



Community
Literacy of
Ontario

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Guide to Marketing with Local Employers



INTRODUCTION

Promoting Literacy and Basic Skills (LBS) programs effectively to local employers, community partners, and fundraising donors is key to expanding reach and impact.

However, creating a tailored marketing strategy can often feel overwhelming, especially when time and resources are limited.

To maximize the impact of marketing resources, CLO has developed three guides for networking with workplace community partners:

- Guide to Marketing with Local Employers
- Guide to Marketing with Employment Services and Community Partners
- Guide to Marketing with Potential Fundraising Donors

This is the *Guide to Marketing with Local Employers*, and the [other two guides can be found here on our website](#).

Each one of these resources is designed to make the process easier by providing a ready-made marketing approach that allows you to quickly and effectively connect with stakeholders.

The examples in each resource are meant to be copied and used. As it is easier to copy and paste from a Word document than a PDF, the marketing examples found in all three resources are located in a Word document that can be found [here](#).

Whether your goal is to inspire local employers to partner with LBS programs, encourage community partners to make client referrals, or attract potential donors, you can find the specific marketing language needed in these resources to address these unique priorities.

Video marketing is a powerful way to inspire audiences, tell meaningful stories, and demonstrate the impact of LBS programs. You can use video to connect emotionally with viewers and extend your reach.

Videos are particularly effective because they're easier to absorb than text and create a stronger connection with the audience. You can create your own or use the following ready-made LBS promotional videos:

- [Workplace Soft Skills Training with the Learning Networks of Ontario](#)
- [Workplace Digital Literacy Training with the Learning Networks of Ontario](#)
- [Workplace Math Training with the Learning Networks of Ontario](#)

Simply follow these marketing strategies and adapt the tools so that you can focus on what matters most - delivering LBS programs that make a difference for everyone in the community.



MARKETING LANGUAGE

Each audience connects best with specific benefits and motivations, so language should reflect what matters most to them. Tailoring marketing language for local employers involves emphasizing how upskilling programs directly benefit their workforce and productivity.

Approaching local employers by asking if they're familiar with adult literacy programs often doesn't yield results and can lead to less productive conversations.

Instead, try a more direct approach, such as: "I have a solution to help increase your team's efficiency through a free program. All that is required is a commitment of one hour per day for six weeks to support your employees' learning."

This method highlights the tangible business benefits right from the start. Instead of explaining yourself, identify their problem - also known as a pain point - and use language that offers a solution.

Using AI language models such as ChatGPT is a cost-effective way to create marketing copy. The request that you make for the AI is called a prompt, and you can include keywords such as 'efficiency' and 'increased safety.' For more instructions on how to use Chat GPT in this way, check out CLO's resource titled Video Marketing Tips: Using Marketing Language.

Whether you use AI to write your pitch or not, stress that the LBS program is free and accessible, making it a high-value solution for skills development without direct costs.

Messaging suggestions from a survey of LBS agencies include benefits that resonate with employers such as:

- higher quality of products and services
- improved communication
- increased efficiency
- more productivity
- employee satisfaction
- customer satisfaction and loyalty
- profitability
- better retention rates
- improved recruitment
- costs savings
- increased motivation
- reduced turnover
- increased safety
- reduction of errors
- effective collaboration
- enhanced teamwork
- unlock potential
- adapt to changing demands

These keywords form the basis of marketing language that needs to be used when reaching out to local employers to offer LBS services.

MARKETING STRATEGY

Following the steps of a marketing strategy, also known as a sales funnel, simplifies the process and creates a sense of direction in the marketing campaign.

The examples in each step can be customized for LBS programs or used as is:

STEP 1: HEADLINE

Generate curiosity with a headline that captivates your audience. Ask a question that addresses their problem or make a bold statement that hints at a significant transformation - something they can't achieve elsewhere.

Here are two examples that cater specifically to what resonates with local employers:

The first headline emphasizes the transformation from efficiency to excellence by hinting at the value of an upskilled workforce without a major financial investment:

“Imagine a Workforce That’s Not Just Efficient But Exceptional. Ready to Unlock Hidden Potential with No Extra Cost?”

The second headline speaks directly to employers' goals, highlighting efficiency, quality improvement, and error reduction - key motivators for investing in employee development:

“What If One Hour a Day Could Boost Your Team’s Efficiency, Improve Quality, and Cut Down on Errors? The Solution is Right Here.”



STEP 2: SCENARIO

Connecting with a lead, which is a potential client, is the first step along the path of inspiring interested parties to buy into the LBS program. Build rapport and get the reader curious about what's next by presenting a relatable scenario they might be facing. Doing so makes them feel like you understand their situation.

Here are two examples that relate to the employer's challenges:

This scenario directly acknowledges common issues like turnover and team strain, in order to make employers feel understood while hinting at an accessible solution:

“Struggling with rising turnover and a workforce that’s stretched thin? You’re not alone. Many local employers are facing the same challenges which include juggling productivity demands while trying to keep their teams engaged and satisfied. But what if a simple, no-cost solution could help alleviate these pressures while boosting your team’s efficiency?”

This scenario presents the setting of everyday operational challenges and introduces the idea of “untapped potential,” which invites employers to consider upskilling as a practical solution:

“As demands grow, so does the need for a skilled, adaptable workforce. You might be seeing gaps in communication, small but costly errors, or declining morale. Take this opportunity to strengthen your team with targeted skills that make a real difference in daily operations.”

STEP 3: SUCCESS STORY

Identify the problem in a way that feels personal and relatable. Tell a success story about your agency or your clients that will interest them. Be sure to share the challenges you faced and how you overcame them. Here are two examples that highlight relatable problems and showcase success.

This story highlights common issues like turnover, errors, and low confidence and shows how targeted upskilling helped overcome these challenges:

“At our agency, we recently worked with a local manufacturer facing high turnover and communication issues on the shop floor. Their team had great potential, but many struggled with reading technical instructions and completing reports accurately, leading to frequent errors and delays. We partnered with the company to implement a six-week upskilling program, focusing on practical literacy and communication skills. By the end, not only had errors decreased by 30%, but employees reported feeling more confident and valued. This transformation was possible because we understood the team’s challenges and created a tailored program that worked for them and their employer.”

The next story addresses workplace safety and productivity by showing how upskilling directly reduced accidents and improved morale:

“A regional logistics company approached us when they noticed high accident rates and issues with workplace

safety. Their team members often had difficulty understanding safety guidelines and completing checklists; thus, putting both safety and efficiency at risk. Through a dedicated training program, we improved their understanding of safety protocols and essential documentation skills. Within three months, accidents had reduced significantly, and the company saw a positive shift in team morale and motivation. This was a turning point for the company and reinforced how impactful targeted skill development can be.”

STEP 4: SALES PITCH

Introduce your LBS service with confidence by framing the benefits as the answer to their needs:

“Our upskilling program is designed to elevate your workforce’s skills, addressing the exact challenges your team faces in communication, efficiency, and safety. With a free, targeted training solution, we can equip your employees with the essential tools they need to perform at their best - boosting productivity, reducing costly errors, and enhancing team morale. This is the straightforward, high-impact approach that ensures your company thrives in today’s competitive landscape.”



STEP 5: EVIDENCE

Reassure them that your solution is trustworthy and proven. Back up your claims with testimonials or facts that validate the effectiveness of LBS programs:

“Employers across the region have seen measurable results with our program, reporting a 25% increase in productivity and a 30% reduction in workplace errors within just three months. One of our clients, a local manufacturer, shared that their team’s communication improved so significantly that it led to smoother operations and higher employee satisfaction. These are real outcomes that demonstrate the impact our upskilling program can have on your workforce.”

STEP 6: OFFER

Clarify exactly what they’re getting and build up the value each step of the way. Explain each piece of the offer by emphasizing how each element contributes to their success:

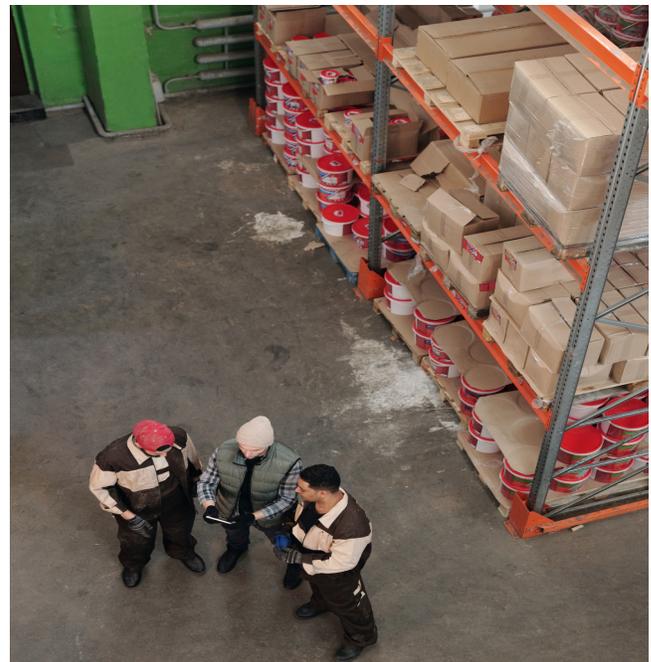
“Our program offers a comprehensive approach to workforce improvement, starting with an in-depth skills assessment to identify specific areas for growth. Next, your team gains access to a customized training plan focused on the skills that will have the biggest impact on productivity, communication, and safety. Plus, we provide ongoing support and progress tracking to ensure every participant reaches their full potential—helping your business see measurable results without any additional investment.”

STEP 7: CLOSE THE DEAL

Inspire immediate action with clear reasons as to why they should buy into LBS classes now. Remove their risk by stating that participation is free or by offering a guarantee. Create a sense of urgency and provide a call-to-action:

“Don’t wait to unlock the full potential of your team—start seeing results in just a few weeks with our free upskilling program. There’s no cost to participate, and the benefits to your business are immediate: increased efficiency, reduced errors, and a motivated workforce. Spaces are limited, so take the first step today and sign up for a consultation to explore how this opportunity can start transforming your workplace.”

Keep in mind that it may take a few meetings to close the deal. However, following the steps in the order outlined above creates a marketing funnel that improves the chances of success.



ELEVATOR PITCH

An elevator pitch is a brief, persuasive summary that quickly communicates the essential value or purpose of an idea, product, or service, and is often designed to spark interest and encourage further conversation. These marketing pitches can be used in cold calls, flyers, social media posts, and more.

Here are two examples of elevator pitches that can be customized or used as is:

Example One: *Equip your workforce for excellence with our free adult literacy and upskilling programs. By strengthening essential skills, your employees will deliver higher quality products and services, improve internal communication, and enhance overall efficiency.*

Experience business benefits, from increased productivity and job satisfaction to improved retention rates and reduced turnover - all without direct cost to you. Join other employers who've seen measurable productivity gains and cost savings, thanks to empowered teams equipped to tackle their roles more effectively.

Upskilling also enhances workplace safety by bolstering comprehension of safety protocols, reducing errors, and minimizing costly rework. Clearer written communication skills support collaboration and foster a positive, growth oriented culture. The result? Greater employee engagement, loyalty, and motivation, which translates to superior customer satisfaction, trust, and loyalty.

When you invest in adult literacy upgrading, you invest in a skilled, motivated workforce capable of driving your company's success and standing out as a socially responsible employer. Stay ahead of the competition with employees prepared to adapt, innovate, and contribute to your company's ongoing growth and reputation.

Example Two: *Boost your team's skills and watch your business thrive with our free upskilling program! Equip your employees with the tools they need to perform at their best.*

Enhanced job skills lead to better quality products, higher efficiency, and stronger teamwork - all of which boost your bottom line. Imagine a workplace where safety protocols are clear, errors are minimized, and everyone can follow instructions smoothly. This isn't just about learning; it's about creating a safer, more productive environment and retaining happy, motivated employees.

Investing in skills upgrading is also a smart way to improve customer satisfaction and build your brand's reputation. Better communication, both within your team and with customers, means improved service. Plus, you'll be seen as a forward-thinking employer who values growth and learning - something that attracts top talent and strengthens your company culture.

With stronger skills, your employees are prepared to tackle new challenges and keep your business one step ahead in a competitive market!

EMAIL PITCH

If you would like to connect with employers to offer LBS services in an email, you can use or adapt the following marketing language:

Hello ____,

Would you like to see your team's productivity soar and your workplace become more efficient, safe, and motivated - all for free? Our adult upskilling program is here to help!

(Name of LBS agency) provides essential literacy and communication skills that can empower your employees to excel in their roles, making your business more productive and your team more engaged. (Optional: Describe or list LBS programs you would like them to know about here)

Imagine a workplace where clear instructions reduce costly errors, safety protocols are fully understood, and employees collaborate effortlessly. With improved skills, your team can deliver high-quality products and better customer experiences, building loyalty and trust that set your brand apart.

Our program even helps with retention, giving employees growth opportunities and fostering a positive, loyal work culture. It's a simple step to ensure your workforce is prepared to tackle new challenges and keep you ahead in a competitive market.

Join other forward-thinking companies who have seen the benefits firsthand today!

Ready to invest in your team's future at no cost? To get started, just reply to this email.

Learn more about us at (LBS website or page link)

Best regards, (LBS Agency)



EMAIL SUBJECT LINES

Here are ten subject lines that highlight the key benefits of LBS programs for local employers:

1. *Boost Your Team's Skills and Productivity - For Free!*
2. *Unlock Efficiency and Safety with Free Upskilling for Your Team*
3. *Equip Your Workforce with Essential Skills at No Cost to You!*
4. *Strengthen Your Team's Skills, Retention, and Safety - Free Program Available*
5. *Reduce Errors, Improve Productivity, and Build a Happier Workforce*

6. *Boost Efficiency and Retention with Free Workforce Literacy Training*
7. *Empower Your Employees and Enhance Customer Satisfaction - Free Upskilling*
8. *Invest in Your Team's Growth Without Spending a Dime!*
9. *A Smarter, Safer Workplace - Upgrade Employee Skills for Free*
10. *Drive Customer Loyalty and Quality with Free Employee Upskilling*

VIDEO MARKETING PITCH

LBS agencies often have success stories to tell, and videos can share these in a compelling way. Video marketing can be more effective for getting a message across than words alone because many people are visual learners.

Use the LBS videos that are linked in the introduction to this resource, or create your own marketing videos. Here is a tailored pitch for contacting local employers to accompany videos that showcase LBS programs:

Hello ____,

We're excited to share a quick video that shows how our free adult upskilling programs can empower your workforce, drive productivity, and improve workplace safety.

You'll see real examples of practical skills that help teams work more efficiently, reduce costly errors, and create a motivated, loyal workforce ready to take on new challenges.

Imagine the impact these skills could have on your team and business. Watch the video to see how investing in employee development, without any cost to you can increase quality, customer satisfaction, and retention.

Let's talk about how our programs can support your team's success!

Best regards, (LBS Agency)

Marketing videos have become an essential tool for non-profits to effectively communicate their message, connect with supporters, and drive action.

Using the word 'video' in email subject lines boosts open rates significantly. Here are email subject lines for video marketing that emphasize the core message for local employers and invite them to engage with the videos:

1. *Check Out Our Video About Skills That Can Transform Your Team - See Our Free Program in Action*
2. *How Free Upskilling Can Boost Your Business - Watch the Video*
3. *New Video! Discover the Impact of Employee Upskilling on Productivity Today*



CONCLUSION

We hope that you have found this resource on using marketing language with local employers helpful. Find all three marketing guides in this series along with a Word document to copy sections more easily [on our website here](#).

To learn more about creating marketing videos, please see our resource [Video Marketing Tip Sheet: Best Practices](#). To learn more about using AI to assist with writing and editing marketing copy, read [Video Marketing Tip Sheet: Using Marketing Language](#).

And to find out more about collaborating with Chambers of Commerce, and Workforce Development Boards in your area along with a [directory of all offices](#) in Ontario, visit our resource [Video Marketing Tip Sheet: Networking](#).

The Guide to Marketing with Local Employers was researched and written by Community Literacy of Ontario (CLO). CLO is a provincial literacy network that serves English language, community-based Literacy and Basic Skills agencies. To learn more about our organization, [visit our website](#).

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