

Great Service. Helps People. Free. No One is Using It!

INTRODUCTION

An organization offered a variety of free training programs to enhance employability skills for individuals in the community who could benefit from skill upgrading. The services were offered for free and training could be taken online or in person. The goal for the organization was to increase the number of participants in their free programs, which would create higher-skilled individuals with improved employment aspects or embark on further post-secondary education.

THE PROBLEM

The organization was well known in the community, but not for upskilling employees. The marketing materials were focused primarily on the organization and its expertise, not how someone could benefit from accessing the services. The organization's online presence did not match the printed materials and sometimes the information was contradictory. There was no clear call to action on any of the materials.

THE SOLUTION

The content for all marketing materials was rewritten to focus on how someone could benefit from using the services. This included completing the grade 12 diploma, strengthening education to improve career prospects and improve income, being accepted into post-secondary programs, and assisting with passing technical exams to obtain licenses and certifications.

The 12 individual pieces of information for each program were combined into one document so that the individual or employer could see all programs available. This allowed for the cross-marketing of programs, thereby reaching a larger audience. Contact information in the printed materials and on the website was made more clear and consistent.

THE RESULTS

The organization reduced the costs of marketing materials by containing all programs in one document. It was also easier to send by email and download from the website. The organization sent the program document with a letter to employers who had employees that may benefit from upskilling and offered to run courses at the workplace with a minimum number of attendees.

Instead of contacting the presidents of local businesses and organizations about the program, the information was forwarded to human resources professionals - the people who were responsible for recruiting new employees. This provided them with an additional resource to promote from within for employees who could grow with the company by increasing their skill set.