



HPOG BUFFALO: AN INNOVATIVE PRACTICE



HPOG 1.0

- Very minimalist approach to marketing
- Flyers
- Advertisements in job paper
- Training Providers did their own marketing

HPOG 2.0

- Creation of Marketing & Recruitment Specialist: Birth of a Concept
- Case Manager already on staff with Communications & Journalism background
- Dedicated position focused on marketing

CREATIVE CONTENT

- Focused on branding
- Created Facebook and Instagram accounts
- Updated brochure and flyers
- TV Commercial
- Four TV local talk show appearances
- Bus Wraps

THE FUTURE

- Marketing & Recruitment Specialist is continuing education and becoming a *Certified Digital Marketing Associate*: Industry recognized program with certification
- Billboards

WHERE WE WERE...

Our brochure in 2010:



WHERE WE ARE...





THANK YOU!