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Identifying Employer Engagement Strategies To Drive Growth

with Bally Bhogal

LX Group Ltd

6 November 2025



Welcome to the webinar

To help you make the most of this session:

1. We will be recording this session and everyone who has registered will receive a copy by email. Please feel free to share this with colleagues in your network.

2. You are muted throughout the webinar so if you need assistance, please use the questions function in the top right-hand panel.

3. You can ask questions about the content of this webinar using the questions function in the top right corner of this window (the icon with a '?'), a selection of these will be addressed at the end of the session and we will address common themes in our follow-up.

"Identifying Employer Engagement Strategies to Drive Growth"

Thursday 6th November 2025

Bally Bhogal
LX Group

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Webinar Agenda

11am-11:05am	**Welcome & Introductions**
11:05am-11:20am	**Employer Engagement Strategies**
11:20am-11:30am	**‘Pros & Cons’ of Employer Engagement Strategies**
11:30am-11:40am	**The Power of ‘Experimentation’**
11:40am-11:50am	**“Top Tips” for Growth**
11:50am-12pm	**Final Poll & Q&A**

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Introductions

- Apprenticeship Experts
- Key Services: Audits, Consultancy and Training
- Consultant for DfE's Apprenticeship Workforce Development Programme
- Areas of Expertise:
  - **Employer Engagement**
  - **Sales & Marketing**
  - **Leadership & Governance**
  - **Apprenticeship Quality**
  - **Apprenticeship Compliance**
- Background in Chambers of Commerce, Business Links, LEPs, FE Colleges and Independent Training Providers (ITPs)
- 20yrs in funded-learning and co-manage a B2C business in Health and Fitness

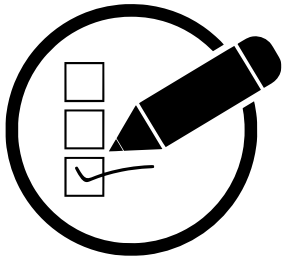


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POLL QUESTION #1

Which of the following engagement strategies do you use the most? (Select all that apply).

1. Social Media Campaigns (56%)
2. Website Content & Contact (58%)
3. Networking & Events (54%)
4. Workshops & Webinars (31%)
5. Advertising & PR (16%)



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CHAT NOW...

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Which other marketing strategies do you use regularly?

- Email Campaigns
- Employer Quotes
- Exhibitions
- Video Testimonials
- Referrals
- Linkedin



- AI Bots
- Monthly Bulletins
- Trade Assoc.
- Cold Calling
- Monthly Bulletins
- Tele-marketing

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Employer Engagement Strategies

Employer engagement refers to the **process of building, managing, and sustaining relationships** with employers to understand their workforce needs and provide appropriate training or skills solutions. In a sales and marketing context, it's about:

"**How an organisation attracts, communicates with, and partners with employers to create mutually beneficial outcomes** such as apprenticeship delivery, staff training contracts or workforce development projects."

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Employer Engagement Strategies

From a **Marketing Perspective**, employer engagement is about:

1. **Raising Awareness** among employers of the value of apprenticeships;
2. **Building Credibility and Trust** through content, case studies, testimonials, and success stories;
3. **Educating Employers** on funding, levy use and how apprenticeships can address real business needs.
4. **Creating Targeted Campaigns** to reach specific industries, regions or business sizes.
5. **Supporting Retention** through communication, satisfaction surveys, and evidence of impact.

Role of Marketing: Generate Leads; Highlight The Value Proposition; Pique Interest; Maintain Interest and Retain Engagement Through Regular Content.

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Employer Engagement Strategies

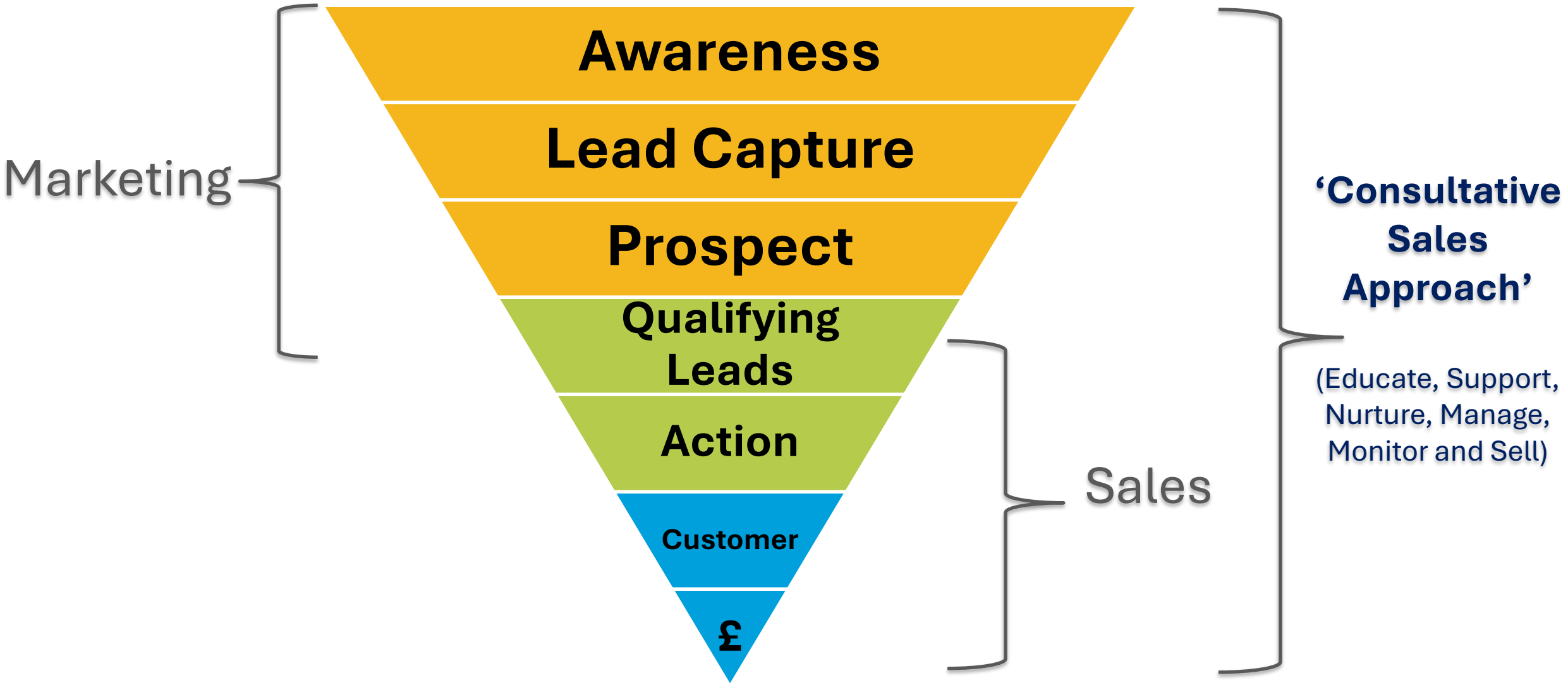
From a **Sales Perspective**, employer engagement is about:

1. **Identifying Target Employers** (prospects) that could benefit from apprenticeships or training.
2. **Understanding Business Challenges** — skills gaps, recruitment issues, productivity goals, succession
3. **Positioning The Offer** (apprenticeships, training programmes, consultancy) as the solution.
4. **Converting** interest into a purchase, partnership or contract!
5. **Retaining** employers through ongoing relationship management and measurable results.

Role of Sales: Focus on Solving Employer Problems; Convert Leads into Sales; Client Acquisition and Retention; Relationship Management.

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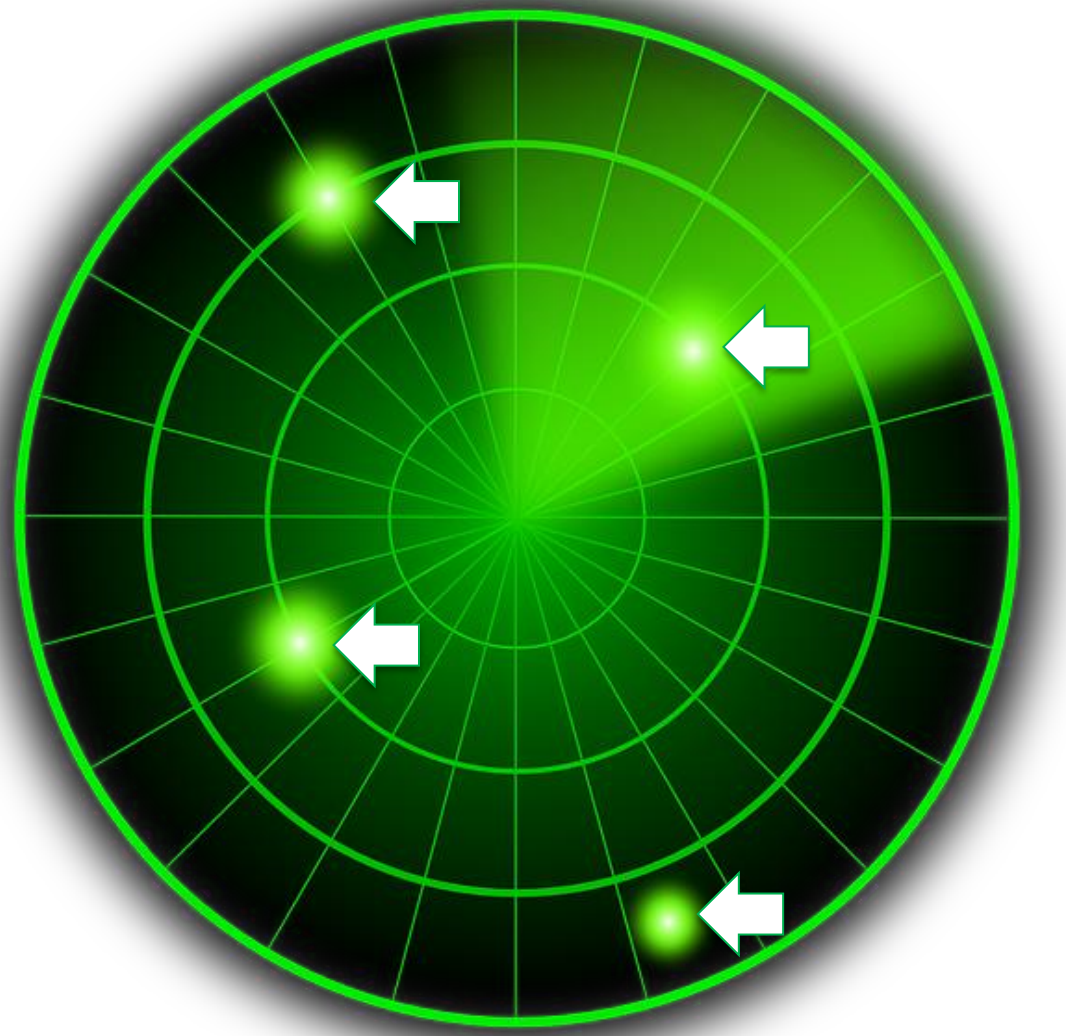
Employer Engagement Strategies



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Employer Engagement Strategies

Marketing
"Net"



"Target"
Employers
(Ideal Customers)

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Employer Engagement Strategies



- Social Media Campaigns
- Website Content
- Networking/ Events
- Workshops/Tasters
- Webinars
- Partnerships
- Podcasts
- Advertising/SEO/PR

Broad, Funnel-Filling Activities

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Employer Engagement Strategies



- Phone Calls
- Emails
- Newsletters
- Website Enquiries
- Tenders/Bids
- ’Bulky’ Post & Printed Materials
- Employer Forums/Awards
- Repeat Business

Nurturing Leads

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Employer Engagement Strategies



- Consultations
- Meetings
- Proposals
- Presentations
- Reviews/Testimonials
- Calls to Action
- Incentives
- Product ‘Demos’

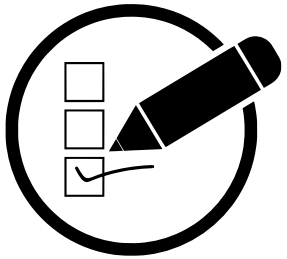
Decision & Conversion

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POLL QUESTION #2

Which of the following 'internal' employer engagement challenges do you experience the most? (Select all that apply).

1. Weak Employer Engagement Strategy (44%)
2. Weak "Broad" Marketing Activity (51%)
3. Weak Sales "Nurturing" Processes (29%)
4. Sales & Marketing 'Misalignment’ (48%)
5. Lack of Sales & Marketing KPIs (53%)



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Employer Engagement Strategies Pros & Cons

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Marketing Budgets by Industry

Diving a little deeper, it's helpful to understand just how widely marketing budgets vary by industry. Below is the average percentage of revenue in different industries reported spending on marketing in 2024.

INDUSTRY	Marketing Budget (% of Company Revenue)
1. Consumer Packaged Goods	18.09%
2. Education	14.59%
3. Communications/Media	13.82%

https://blog.hubspot.com/marketing/marketing-budget-percentage

HubSpot

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Employer Engagement Strategies (Pros & Cons)

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Social Media Campaigns

- ✓ Social Content Reinforces Outreach Activities
- ✓ High Visibility!
- ✓ Social Proof
- ✓ Brand Reinforcement
- ✓ Paid-Ad Functionality

- × Too Much Content
- × Sales vs Community?
- × Organic Reach Requires Niche/Regular Postings
- × Cost of Advertising
- × Social Media Strategy

Website Content

- ✓ Credibility & Trust
- ✓ Captures Leads!
- ✓ **In B2B, 57% of Purchase Decisions are Made Before Speaking To Sales (Forresters)**

- × Too "Student Focused"
- × **"Average Website Visit Lasts 10 Secs" (DOAC)**
- × Few Visits By Employers, But Good Quality Leads!

Networking/ Events

- ✓ People Buy From People!
- ✓ **In B2B, 65% of new business comes from referrals/ (Nielsen)**
- ✓ Relationship Building

- × High Time Investment!
- × Lower Volume Of Leads, But Higher Conversions!

Advertising/ SEO

- ✓ Brand Recognition
- ✓ Launching New Products
- ✓ Calls to Action (QR Codes)
- ✓ Great for Visibility

- × Hard to Track ROI
- × Weak on Building Trust
- × Demographic 'Fit' With Employers?
- × Single Bursts of Activity/Costly

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Employer Engagement Strategies (Pros & Cons)

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Consultations & Meetings

- ✓ 1-2-1 Contact Time
- ✓ High Proximity With Clients
- ✓ Relationship Building
- ✓ Handle Fears & Objections
- ✓ Observe Buying Behaviour

- × High-Cost Strategy
- × Labour Intensive
- × Short to Long Sales Cycles
- × Education & Hand-Holding

Tenders & BIDs

- ✓ Low Volume, High-Value Opportunities
- ✓ (Larger) Cohort Sizes
- ✓ Predicable Revenue
- ✓ Access to Supply Chains/Networks
- ✓ Partnership Potential
- ✓ Strengthens Brand

- × High-Cost Strategy
- × Very Long Sales Cycles
- × Bidding Skillset
- × Highly Competitive
- × Proven Track Record

Repeat Business

- ✓ **It's 5–7× More Expensive to Acquire New Clients Than Retain Existing Customers.** (Sagacity Solutions)
- ✓ Shorter Buying Cycles
- ✓ Less Proof Required

- × Requires High-Quality Account Management
- × High Customer Service Cost

Referrals

- ✓ Works On Reputation
- ✓ Shows Brand Trust!
- ✓ Higher Conversion
- ✓ Lower Acquisition Costs
- ✓ Good Revenue Potential

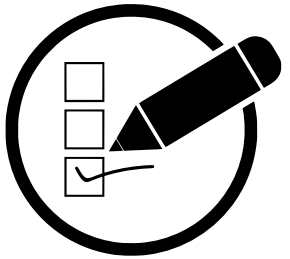
- × Overreliance on Single Individuals
- × Cannot Be a Sole Strategy
- × Requires In-Roads, Networks & Partnerships

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POLL QUESTION #3

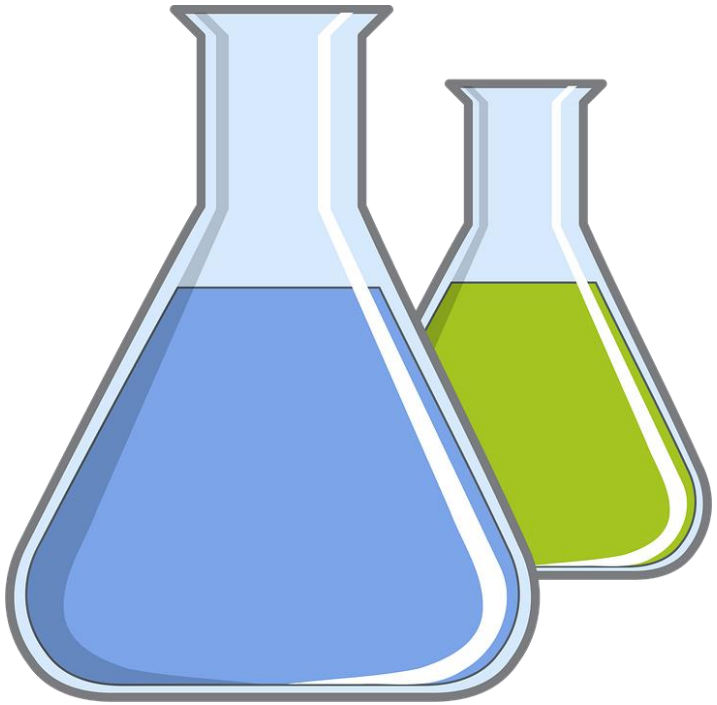
Which of the following ‘external' employer engagement challenges do you experience the most? (Select all that apply).

1. Low Employer Interest (56%)
2. Weak Brand Recognition (28%)
3. Already Working with Competitors (64%)
4. Poor Product 'Fit’ (11%)
5. Negative Employer Feedback (10%)



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The Power of ‘Experimentation’



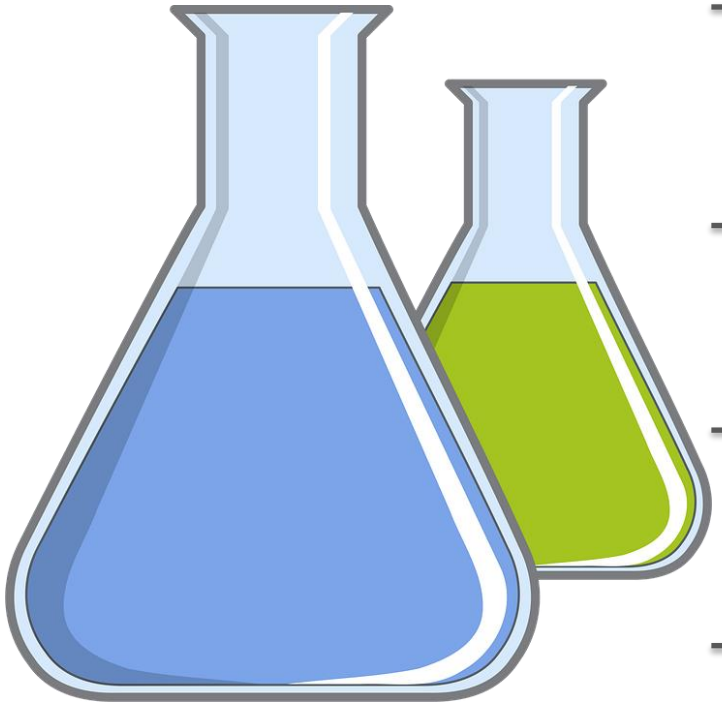
Effective employer engagement is about experimentation.

It requires careful planning and analysis of key considerations.

Approaches require ‘testing’ to establish what works.

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The Power of ‘Experimentation’

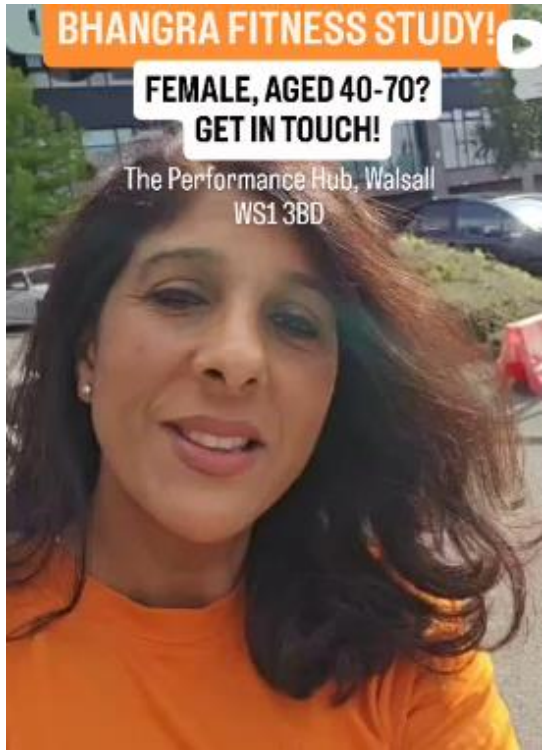


Audience, Channels, Content, Results, Impact

- **Website – “Heavy-Lifting” or Not?**
- **Social Media – Linkedin, Insta, TT?**
- **Networking & Events – ROI & Skillset**
- **Webinars/Workshops: Arrange or Attend?**
- **Advertising Channels, Costs, Timeliness and Regularity**

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The Power of ‘Experimentation’



Posted 5th August 25

facebook

2,846 Views

8,519 Views

61,121 Views!

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The Power of ‘Experimentation’

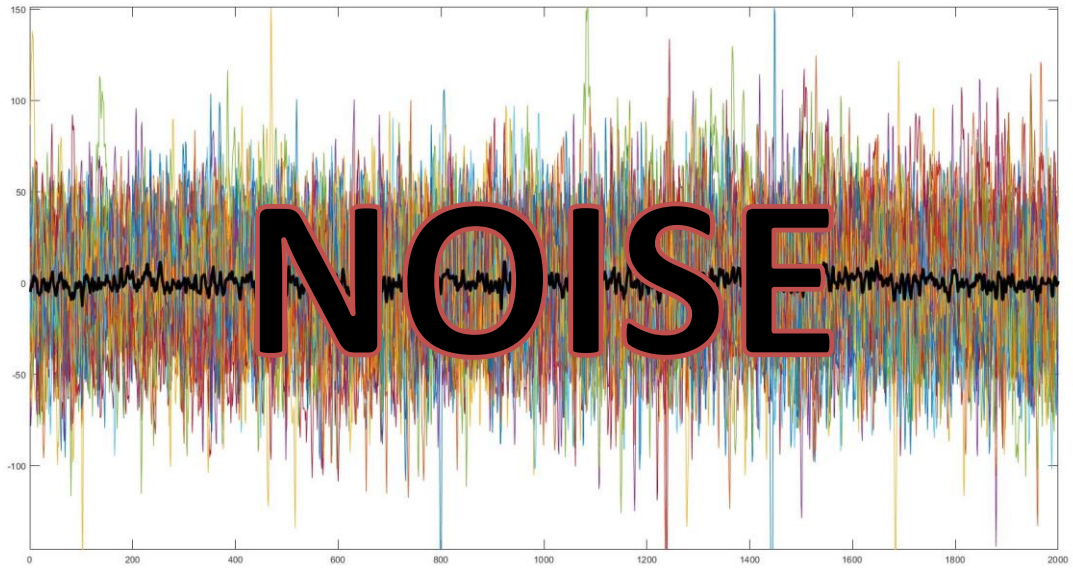
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Traineeships

Apprenticeships

T-LEVELS

SKILLS FOR LIFE
Multiply



SKILLS FOR LIFE
SKILLS BOOTCAMPS

Study Programmes

Functional Skills

Adult Education Budget

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The Power of ‘Experimentation’

Clients Want:

- Product Information
- Fast Turnaround
- Quick Wins
- Solve Short & Medium-Term Issue
- Hand-Holding/“Do-It-For-Me” Approach
- A Higher Level of ‘Familiarity’

Clients Want:

- Product Information
- Solid, Strategic and Professional Understanding of Industry and Business Issues
- Solve Medium to Long-Term Issues
- Analytics/Impact Evidence
- Partnerships, Proposals & Formal Quotations
- A Higher Level of ‘Formality’

NON-LEVY CLIENTS

LEVY CLIENTS
(LARGE CORPORATES)



Product Led Approach

Service/Experience-Led Approach

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The Power of ‘Experimentation’

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Where Do You Position Yourself Within The Apprenticeship Marketplace?

How Do You/Will You Reach That Position?



Product Led Approach

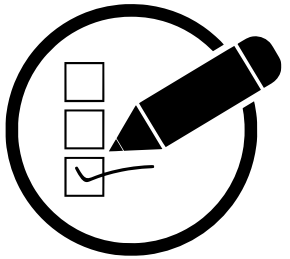
Service/Experience-Led Approach

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POLL QUESTION #4

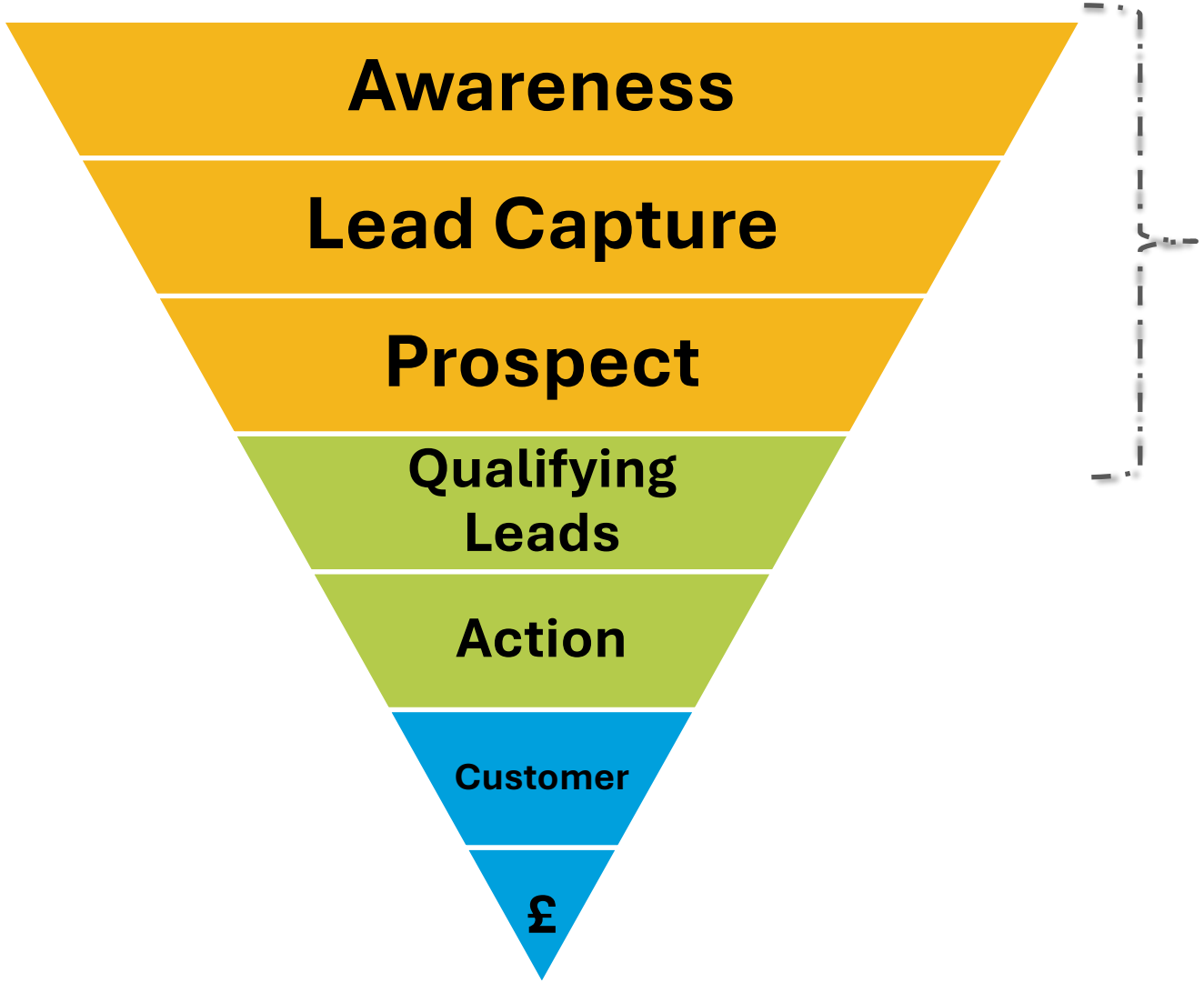
Which one of the following do you compete on within apprenticeships? Select ONE option.

1. Specialism & Expertise (54%)
2. Academic Rigour (62%)
3. World-Class Facilities (3%)
4. National Reach (via Tech) (9%)
5. Value and Outcomes (ROI) (28%)



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‘Top Tips’ for Growth



1. Enlist the help of central marketing teams to develop campaigns according to budgets.
2. Be clear about your strategic position.
3. Know your ideal customer.
4. Use different channels to capture/ pique client interest.
5. Make sure content is engaging!

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‘Top Tips’ for Growth



6. Research clients before contacting them.
7. Tailor interventions individually; avoid ‘mass mailer’ look, feel or approaches.
8. Use ROI insights where possible within correspondence.
9. Get employer feedback regularly.
10. Be clear about your ‘upselling’ strategy or process.

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‘Top Tips’ for Growth



11. Consultative Selling requires ‘Marketing-to-Sales’ expertise - complete a skills check.
12. Thought/Sector/Skills Leadership – check your (positive) ‘disruption’ potential.
13. Excel at Partnerships, Profile, Authority and Leadership – do you have the capability and capacity?
14. Absorb longer sales cycles for potentially higher ‘value’ sales and longer-term clients.
15. Get your brand out there to build recognition, resonance and trust.

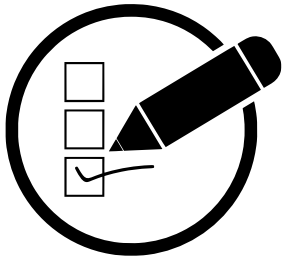
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POLL QUESTION #5

Has today's webinar provided some ideas for exploration to drive growth within apprenticeships? Select ONE option.

1. Yes (80%)
2. No (0%)
3. Partially (20%)
4. Unsure (0%)



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Identifying Employer Engagement Strategies to Drive Growth

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Apprenticeship Accelerator

Ideas, Innovation, Challenges, Actions and Solutions in our FREE Apprenticeship Accelerator Best Practice Network!

https://forms.cloud.microsoft/e/4f15R7cyLj

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Any Questions?

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Question and Answer Section

1) Do you have any examples of Apprenticeship Providers (particularly universities) who do apprenticeship marketing/business development well?

I don't have any specific examples for Universities as they typically tend take more of a 'consultative sales' approach to business development, coupled with responding to tender or bidding opportunities. Tailoring and 'bespoking' programmes highly to employer needs has generally led to larger cohort sizes for Universities. National reach, exploitation of technology and high levels of personalisation are often factors within successful marketing campaigns for Universities.

2) What are your thoughts on the use of Linkedin as a marketing tool? Is it too noisy ?

Linkedin is a good B2B social media platform however not all employers will be on it or using it actively as a 'gateway' to apprenticeships, hence 'demographic fit' needs to be checked. Linkedin has lots of content posted daily on it so make sure yours is 'standout.' Linkedin also offers Sales Navigator (an internal sales tools) which you may wish to investigate/consider further.

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Question and Answer Section

3. But how many followers do you have? It takes time to build a large following.

On Linkedin I have c.4000 followers which have amassed within 10 years. It is not about the quantity of followers you have - it is about the quality of followers, the community you create and their reason following you.

4. When you say to be more innovative with your content, on LinkedIn, be more daring, can you give examples of what you mean, how can I be more innovative and daring?

Some examples may include:

- *"Check out this staircase welded by our apprentices and now installed in our office!"*
- *"ABX Ltd report a 16% reduction in client complaints thanks to their apprentice."*
- *Write a Blog (e.g.): "Apprenticeships: A Cost or an Investment? Read XYX Ltd's Blog On This!"*

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Upcoming webinars

Aptem Apprentice:

30-minute demo

Tuesday 2 December

10am – 10.30am

Aptem Enhance update:

discover the art of the possible

Tuesday 2 December

2pm – 3pm

Aptem product roadmap:

quarterly update Q1 2026

Wednesday 4 February

11am – 11.30am

aptem.
Intelligent technology®

Thank you

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6 November 2025

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