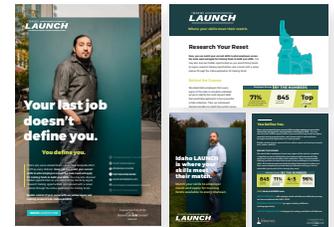


## Partner Marketing Toolkit Usage Guide

Thank you for partnering with us to help get the word out about Idaho LAUNCH, our interactive website helping Idahoans access industry trends, skill requirements, and available training funds to land their next job.

### Campaign Posters, Flyers, & Counter Card

A series of posters to print and display on site to encourage visitors to visit the website. The flyers are available in Spanish and English. To request additional printed materials, please contact us at (208) 488-7560.



### Emails and Newsletters

A "send-ready" PDF document is available for your use. This standard 8.5" x 11" format can be sent as an email attachment or imported into your existing email or newsletter platforms. There is also an available MS Word document that contains the copy content, which can be used in whole or in part for your unique format needs.



### Display Ads and Social Media Images

There are multiple, pre-sized display ads available for use in digital ad campaigns, as well as partner house ads that can be displayed on your own website. The social media images have been optimized for mobile viewing and are compliant with Facebook's 20% copy coverage rule, so these posts can be boosted. Copy and paste content from the toolkit page and use in corresponding social media posts. Logos are also available to incorporate into your materials or for small space placement.



### TV Commercial / Video

A broadcast-ready 30-second commercial is available for use. This asset can also be used as a social-media video ad, as well as posting to your social media channels.



### Custom URL

If practical, when you are promoting Idaho Launch, use the custom URL ([www.idaholaunch.com/partner](http://www.idaholaunch.com/partner)), so we can most effectively track how many Idahoans we have helped based on our partners' efforts.

Contact the Idaho Workforce Development Council at (208) 488-7560 with questions or to request printed materials. For a demonstration on how to use the various features of the website, watch the [Partner Training Video](#) we prepared especially for you.