

VIDEO MARKETING TIP SHEET

USING MARKETING LANGUAGE

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- [Networking](#)
- [Best Practices for Sharing Video](#)

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HOW TO SELL SERVICES USING MARKETING PHRASING:

Persuasive marketing language refers to the strategic use of words, phrases, and messaging techniques in marketing materials with the primary goal of influencing and convincing potential customers to take a desired action. This action can vary, but it often includes things like making a purchase, signing up for a newsletter, downloading an app, or even just engaging with the content.

Here are some key elements of persuasive marketing language:

Emotional Appeal: Effective persuasive marketing language often taps into the emotions and feelings of the audience. It can make people feel excited, happy, secure, or even a sense of urgency. For example, phrases like “Don’t miss out!” or “Limited time offer” aim to evoke a sense of urgency.

Benefits-oriented: This focuses on highlighting the benefits of a product or service rather than just listing its features. People are more likely to be persuaded when they understand how a product or service can solve a problem or improve their lives.

Credibility and Trust: Building trust with the audience is essential. This can be achieved by using testimonials, endorsements from credible sources, or mentioning awards and certifications.

Social Proof: Persuasive language often includes references to the fact that others have already taken the desired action. This plays on the psychological concept of social proof – people are more likely to do something if they see others doing it.

Call to Action (CTA): A clear and compelling call to action is a cornerstone of persuasive marketing language. This is a directive telling the audience exactly what you want them to do. Common CTAs include “Buy Now,” “Sign Up Today,” or “Get Started.”

Scarcity and Exclusivity: Creating a perception of scarcity or exclusivity can drive action. Phrases like “Limited quantities available” or “Exclusive offer for our valued customers” can motivate people to act quickly.

Appealing to Needs and Desires: Effective persuasive language addresses the needs, desires, and pain points of the target audience. It shows how the product or service can fulfill those needs and desires.

Storytelling: Stories can be very persuasive. They help create a connection between the audience and the product or service. Sharing customer success stories or the brand’s origin story can be compelling.

Visual Language: In addition to written language, visuals like images, videos, and infographics can also be used persuasively to convey messages and emotions.

The idea is to “speak their language” by focusing on solving their problem. Understanding their pain point and problem allows you to frame your service as their solution.

Ultimately, persuasive marketing language is about crafting messages that resonate with the target audience, address their needs and desires, and motivate them to take action. It's a vital aspect of marketing and advertising that can significantly impact the success of your program.



SURVEY RESULTS FROM LBS PROGRAMS:

A survey of LBS agencies asked what kind of messaging they would recommend adult literacy programs use to help employers see the value of LBS workplace training. Participants responded with the following suggestions that may help to reduce the number of meetings needed to pitch the programs you offer:

- **Training your employees** will lead to higher quality products and services, improved internal communication, increased efficiency, more productive workers, happier and more confident workers, and increased employee satisfaction.
- **Lifelong learning** is the key to your company's success.
- Boost your workforce's productivity and efficiency by providing your employees with the **essential skills** they need to excel in their roles. Doing this will lead to improved job performance and increased output.
- **Prioritize safety in your workplace** by empowering your employees through adult literacy upgrading. Stronger literacy skills enhance comprehension of safety protocols which will reduce the risk of accidents and create a secure working environment.
- **Improve communication** across your company with adult literacy upgrading. Clearer understanding of written instructions, reports, and emails leads to effective collaboration, streamlined processes, and enhanced teamwork.
- Unlock the potential of your employees and expand their skill sets through adult literacy upgrading. By providing access to **ongoing learning opportunities**, you empower your workforce to take on new challenges, adapt to changing demands, and contribute to your company's growth.
- Drive employee engagement and satisfaction by investing in adult literacy upgrading. Show your **commitment to your employees' personal and professional growth** which leads to higher job satisfaction, increased motivation, and reduced turnover.

- Enhance customer satisfaction and loyalty through improved employee literacy. **Clear and effective communication** with customers builds trust and fosters stronger relationships, resulting in increased customer retention and positive brand reputation.
- Reduce errors and rework costs with stronger literacy skills. By **improving your employees' ability to comprehend** written instructions and work-related documents, you can minimize mistakes, therefore, saving time and resources for your business.
- Stand out as a socially responsible employer by supporting access to adult literacy upgrading. Demonstrating **your commitment to community development and employee well-being** not only enhances your corporate image but also attracts top talent and fosters positive relationships with stakeholders.



- Cultivate a positive work culture that values growth and learning through adult literacy upgrading. By investing in your employees' development, you **foster a sense of morale, loyalty, and appreciation** which in turn creates a motivated and dedicated workforce.
- Stay ahead of the competition by equipping your workforce with the skills needed for success. With adult literacy upgrading, you ensure your employees are **prepared to adapt to industry changes**, embrace innovation, and contribute to your company's ongoing success.
- "Upskill your workforce"
- "We can help your employees **develop essential skills** (related to communication and digital literacy)"

MORE TIPS FROM LBS PROGRAMS IN ONTARIO:

- If you can **link the training to business outcomes** that are important to employers (productivity, quality, profitability, customer satisfaction, etc.), your programs will sell themselves.
- Focus on the **tangible outcomes and immediate ROI** including key retention rates and testimonials of increased productivity from employers who have found success with the program.
- Be clear on **time investments** required.

- Use **terminology that will resonate** with employers, ie: adult upskilling programs.
- Focus on how this **free training can improve recruitment and retention**.
- **Employers are driven by workplace productivity, reducing costs, retaining good employees, and remaining profitable.** Investing in training, including the literacy skills of their employees, supports the above. However, my sense is that many employers may not know how to assess the literacy skills of their staff and approach the topic of upskilling math, writing, etc. without possibly embarrassing some staff. Digital skills are an easier “sell” but there are some risks with identifying staff that need to upgrade basic and interpersonal skills. Developing skills and tools for employers to assess their workplace and strategies to broach this with staff may be the first step warranted before stepping into training, even if it is free.



- When employees can increase their literacy skills, especially New Canadians and those who experience lower literacy skills, employers will find several key changes in their employees. They will be better able to **understand health and safety training and implementation of safe practices** in the workplace. This has resulted in lower levels of workplace injuries and in turn, less downtime or injury claims. They will better **understand day-to-day operational direction as well as ongoing training and development** better. This results in less time having to repeat training and frees the supervisor's time to better manage such things as production, sales, or customer service. These are proven statements as a large manufacturer in Guelph implemented English Language Training through an LBS organization and they experienced these very results described. Although this training is only one part of literacy training, the benefit seen through just this part was substantial. Imagine if you add in a few other literacy components, including financial literacy, how well employees will thrive in a business.
- Remember a key marketing phrase - **people need to hear the same message 7 times 7 different ways and then they will catch on to it being an important message!** In our Board area, we work closely with both local-level LBS and Literacy Ontario Central South and all have been successful at reaching various employers about their programs.

STRONG EMAIL SUBJECT LINES:

Strong subject lines are crucial for open rates in email marketing and other forms of communication for several reasons:

First Impression: The subject line is the first thing recipients see when they receive an email or message. It serves as their initial impression of the content within, and a compelling subject line can pique their curiosity and encourage them to open and read the message.

Relevance: A well-crafted subject line conveys the relevance of the message to the recipient. It should align with their interests, needs, or expectations. When people see a subject line that resonates with them, they are more likely to open the email to learn more.

Clarity: Clarity in the subject line is essential. It should accurately represent the content of the email. Misleading or vague subject lines can lead to distrust and decreased open rates because recipients may feel deceived.

Incentive: A strong subject line often provides an incentive or a clear benefit for opening an email. This could be a special offer, valuable information, entertainment, or an exclusive opportunity. When people perceive value in the subject line, they are more likely to open the email.

Urgency: Subject lines that convey a sense of urgency or time sensitivity can be highly effective. People may be more inclined to open an email if they feel they need to act quickly to take advantage of an opportunity or avoid missing out.

Personalization: Personalized subject lines, which include the recipient's name or other relevant personal details, can make the email feel more tailored to the individual. This personal touch can increase the likelihood of the email being opened.

Mobile Optimization: With the increasing use of smartphones for email checking, subject lines need to be concise and attention-grabbing. Mobile users often skim their email lists quickly, so a subject line must stand out in a limited space..

Avoiding Spam Filters: Effective subject lines are also designed to avoid triggering spam filters. Overly promotional or misleading subject lines can be flagged as spam and sent to recipients' spam folders which reduces open rates.

Brand Recognition: Consistent and well-crafted subject lines can contribute to brand recognition and trust. When recipients consistently receive emails with subject lines that meet their expectations, they are more likely to open future emails from the same sender.

Strong subject lines are essential for open rates because they play a critical role in capturing recipients' attention, conveying the content's relevance and value, and ultimately motivating them to engage with the message. A well-crafted subject line can significantly impact the success of marketing emails.

HOW TO USE CHATGPT TO GENERATE SUBJECT LINES:

Generating subject lines using ChatGPT can be a creative and efficient way to come up with compelling email or content headlines. Here's a step-by-step process for using ChatGPT to generate subject lines:

Access ChatGPT: First, you'll need access to a platform or application that integrates ChatGPT. You can download the app or go to the ChatGPT website and sign up with your email address.

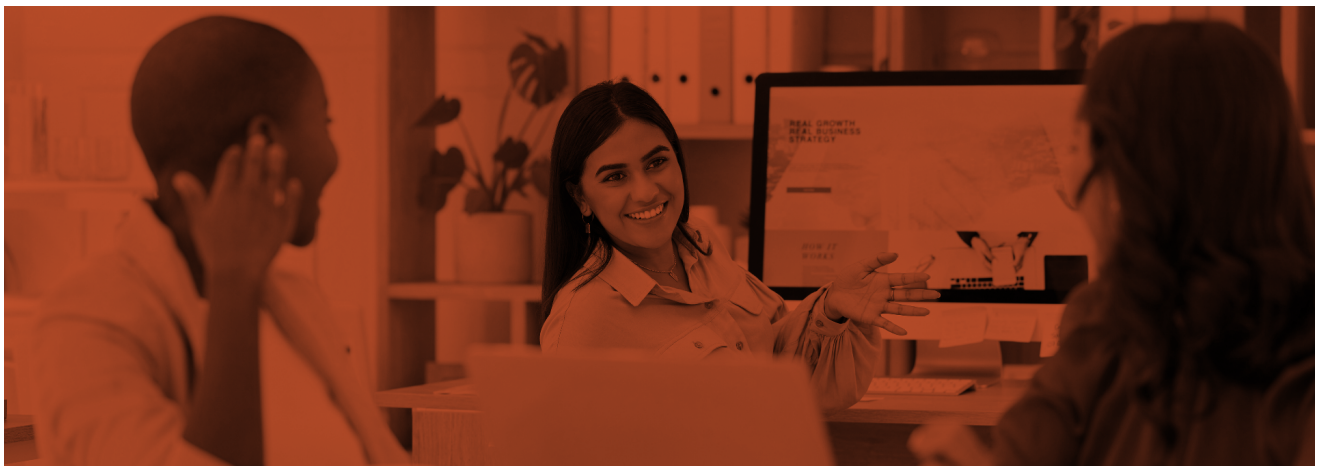
Define Your Goal: Clearly define the goal of your subject line. Are you trying to promote a product, share valuable information, announce an event, or simply engage your audience? Knowing your goal helps in generating relevant subject lines.

Provide Context: When you start interacting with ChatGPT, provide context about your email or content. You can mention the topic, the audience you're targeting, and any specific keywords or themes you want to include. For example: "I need a subject line for an email about our upcoming presentation on adult literacy upskilling."

Initiate the Conversation: Start a conversation with ChatGPT by typing or stating your request. For example: "Can you suggest a catchy subject line for this email?" or "Generate a subject line that grabs attention for our blog post."

Review and Refine: ChatGPT will provide a response with one or more subject line suggestions. Review the suggestions and consider which ones align best with your goals and audience. You may need to iterate and ask for additional options or refinements if the initial suggestions don't meet your needs.

Edit and Customize: Once you've selected a subject line or have one you like, you can further customize it to fit your brand's voice and style. Add your brand name, any specific offers, or other details that make it





Test and Analyze: Before sending your email or using the subject line in your content, consider running A/B tests. Create variations of the subject line and see which one performs better in terms of open rates and engagement. Use this data to refine your subject line strategy in the future.

Compliance and Ethical Considerations: Ensure that your subject lines comply with applicable laws and regulations (e.g., CAN-SPAM Act for email marketing). Avoid misleading or deceptive subject lines as they can harm your brand's reputation and may be illegal.

Implement and Monitor: Use the selected subject line in your email campaign, blog post, or other content. Monitor the open rates and engagement metrics to assess the effectiveness of the subject line.

Iterate and Improve: Analyze the performance data and gather feedback from your audience. Use this information to continually improve your subject line generation process for future campaigns.

While ChatGPT can assist with the basics of generating subject lines, using human creativity with an understanding of your audience to refine them is key. ChatGPT can provide ideas and inspiration, but the final product should align with your brand and goals.

HOW TO USE CHATGPT TO MODIFY A COLD EMAIL PITCH:

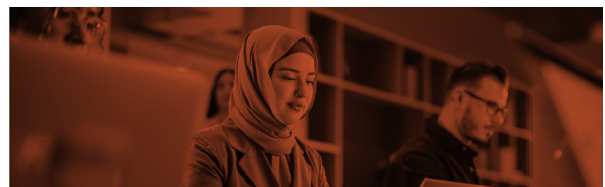
Using ChatGPT to modify a cold email pitch can be a helpful way to refine your messaging and increase the chances of getting a positive response. Here's a step-by-step process for using ChatGPT to assist in this task:

Access ChatGPT: Log in or sign up using the ChatGPT website or download the app.

Prepare Your Cold Email Draft: Start by writing a draft of your cold email. This draft should include the core message you want to convey, the purpose of the email (e.g., introduction, pitch, request), and any relevant details about your product or service.

Identify the Purpose: Clearly identify the primary purpose of your cold email. Is it to introduce yourself, pitch a product or service, request a meeting, or something else? Knowing the purpose helps in providing context to ChatGPT.

Provide Context: When you begin interacting with ChatGPT, provide context about your cold email. Mention the target audience, your value proposition, and any specific elements of the email that you want to improve. For example, you can say, "I need help refining the pitch in this cold email to potential local employers."

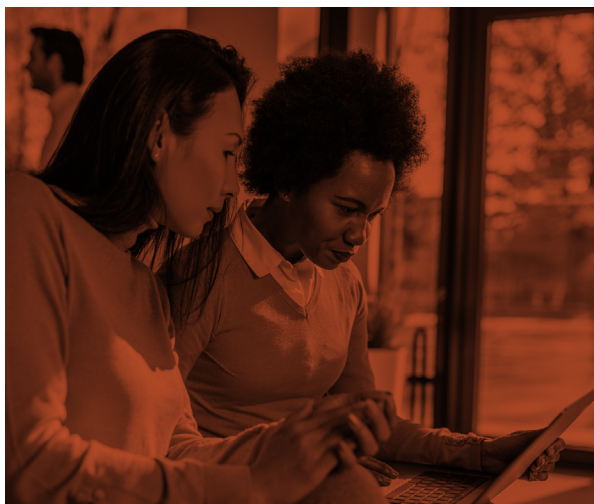


Initiate the Conversation: Start a conversation with ChatGPT by typing or stating your request. You can ask for suggestions to improve the email's introduction, body, call to action, or subject line. For example: "Can you provide a more engaging introduction for this cold email?"

Review and Refine: ChatGPT will provide a response with suggestions or modifications to your email pitch. Review the suggestions and consider which ones align best with your goals and audience. You may need to iterate and ask for additional improvements or clarifications.

Edit and Customize: Once you've received suggestions from ChatGPT, you can edit and customize the email pitch as needed. Incorporate the recommended changes and ensure that the email maintains a professional and personable tone.

Proofread and Polish: Before sending the cold email, carefully proofread it for grammar, spelling, and clarity. Ensure that the revised pitch flows smoothly and effectively communicates your message.



Test with a Sample Audience: If possible, consider testing the revised cold email pitch with a small sample audience to gauge their response and gather feedback.

Send and Track: Send the cold email to your target audience. Use email tracking tools to monitor open rates, click-through rates, and responses. This data will help you assess the effectiveness of the modified pitch.

Iterate and Improve: Based on the performance data and feedback received, make improvements to your cold email pitch for future outreach campaigns.

Ensure that the final cold email pitch aligns with your brand voice, goals, and the specific needs and preferences of the recipients. Always follow best practices for cold emailing with a focus on building genuine connections.

SAMPLE EMAIL COPY BY CHATGPT:

The following is a sample email written by ChatGPT using the instruction (referred to as a 'prompt'):

"Please create a sample email copy from an adult literacy program to local employers to offer free training to their employees."

This includes four alternate subject lines which were created when ChatGPT was given the prompt "Please create 4 alternate subject lines for this sample email that you just provided me with":

Subject: Elevate Your Workforce with Free Adult Literacy Training!

"Empower Your Team: FREE Adult Literacy Training Program Inside!"

"Unlock Employee Potential: Enroll Your Team in Our Literacy Program"

"Boost Workplace Skills: Free Literacy Training for Your Employees"

"Invest in Success: Elevate Your Workforce with Literacy Training"

Dear [Employer's Name],

I hope this message finds you well. We are excited to introduce an invaluable opportunity that can greatly benefit your organization and your employees. [Your Organization's Name] is proud to offer a FREE Adult Literacy Training Program aimed at enhancing the skills and capabilities of your workforce.

In today's fast-paced business environment, strong literacy skills are more crucial than ever. Effective communication, problem-solving, and critical thinking are essential skills that can significantly impact workplace productivity and success. Our program is designed to address these needs and more.

PROGRAM HIGHLIGHTS:

Tailored Curriculum: Our comprehensive program can be customized to suit the specific needs of your employees, ensuring that they acquire the skills that matter most in your industry.

Flexible Scheduling: We understand that work commitments vary. That's why we offer flexible scheduling options, including evening and weekend classes, to accommodate your employees' busy lives.

Experienced Instructors: Our experienced instructors are dedicated to providing top-notch education and support to all participants. They create a nurturing and engaging learning environment.

Resourceful Learning Materials: We provide all necessary learning materials, including textbooks and on-line resources, to make the learning experience as accessible and effective as possible.

Progress Tracking: We offer regular progress assessments to measure your employees' growth and provide insights into their development.

Certification: Upon completion of the program, participants will receive a certification that showcases their commitment to personal and professional development.

Investing in your employees' literacy skills not only boosts their confidence but also enhances their overall job performance. By participating in our program, your team members will be better equipped to handle challenges, communicate effectively, and contribute more effectively to your organization's success.

We believe that a skilled and confident workforce is the cornerstone of any thriving business. By taking advantage of this opportunity, you'll not only empower your employees but also strengthen your company's competitive edge.

To enroll your employees or to learn more about our Adult Literacy Training Program, please don't hesitate to reach out to us at [Your Contact Information].

Thank you for considering this opportunity to invest in the growth and success of your workforce. We look forward to the possibility of working together to empower your team through literacy.

Sincerely,

[Your Name]

[Your Title]

[Your Organization's Name]

[Contact Information]