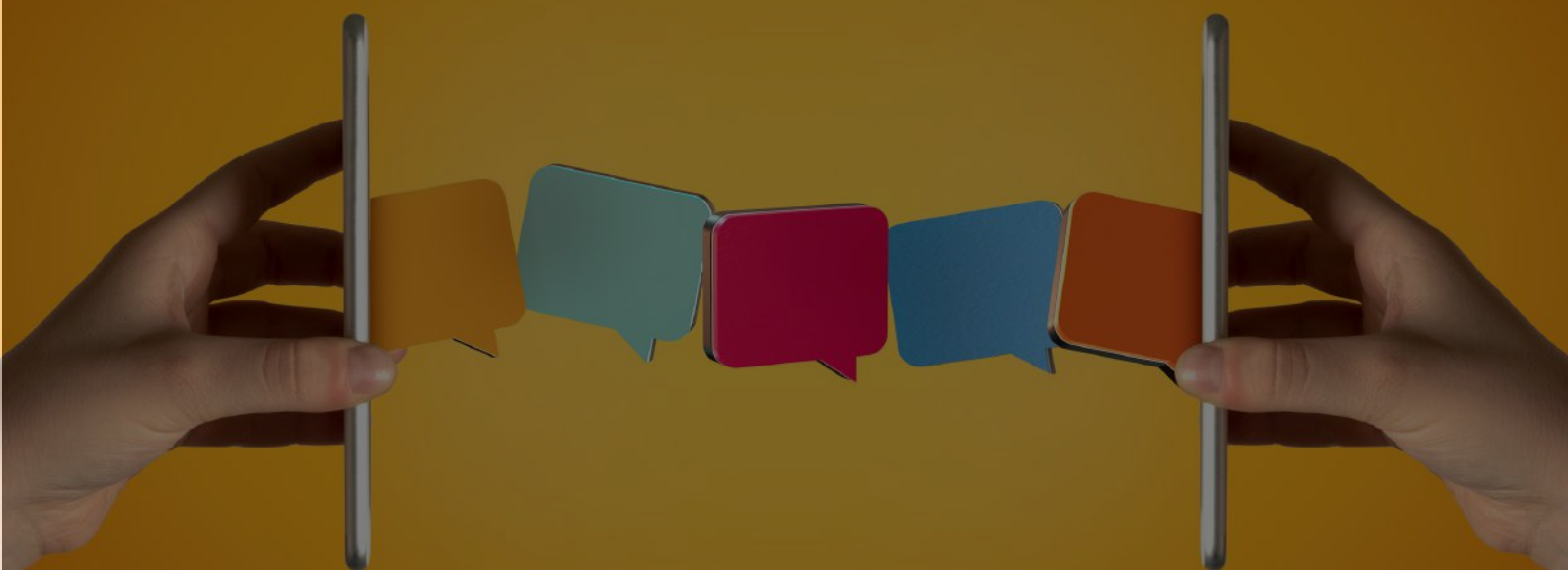
- Improved employee engagement
- Improved employee retention
- Diversity & inclusion agendas
- Improved communication across your organisation
- Effective knowledge transfer between individuals
- Removing barriers between departments

Once you've identified clear objectives (this could be several), work out whom you are looking to engage within the organisation. Namely, your 'target audience'.



The scheme could be company-wide, targeted at those high-potential employees, exploring diversity and inclusion groups or helping to onboard new joiners to your organisation. Once you have identified the target audience you can begin to plan your marketing strategy. For example, it would be valuable to use a table such as the one below to populate your target audiences.

Objective	Buy-in	Target Audience
<i>Eg. Improve visibility of women in leadership and management roles</i>	<i>The women's network</i>	<i>Female partners in the firm</i>



Planning your Messaging.

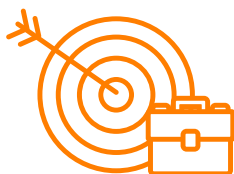
Once you have identified your objectives and target audience, it is time to start planning your core marketing message. Think carefully about your target audience and what is likely to resonate most effectively with them. There are many reasons why an individual might want to become a mentor or mentee, it is, therefore, important to highlight the ones most likely to be attractive to them.

On the next page are some example benefits and aligned target audiences. We have also included, in brackets, the mentor type they are most likely to be - yet, this may not always be the case depending on your objectives.



Interns, Graduates & Apprentices (Mentees)

- Effective career progression
- Improved understanding of the organisation
- Improved understanding of roles and departments



Mid-level Professionals (Mentors and Mentees)

- Effective career progression
- Effective accountability to career goals
- Wider understanding of employee challenges
- Improved understanding of diversity and inclusion challenges
- Improved interpersonal and management skills
- Reward and satisfaction from seeing others grow
- Re-enforcing effective working techniques and practices



Management (Mentors)

- Wider understanding of employee challenges
- Improved interpersonal and management skills
- Reward and satisfaction from seeing others grow
- Re-enforcing effective working techniques and practices



Management (Mentees)

- Wider understanding of employee challenges
- Improved understanding of diversity and inclusion challenges
- Improved understanding of roles and departments
- Keeping up-to-date with trends and technology
- Re-enforcing effective working techniques and practices

Executing your Marketing.

There are a wide variety of activities that you can implement and execute to promote the launch and ongoing engagement with your mentoring scheme. Below are the primary channels used to promote mentoring schemes.

Email Communication

Using email communications always proves most popular as a way of spreading the word about any new offering within an organisation. That said, it is easy for emails to be missed or ignored, so be careful to consider what time you send the email, what the subject line contains and not to bombard people with too much information (keep the email short). On the next page, we cover email marketing 'best practice' to consider.

Slack/Instant Messenger Channels

Along with email, a lot of organisations now use instant messenger tools like Slack and Skype, to communicate. If your organisation have this in place, it is worth sending a 'mass message' through these channels too, as they're often more read than traditional email.

Organisation Intranet

If your organisation has an intranet portal for employees to log in and access news, updates and articles internally, consider posting a message on here about the launch of your mentoring scheme. This can help to spread the word even further.

Launch Mentoring Events

Hosting launch and ongoing marketing events to promote mentoring can be an effective way of drawing people's attention to mentoring schemes. One organisation that PushFar worked with had more than 50% of their employees turning out to a launch mentoring event (the free champagne and CEO speaking probably helped). These events do not have to be expensive though. Think about an event with an inspiring mentor speaking, potentially badge your attendees as 'mentor', 'mentee' or 'both' and encourage networking at the event.

Posters and Marketing Collateral

Several organisations use posters around the office to promote new initiatives. If your organisation do this, then consider posters in the kitchens and communal working areas highlighting the mentoring scheme, the benefits and how individuals can get involved.

Email Guidelines.



When drafting your promotional launch marketing email there are a few things you should consider. We recommend keeping communication simple and highlighting the core benefits of mentoring, of which some are listed below.

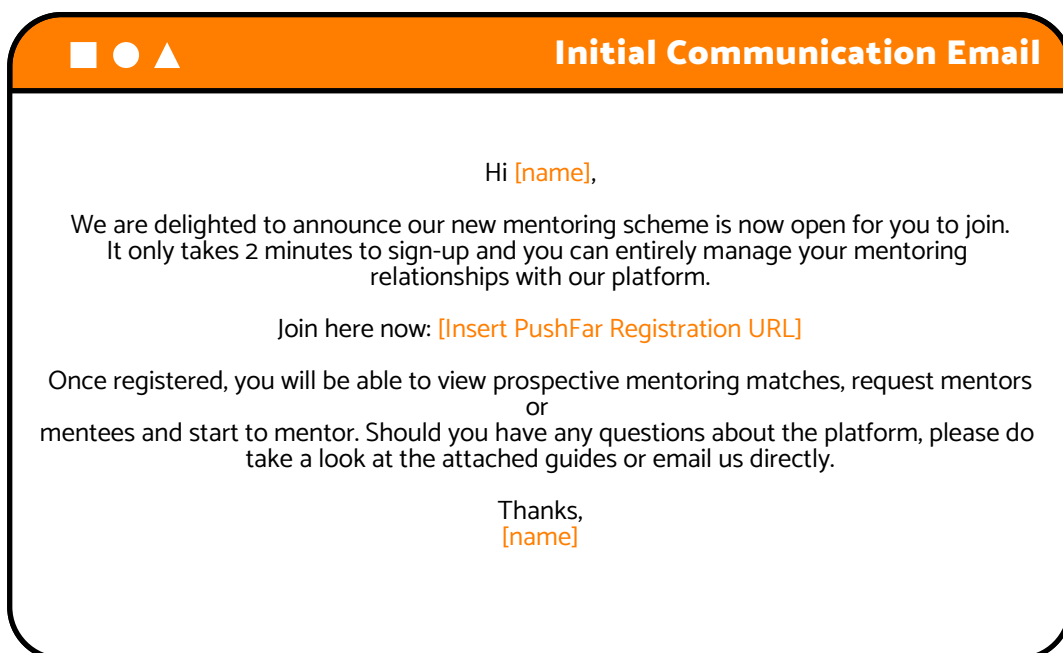
Benefits to Mentoring:

- The opportunity to improve interpersonal skills.
- The opportunity to understand other departments and roles.
- The opportunity to give back and nurture.

Benefits to Being Mentored:

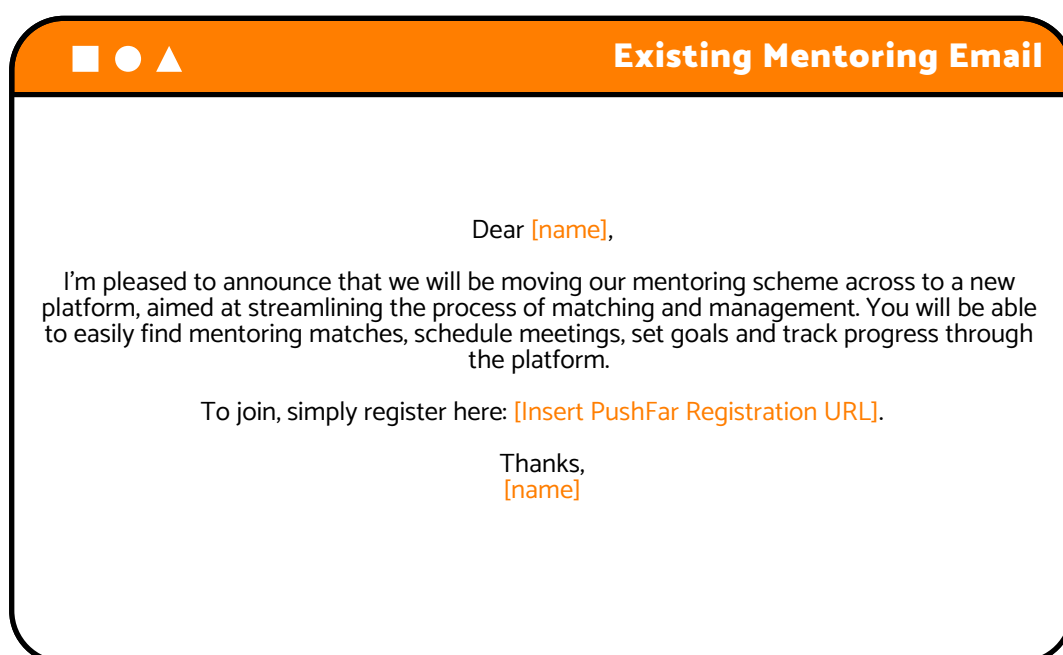
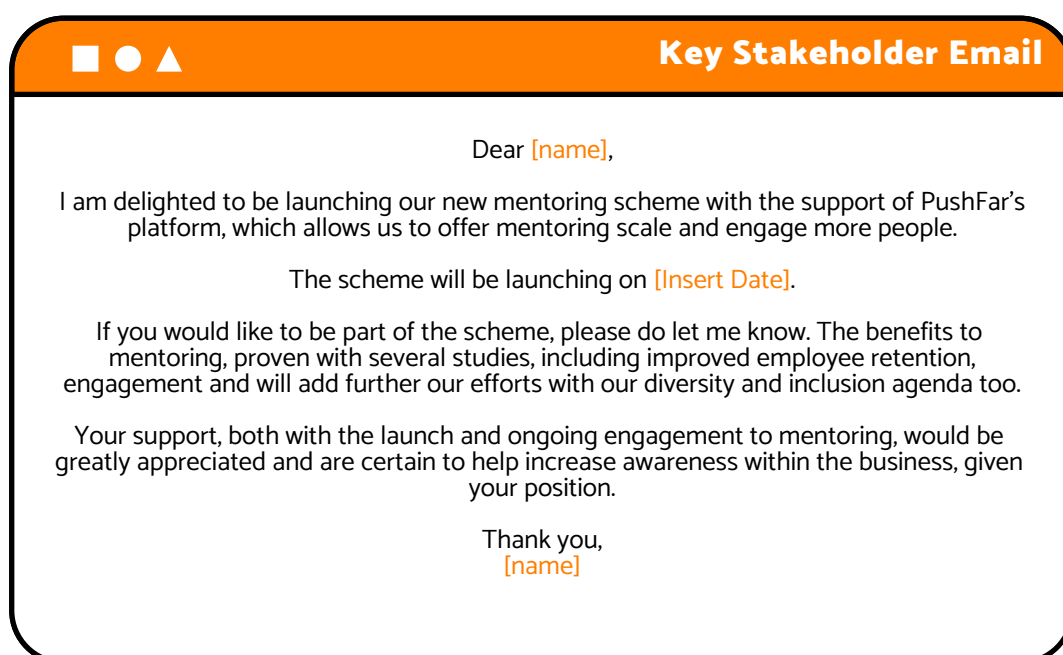
- The opportunity to learn and grow their career.
- The opportunity to develop self-confidence.
- The opportunity to develop skills and knowledge.
- The ability to better understand organisational culture.

An example recommended initial communication is drafted below:



Other factors to consider when sending the email are the subject line, time of send and the audience you are sending the communication to. It might be worth sending a different email to mentors and mentees, so you can personalise the communication more effectively.

As well as the launch email, notifying your prospective mentoring individuals of the platform, it is important to engage with key stakeholders. Below are some templates you might wish to consider using.



Ongoing Marketing.



As well as launch marketing materials, it is important to consider ongoing marketing, to sustain engagement with existing mentors and mentees, as well as encourage additional employees onto the platform. Below are some suggested ways in which you can encourage the ongoing marketing of your mentoring scheme.

Mentoring Case Studies

Sending an email out to those engaged with mentoring and in existing mentoring relationships can be a great way to gather case studies of mentoring successes. If both parties within the mentoring relationship are happy to, ask them a few questions about the mentoring success and turn this into a promotional email, article or story you can share with others about the benefits of mentoring.

Senior Leadership Visibility

Creating a successful and impacting mentoring culture starts with senior leadership and those in the most visible roles. Engaging with senior leaders and ensuring they are on board as mentors (or in some cases reverse mentees) can have a positive impact on ensuring the rest of the organisation embraces mentoring. Asking those in senior leadership to talk about mentoring and their positive experiences of it can further promote mentoring through ongoing word of mouth.

Check-in Events

Consider hosting quarterly check-in events for mentors and mentees. These can be a fantastic way of ensuring the engagement to mentoring is taking place and a good way of informally capturing feedback around the mentoring, their experience of PushFar and any suggested changes they wish to see too.

About PushFar.

PushFar is the world's leading mentoring and career progression platform, helping thousands of individuals and organisations across the globe. Our cloud-based platform is the perfect solution for implementing a mentoring program within your company to meet organisational and employee goals. Our platform enables you to build highly effective, customisable and scalable mentoring programs for your team members. Our data-driven algorithm, easy-to-use platform, and efficient features create a truly seamless experience.

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