DIGITAL
EDUCATION
SUCCESS

# LITTLE BLACK BOOK OF MARKETING AND L&D

## A PRACTICAL GUIDE

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# CONTENT

# About This eBook

You might wonder, "Why Marketing?“

The answer is simple. Learning and Development (L&D) has lots in common with marketing: both disciplines try to get people's attention and make them think and act in new ways. Marketing is very successful in persuading prospective customers to buy a particular product or service. L&D often lacks the ability to truly engage learners or promote learning experiences. In the end, tapping into ideas and insights from other fields is often a rich source of potential innovations.

This eBook is for everyone who wants to bring fresh ideas and concepts to L&D, who wants to engage learners in new ways, and everyone who wants to put learners back where they belong: at the heart of everything we do.

In this eBook, I'll introduce you to a few marketing concepts you can use to improve your L&D efforts. You can read the chapters in order, or pick and choose the ones that speak to you the most. At the end of every chapter, you will find a short activity that will help you put together an action plan. Share this resource with your team and let them in on the marketing secrets that can help your organization create learning experiences that stick.

# CHAPTER 1

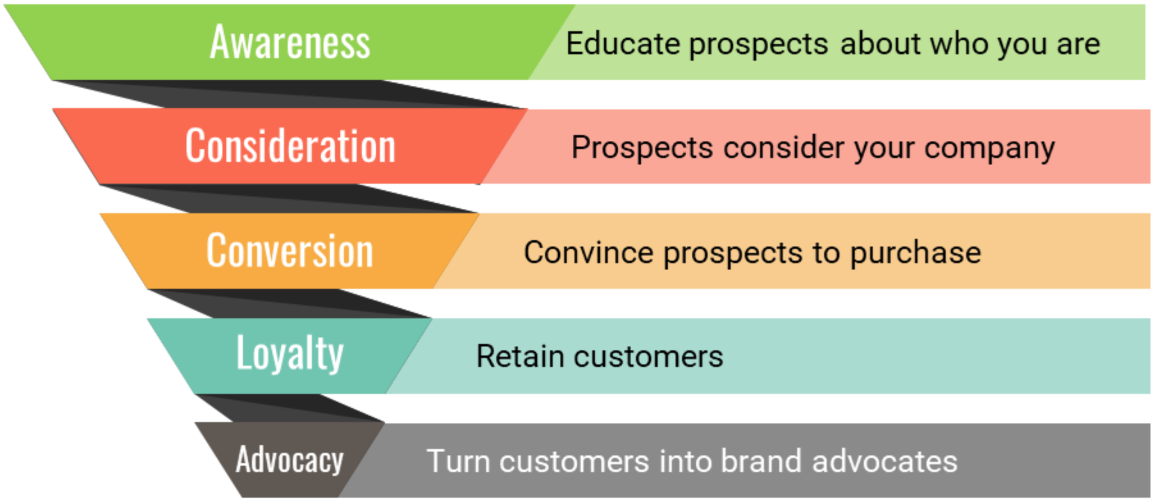
## ENGAGE LEARNERS WITH A MARKETING FUNNEL

> “I can’t keep my learners engaged throughout a lengthy course. I just don’t have the right content when they need it.”

Marketers use a funnel to help them visualize the buyer’s journey or the path a prospect takes from discovering a company all the way to purchasing a product or service, and beyond. This allows marketers to write engaging content that aligns with every step of this journey and predict the buyer’s needs along the way. L&D professionals should consider adopting this concept to engage the learner throughout a learning initiative, and deliver the right content at the right time.

## THE MARKETING FUNNEL

The marketing funnel is a tool consisting of multiple stages, starting from awareness of a product or service, all the way through to conversion and beyond. A prospect moves from one stage to the next as their interest in a product increases. They exit the funnel if they are no longer considering a product. The top of the funnel is always wider as more people are interested in your product compared to prospects that love your product and want to purchase it. Traditionally, the marketing funnel consists of five stages.




Marketers understand that prospects and customers have different content needs based on the funnel stage they are in. For example, in the awareness stage, marketers educate prospective customers about their products in order to show value. Prospects won't be engaged by sales-heavy content at this stage. Instead, marketers often use blog posts or eBooks that teach prospects about products. This helps a company to position itself as a thought leader.

In the consideration phase, marketers build deeper relationships by offering targeted content that is product specific. Often, you can see case studies in this stage that are focused on a particular pain point.

## LEVERAGE A FUNNEL IN L&D

This way, marketers move prospects through the funnel by offering very specific and personalized content that aligns with their needs and interests at every stage.

A funnel in L&D would most likely relate to individual learning initiatives within an employee's lifecycle. Similar to a marketing campaign, we might "lose" learners during a training initiative, especially if the training isn't mandatory. Without a doubt, a learner's engagement and interest level decreases throughout training. Hence, the funnel would still be narrower at the bottom. So how can we engage as many learners as possible throughout training?

L&D professionals often conduct a quick needs analysis before starting to create content, but by no means are different interest or engagement stages considered. One way to leverage the marketing funnel approach is to build out different pieces of content for one learning initiative, starting with making the learner aware of the training, to implementing the newly learned content at work (conversion), all the way to advocating content to others. Along the way, you can be sure to engage your learners.

# L&D FUNNEL IN ACTION

Let's look at health and safety as a possible topic. The key to creating content that aligns with the funnel approach is to ensure that each content piece can be a stand-alone asset.

### Awareness Stage

One way to raise awareness is by using (dark) humour that hits the spot. Check out this example of safety stats on construction sites. Other options include short teaser videos that spike interest, or banners on your intranet.

### Consideration Phase

In the consideration phase, you might want to create personalized training that aligns with the learner's job role and how health and safety affects the learner directly. There is no need to create one piece of content for every job role, but rather you could focus on departments. The content could be in the form of a landing page or delivered through email. Both can use dynamic content, meaning you display different content based on the learner's department.

You only have to create the framework of the landing page or email once and add the different content pieces into the dynamic fields. Talk to your marketing department for help with this.

### Conversion Phase

In the conversion phase, you want to make your learners true believers about health and safety. This is where the chunk of the actual training happens. One way to achieve this could be a live webinar followed by an open office online chat where everyone can share their thoughts, ask questions and maybe even make suggestions on how to improve health and safety in your organization, and add suggestions for further training initiatives.

### Loyalty and Advocacy Phase

Ideally, in the loyalty phase, you will see a behavior change. You can further support this phase with performance support documents, such as infographics. Some learners might even become role models as they live and breathe health and safety. This will also help you turn some of your learners into health and safety advocates. Be ready to recognize learners for their efforts. Offer incentives for finishing training programs and when they are shared with others in the organization. Peer learning and informal learning will go a long way here.

Through each stage, you can collect data: video views, video drop-off rates, email click-through rates, live webinar attendance, engagement throughout the webinar (chat participation, questions asked, suggestions made, etc.). These data points will show your stakeholders that health and safety training has been participated in, and it will give you valuable insights into learner engagement and content usability.

> The funnel approach not only allows you to engage learners throughout a training initiative, but it also allows to deliver the right content at the right time.

# **ACTIVITY:** Create Your Own Funnel

Think of a training initiative and decide what content you want to distribute when in order to engage your learners.

| STAGE | TRAINING INITIATIVE |
|---|---|
| Awareness | |
| Consideration | |
| Conversion | |
| Loyalty | |
| Advocacy | |

# CHAPTER 2

## THE POWER OF PERSONAS FOR LEARNER-FOCUSED SUCCESS

"I need to create training that is more personalized and really speaks to my learners' needs."

Marketers use fictional character profiles that best describe their real and potential customers. Based on these personas they develop content that resonates with these personas. This user-centered approach can also be leveraged by L&D professionals to create better and more engaging training. Personas go beyond the typical L&D target audience analysis and consider, amongst others, how learners access content, on what devices, and when. They enable the design of better content for better results, and help establish the best content delivery channels and times to push out content.

## WHAT ARE PERSONAS?

You can think of personas as fictional, generalized characters, each with their individual goals and needs. Marketers observe behaviour patterns among their real and potential customers, and couple these with available data and educated guesses, which help them better understand their customers. The following characteristics and information can help create a persona:

- Job role and responsibilities
- Biggest challenges
- Industry
- Demographic
- Personal background
- “Watering holes” (where do these personas go to get their information, such as blogs, websites, publications, etc)

Personas need to be researched by capturing specific information through forms on websites, interviewing current customers, looking for trends in databases and feedback from the sales team. It is recommended to develop 3-5 personas for best outcomes.

Some personas are very detailed, others are a brief sketch of each user. Either way, marketers usually use a fictional name, a picture, and develop the story behind this person. When reading a persona profile, this “person’ comes to life and it helps marketers create products and content that aligns with this persona’s needs, goals and interests. View examples of personas in action on L&T’s blog.

# DEVELOP A PERSONA

Marketers use personas, amongst others, to write content that aligns with the needs, interests and goals of their customers. This means they can create the right content, for the right audience, at the right time. Here are some questions you might want to ask, or extract from personal information on file, when developing your learner personas:

- What is your job role?
- Are you a manager?
- How many years have you been with this organization?
- Have you changed roles within the organization?
- How would you rate your tech savviness?
- Do you prefer learning online or face-to-face?
- Are you an early bird or a late riser?
- Are you involved in volunteer work?
- What do you do in your free time?

You don’t just want to ask these questions, but also use data from your learning platform. Many platforms allow you to collect when and how content has been accessed.

If your system doesn’t let you capture this data, try to collect data on any activities that are happening outside the LMS using Google Analytics. The combination of questions, and learning platform and demographic data will result in a number of different profiles. You can then categorize your learners into different groups.

# PERSONAS IN ACTION

Let's look at two possible examples of learner personas.

Burt, 43 years old, has been with your company for 6 years. He's a manager in support overseeing 5 staff. He is extremely tech-savvy and loves to learn about new technologies in his free time. He learns best after-hours and prefers to access learning through his mobile device on his commute home. Burt volunteers his time twice a year to help with charity events organized by your company.

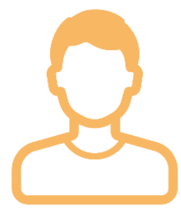
Your second profile might be Apama, 23 years old, fresh out of university. English is her second language and she works as an admin assistant. She loves getting up early and going for a run. Apama loves her iPhone and is very good at using her Mac, but isn't as familiar with PCs, which you use at work. She isn't really interested in new technologies and learns best in face-to-face training where she can asks questions on the spot.

Of course, Burt and Apama are not real people, but their personas can be extended to other people in your organization that have similar interests and job roles.

To create content for "Burt", you might develop a training solution that is quickly accessed through a mobile device and shorter than 5 minutes in length, delivered over a couple of days. You can push this content to him shortly after 5pm, which is when he is on his way home. "Apama" on the other hand would need the same content in a face-to-face training session, ideally in the morning. This way she can ask any questions she might have.

Of course, developing multiple training solutions for the same content is more labour-intensive and might not always be possible.

However, considering the positive outcomes you will be able to achieve (more engaged learners, better on the job performance, etc.), it might be worth the investment, especially for programs you run on a regular basis such as onboarding or annual compliance training.



### Burt Henderson

Age: 43
Tenure: 6 years
Role: Manager, Support
Staff: 5

Tech-savviness: very high
Interests: new technologies
Best Time To Learn: evenings
Learning preference: mobile device
Other: Volunteers with charities

### Apima Barsar

Age: 23
Tenure: 1 month
Role: Admin Assistant
Staff: None

Tech-savviness: very high
Interests: running
Best Time to Learn: early morning
Learning preference: face to face
Other: English is her second language

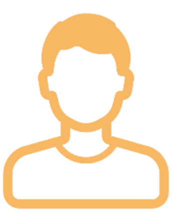
**Using personas goes beyond a simple target audience analysis, and allows you to create more personalized training.**

# **ACTIVITY:** Create Your Own Personas

Write down questions you want to use when creating your own personas. Then, create 2 persona profiles.

## Questions to Ask

## Persona Profiles



Name: ________________

Age: ________________

Tenure: _______________

Role: ________________

Your questions and answers here:

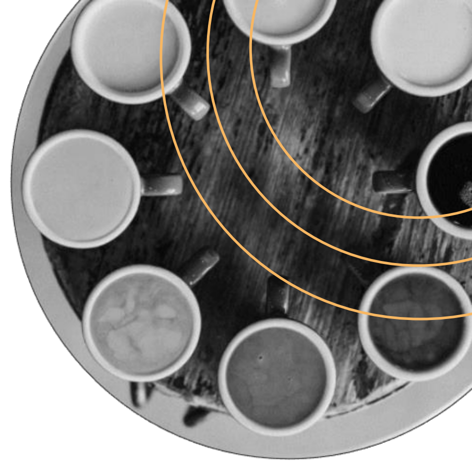
Name: ________________

Age: ________________

Tenure: _______________

Role: ________________

Your questions and answers here:



# CHAPTER 3

## MARKETING MIX: THE SECRET OF THE FOUR Ps FOR BETTER RESULTS

> "I have a difficult time positioning and promoting my training."

"Marketing mix" refers to the tools and tactics a company uses to reach its marketing objectives. In L&D, we usually don't think about all the tools and tactics we have available to pursue our objectives. Even less do we think about learning experiences as products or how to promote and position them within our organization. Our programs consist of lots of controllable elements; let's consider them to bring change to what we do every day.

## WHAT IS A MARKETING MIX?

In a nutshell, a marketing mix inserts the right product at the right place and price at the right time. This is most commonly known as the four Ps.

### Product

Through research, marketers have to ensure that they have the right product in place. They watch for declining sales and the possibility of reinventing the product to stimulate more demand. Marketers ask how and where a product will be used, and even consider what the name of the product should be.

### Place

Place dictates how customers access the product. Marketers need to understand their target markets well in order to develop the right distribution strategy. Questions asked might include where potential customers look for the product and how different distribution channels are accessed.

### Price

Price determines a company's profit and has a big impact on the marketing strategy by affecting sales and demand of the product.

### Promotion

Promotion helps marketers boost brand recognition and sales. Marketers often ask themselves about the best time to promote a product, if social media can help or look at the promotion strategies of competitors.

In the services industry, we can find a modified version of the 4Ps: the 7Ps. This model adds people, process and physical evidence to the mix.

## L&D MIX IN ACTION

Let's take a look at how a marketing mix could be leveraged in L&D.

### People

People are the target audience that we build our product for. L&D professionals already analyze their audience to ensure a training solution meets their needs. Take it one step further and develop learner personas to get even more insights.

### Product

The product is a particular training solution, such as compliance training. It is not enough to look at the content itself; L&D professionals should also consider how to make this solution better in order to achieve higher engagement. A simple click-the-next-button module is most likely not enough. Instead, think about how a story can be used to draw the learner's attention to the course and keep them engaged throughout. Come up with a more catchy title for the course, instead of just calling it "Sexual Harassment Course". Continuously watch analytics and data to ensure the product meets your objectives. If not, you might have to "reinvent" the learning solution and make changes accordingly.

### Price

Price might not look like a component of the L&D mix, but costs need to be considered as training solutions are developed. As L&D professionals come up with exciting ways of delivering compliance training, often the price tag goes up. It will be your task to sell the higher cost to your stakeholders, and at the same time, show the value the training solution brings to the table.

### Place

More often than not, training solutions are still delivered through LMSs which means the place in the L&D mix is predetermined. However, L&D professionals should consider other options such as intranet sites and YouTube. Also, think about how the course is being accessed, i.e. mobile vs. desktop. Use LMS data and Google Analytics to better understand how and when content is being accessed. This will help place the product in the right spot.

### Promotion

Promotion strategies are almost never considered when creating new training solutions. The success of a course is often measured, among other ways, through completion rates. Adding the course to an LMS and sending out an email to all employees isn't enough. L&D professionals should think about ways to promote the product, create excitement and engage learners from the get-go. If the product isn't a boring eLearning module, it shouldn't be too difficult to achieve this. Think posters, teaser videos, informal lunch meetings or flyers that can be placed on employees' desks. Be creative and see your completion rates go up.

### Physical Evidence

Completion rates are only one part of the physical evidence that the course was successful. To further investigate physical evidence, ensure that you are using additional data points wherever possible. Observe positive behavior changes and people informally sharing knowledge.

### Process

Process is the overall project planning from the first ideation to design and all the way through to the end product. It should include all stakeholders and learners. Project management tools can help L&D professionals stay organized.

## MARKETING TOOLS FOR A BETTER L&D MIX

It might sound daunting to look at L&D through a marketing lens, but there are many helpful free tools out there to get you started.

### Project Management

First off, to work collaboratively with the rest of your team, Trello, Asana or Basecamp are excellent project management tools that allow you to capture all elements of your L&D mix in one place.

### Visuals

Canva and Visme are free resources offering hundreds of designs for your promotion strategy. Of course, you can use visuals to spice up your training materials in general. You have access to basic backgrounds, layouts, illustrations, shapes, icons and charts.

### Video

If you are looking for a simple to use video tool, use Biteable or Adobe Spark. These tools are a great way to create online videos and animations that you can share on YouTube or other social media channels. Biteable offers a multitude of predefined slide layouts to choose from. You can customize text and color on each and even add music to it. With Adobe Spark you can easily add photos, video clips, icons or your own voice.

### GIF

If you feel that a video is too long for the message you want to convey to your learners or you want to bring some pep to your promotion strategy, try using GIFs. Licecap is a very basic tool that allows you to do to exactly that. Once the program is open, record the section of your screen that you want to create a GIF from. Giphy is another option. Try to keep the GIF frame to the area of interest and refrain from too much scrolling. Your GIF should not be longer than 7-10 seconds.

> Just because you built it, it doesn't mean they will come. Leverage an L&D mix to promote your learning experiences.

# **ACTIVITY:** Create Your Own L&D Mix

Think through some ideas for your own L&D mix for an upcoming training initiative.

| L&D MIX | TRAINING INITIATIVE |
|---|---|
| People | |
| Product | |
| Price | |
| Place | |
| Promotion | |
| Physical Evidence | |
| Process | |

# CHAPTER 4

## CONTENT STRATEGY: THE RIGHT STUFF AT THE RIGHT TIME IN THE RIGHT PLACE

"I have too much content. I don't know how to get organized."

Marketers specialize in writing engaging content and leveraging real-time data to deliver that content just in time. They also plan for months and quarters ahead in order to publish content that is relevant to their audience. This concept is part of what is known as content strategy and it isn't just for marketers anymore. As L&D professionals, we should follow marketing's example and create the right content for our audiences at the right time. In addition, we should leverage data to better understand what content is needed when and where, and design unforgettable learning experiences while driving performance at the same time.

## WHAT IS A CONTENT STRATEGY?

Think of a content strategy as an inventory at a grocery store. Stores keep track of what's on their shelves and in the warehouse so they know exactly how many products they can sell. If they come close to selling out of certain products, they order more. Imagine if stores didn't have an inventory in place: how would they know when to order new products? How would they be able to survive? The short answer is, they probably wouldn't.

A content strategy helps marketers plan their content engagement cycle for months at a time so they won't have empty shelves. According to Kristina Halvorson, CEO and founder of Brain Traffic, content strategy is the "creation, publication, and governance of useful, usable content." It lets you manage your content as a business asset. "Content" includes the content you write, as well as images and multimedia. Ultimately, having a content strategy in place helps to create meaningful, engaging and sustainable content and allows you to identify the right content at the right time for the right audience. You can easily identify what content already exists, what should be created and, more importantly, why it should be created. On top of that, leveraging data and analytics, marketers learn more about where and when content is being accessed and focus their efforts on particular delivery channels.

## CONTENT STRATEGY IN L&D

Transferring this idea back to L&D, we often don't know what's on our shelves. We have vast amounts of content with no clear oversight of where this content resides and who is responsible for it. And, L&D professionals don't necessarily plan ahead but rather are still order-takers. They react to needs rather than planning for sustainable content.

Thinking about the individual learner. If we don't understand what content is available, and even more important, how this content is being accessed, how can we drive an individual's performance? How can I offer just-in-time resources that the learner actually cares about and needs in a particular moment? Just putting content onto the LMS and tracking if the learner sat through it isn't enough anymore. L&D needs to dive deeper and understand what content is really valuable to learners and what are preferred ways of accessing it.

## CREATE A CONTENT STRATEGY

Follow these simple steps to create your own content strategy.

### 1. Analysis

In this stage, identify learning content requirements. Usually, L&D professional determine if and what kind of training is needed to close a particular skill gap. Keeping a content strategy in mind, identify what specific content is needed to fill this gap.

For example, you are aware that after onboarding your staff still doesn't perform as expected and you decide to analyze the content delivered through the onboarding program, not the onboarding program itself. To achieve this, interview stakeholders, gather historic documentation and of course evaluate the content environment, i.e. where will the content be consumed.

For example, you are aware that after onboarding your staff still doesn't perform as expected and you decide to analyze the content delivered through the onboarding program, not the onboarding program itself. To achieve this, interview stakeholders, gather historic documentation and of course evaluate the content environment, i.e. where will the content be consumed.

### 2. Strategy

Determine topical ownership areas and processes for content creation. For example, think about the onboarding program. More often than not, marketing has content in place that it shares with customers already. Use some of this content in your own training solution. Further, who is responsible for writing content for process updates vs. soft skill training? It is best to create a resourcing plan (who is an expert to write what type of content) and, most importantly, determine your voice and branding for each topic.

### 3. Plan

After strategizing, you will either realize that you have everything you need or that some sources are missing. For example, you might want to recommend staffing solutions to help write content or bring in a specialist to do so. Above all, you have to create a communication plan including responsibilities and timelines for everyone, as well as content or LMS distribution and customization. Use any of the earlier suggested free project management tools such as Asana or Trello to help you plan this stage.

### 4. Create

Create structured and engaging content that is reusable. Don't reinvent the wheel every time you create content. For example, if you create content for process updates, chances are that this needs to find its way to your onboarding program as well. Collaborate with your coworker who is responsible for writing such content. If marketing created an eBook for clients, you can leverage this and create engaging webinars out of it.

### 5. Deliver

The next step is to deliver the content to where your audience is. This means taking into consideration how they will access it – i.e. on their mobile devices, on their desktops, or in a face-to-face session? Of course you have already created a particular medium such as an eLearning module or a webinar, so all you need to do now is plug this content in your LMS and assign it to the appropriate audience. However, think about other options for hosting your content, such as an intranet site, to keep learners more engaged. Can you use YouTube and email the link to your learners? Don't let the LMS define your delivery mode.

### 6. Measure

It is essential to measure the success of the training solution. Keeping the content strategy in mind, break up the learning solution into smaller elements and focus on the content itself. Does the content allow us to reach the objectives we have set in the beginning? Has the content been accessed as anticipated? Where in a video did learners drop off? The best way to create successful measures is to align them to your business objectives and ensure that these are realistic and attainable.

### 7. Maintain

The final step in your content strategy is maintenance. You need to manage your content in a single source and plan for periodic audits. It is essential to continuously improve high-value learning content. If you are using a project management tool, make maintenance part of your project template, and set timelines for regular follow-ups so you won't forget.

Following the above steps can help create better learning experiences. When thinking about content creation, there is no need to reinvent the wheel. As a rule of thumb, create about 65% of content, curate 25% and collaborate on 10%.

### Get a Head Start By Reusing Existing Content

Step 1: Book a room for one afternoon and get your stakeholders together. This includes, most likely, your Instructional Designers, your Facilitators, your Copywriters, and someone from marketing. Start working on combing your content and leveraging a central repository such as Google Drive or Box.

Step 2: Summarize what you already have in place. Create a content strategy template. This can be a very simple Excel spreadsheet outlining, for example, content titles, descriptions, delivery channel, production timelines, measurements and responsibilities. List the content you already have in place and that you use on a regular basis.

Step 3: Repurpose content. Think about upcoming training initiatives, look at the content you have and mark the pieces you can reuse or leverage with minimal changes. You will be able to see current gaps and better identify what further content is needed to drive performance.

# CREATE A CONTENT STRATEGY PLAN

A content strategy plan doesn't have to be difficult. Start simple with an Excel or Google Sheet and go from there. Columns in your content strategy plan might include:

- Topic
- Course Code
- Outcomes
- Ownership
- Meta tags
- KPIs

View an example of a content strategy template from my website www.biancabaumann.com to get you started. This is by no means a finished template and needs to be adjusted according to your own needs.

> A content strategy allows you to organize your content and plan quarters ahead. There is no need to be an order taker any longer.

# **ACTIVITY:** Create Your Own Content Strategy

Think through your own strategy for content you are responsible for.

| CONTENT STRATEGY | TRAINING INITIATIVE |
|---|---|
| Analysis | |
| Strategy | |
| Plan | |
| Create | |
| Deliver | |
| Measure | |
| Maintain | |

# CHAPTER 5

## DUMP THE 'ONE AND DONE' MODEL FOR LEARNING CAMPAIGNS: YOUR LEARNERS WILL LOVE YOU

"I can't deliver personalized content when my learners need it the most."

More often than not, L&D professionals are still order-takers and, as a result, create one-off training solutions that are quickly put together with no real thought or engagement. If a marketer were to reach out to a prospect once, because they were on a website or filled in a form, and never be in contact with them again after, what do you think would happen? Most likely, nothing. The prospect isn't engaged and marketing didn't understand the prospect's needs and pain points. Valuable content can't be delivered to move the prospect along in the marketing funnel and the company won't be able to make the sale in the end. Take this scenario and flip it to L&D: we take an 'order', offer the training, the learner comes, sees, takes a quiz, and leaves. That's the end of the training, the engagement and knowledge sharing.

## WHAT IS A MARKETING CAMPAIGN?

In order for marketing to keep track of any prospective clients, they leverage campaigns. A campaign is simply a defined series of activities using various marketing channels and media to deliver content. Marketing doesn't just use email, advertising and social media, but also word of mouth and influencer marketing. Campaigns can have different goals such as increasing awareness and engagement, building a brand image, introducing a new product or increasing sales. For example, marketers might share a video on social media. Once the prospect is more informed about the product and has submitted a form, marketing will share a whitepaper via email. If the prospect has been quiet for a while, meaning they didn't open any emails or visit the website, marketing will nudge them and try to raise their interest level again. Based on their needs, marketing offers just-in-time content that is relevant for prospects, moving them along the funnel at the same time.

# CREATE A CAMPAIGN

Marketers follow simple steps when creating campaigns:

1. Set campaign goals and measures of success
2. Define the target audience
3. Develop a clear message
4. Review and select the right type of media
5. Track success

Taking a closer look at the steps marketers take when creating campaigns, you will see that L&D professionals follow a very similar process: needs analysis (set goals, define target audience and decide on delivery channels), develop content (develop message) and evaluate success (track success). In order to bring the idea of campaigns into L&D, let's take a look at drip campaigns first.

# ENGAGEMENT THROUGH DRIP CAMPAIGNS

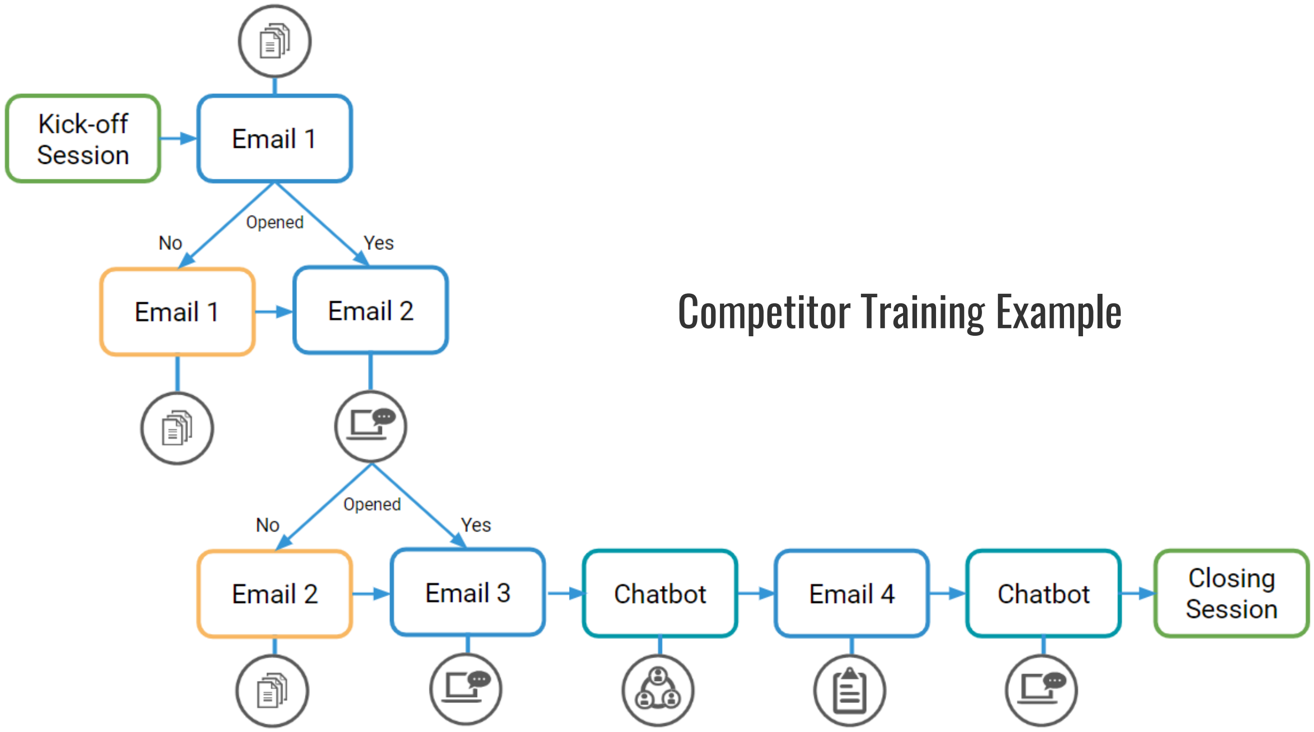
Sending information repeatedly over a longer period of time to prospects is called a drip campaign. This might be a series of automated emails that are either triggered after a certain period of time, or are sent based on actions someone took, such as attending a webinar or making a purchase. These campaigns are not limited to emails though and could include a number of other delivery channels. The concept of a drip campaign is something that can easily be translated into L&D and that will help us engage learners, not only for one learning session but on an ongoing basis. Onboarding is an excellent example for introducing drip campaigns to your organization.

# LEVERAGE A CAMPAIGN TO ONBOARD LEARNERS

Onboarding new hires is one of the most crucial training programs you have in place. Setting the tone in the first couple of days and weeks is essential to the success of the employee. However, onboarding can be very overwhelming: new people to meet, new concepts to learn, new products to master. Every new hire comes to your organization with a different background and different knowledge level about your products and services - yet, we often put them through the same onboarding program. This doesn't mean you have to completely redo your current program. Instead, leverage a drip campaign and add elements that will allow you to distribute just-in-time and role-specific content.

# A REAL WORLD DRIP CAMPAIGN IN ACTION

Take competitor training and create a drip campaign. The kick-off could be a face-to-face overview session to cover the top five competitors. This is then followed by five separate emails, each detailing one of the competitors in more detail. The content is based on the new hire's job role, meaning a sales rep would get different information on each competitor than the information a new marketing hire would get, thus increasing the interest and engagement level. If an email isn't opened, you can resend it to the learner, reminding them of outstanding items. Each email could be accompanied by an automated chatbot message to push out an asset the competitor distributes at a certain time, such as a webinar or whitepaper. Finally, a face-to-face session could complete the competitor onboarding and set the tone for further sessions.




Competitor Training Example

The advantage of a drip campaign is that you can leverage your existing marketing automation tool. You set the campaign up once and it will be triggered until you tell it not to. Of course you will still have to ensure that the content is up to date, but that's no different than any other training program you have. Furthermore, you will be able to track learners' activities, such as email open and click-throughs, and measure engagement.

Campaigns not only allow you to push out content at certain times or after an action has been taken, but also to resend content if it hasn't been consumed. As mentioned, you can collect valuable data that will give you more insight into what content has been consumed and when. Leveraging this data to build content that is more targeted towards your learners will not only increase completion rates, but will lead to higher engagement and motivation.

**Learning campaigns can be used to engage learners, and send personalized content when it's most needed.**

# **ACTIVITY:** Create Your Own Learning Campaign

Leverage the steps a marketer takes in creating a campaign, relay it back to what you already do every day, and think about the learner first. How can you engage the learner, and what other delivery channels besides eLearning can you use to share learnings about a new product or service? How can you space out content over time, resend content that wasn't viewed, and add an element of repetition? The solutions are absolutely endless.

| CONTENT | DELIVERY CHANNEL | DELIVERY TIME |
|---|---|---|
| | | |
| | | |
| | | |
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| | | |

# About The Author

Bianca Baumann, CTDP focuses on digital education success, combining L&D, digital marketing and customer success to create outstanding learning experiences that stick. She has spearheaded multiple projects in the marketing, financial and events industries, creating award-winning programs along the way. She shares her expertise in her blog and at global conferences, highlighting the importance of including disciplines outside L&D to map out a learner journey that helps drive performance.

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