Marketing Tips for Supported Employment Agencies

How you present your services to prospective employers can help you get your foot in the door and lead to more job placements. The following list includes tips for your supported employment agency to consider when creating effective marketing materials to reach potential employers.

1. **Reframe your services to highlight how a business will benefit.** Instead of saying “Our employment agency finds jobs for people with disabilities,” reframe what you do as a service for businesses. For example: “Are you tired of high turnover or the cost and time to recruit and train quality employees? Our employment agency can help you find the right candidate for the job, plus we’ll help train your employee, at no cost.”

2. **Consider offering free trainings to employers as a value-added service** (this is also a good strategy to introduce yourself to a business):
   - Work Opportunity Tax Credit Overview
   - LEAN process
   - Disability Awareness and Sensitivity Training
   - How to Access an Untapped Workforce
   - Etc. Just remember, if your marketing materials say that you offer a training, you need to make sure your staff is trained and prepared.

3. **Present the job seeker in a positive light.** Instead of saying “Hire this person with a disability because it’s the right thing to do,” try “We represent qualified job seekers who are motivated and competent.”

### Marketing Materials Tips

- Position your agency as a consultant to the business. Do not present your agency as a charity.
- Feature a success story illustrating a win-win employment arrangement.
- Use images of happy employees being successful on the job.
- Demystify the myths of hiring people with disabilities.
- Provide impressive statistics, such as “the employees we place average over seven years on the same job.”

### Should marketing materials disclose that the represented job seekers have a disability?

Some agencies choose not to disclose this information in their marketing materials while other agencies will openly disclose this information up front. There is no right or wrong answer. If your agency is well known for serving people with disabilities, it may make sense to disclose this upfront. Either way, present the job seeker in positive terms, and highlight how they can contribute to the business’s bottom line.
4. **Summarize the customized employment process in easy to understand terms, with emphasis on how businesses can benefit.** For example:

- We use innovative approaches before the person is hired to insure there is a match between the job seeker’s contributions and the employer’s needs.
- We meet with you to determine your business needs. We tour your business and spend time observing the workflow.
- We focus on the tasks that need to be done. Tasks show us where unmet needs exist, how work flows, and potential options to increase productivity.
- We pay careful attention to your work culture, training procedures and how you want work to be done.
- If we do not have an applicant who can meet your needs, we will tell you and check back when we do.
- We will continue working with you and the employee after the hire date to ensure successful integration into the workplace.

5. **Emphasize how your employment services will benefit their bottom line.**

- Many businesses have found that our innovative approach to employment reduces mis-hires and improves their bottom line.
- Our employment services can reduce turnover rates and decrease training costs.
- We can help you increase productivity due to innovative job restructuring.

**References:**


Summit DD Board. No Cost Employment Services brochure. Tallmadge, OH.

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**Useful Resources**

- **Partners for Employment’s Resources for Job Developers**  
- **New Mexico WOTC video**  
  A brief video that explains to employers how to access WOTC in New Mexico:  
- **Partners for Employment’s Resources for Employers**  
  [http://www.cdd.unm.edu/pfe/employers.html](http://www.cdd.unm.edu/pfe/employers.html)
- **How to Create a Marketing Plan for a Supported Employment Agency**  
  [http://www.worksupport.com/resources/viewcontent.cfm/322](http://www.worksupport.com/resources/viewcontent.cfm/322)
- **Strategies Used by Employment Service Providers in the Job Development Process**  