



# Innovative Marketing Techniques for the Modern Learner

Katherine Murphy, Industry Principal  
Tracey Taylor, Customer Success Manager

# Objectives

A man with glasses and a red plaid shirt is sitting at a desk, working on a laptop. He is holding a white mug in his left hand and has his right hand on the laptop keyboard. The background is a blurred office setting.

- Strengthen awareness to the needs of the modern learner
- Understand the importance of aligning learning to your organization's business imperatives
- Know your audience and what they need to be successful
- Create new and innovative ways to market your program(s)

# What we know.

- Learners are still not fully engaged
- 35% report that they face uninspiring learning content
- Over 1 in 4 report that they cannot find what they need or that the content is not relevant

## The upside?

- 47% of learners find self-paced online content essential or very useful to help them learn what they need to do in their job
- 68% of learners can quickly put what they learn into practice

# What are learners looking for?

- 77% want learning that is **relevant and timely** for their life/work situation
- 69% want recommendations of **how to apply** their learning
- 59% are looking for online learning to blend with other learning opportunities
- 61% of learners are motivated by using technologies that allow them to network and learn together



# Learning for the Overwhelmed



## UNTETHERED

Today's employees find themselves working from several locations and structuring their work in nontraditional ways to accommodate their lifestyles. Companies are finding it difficult to reach these people consistently and even harder to develop them efficiently.



## ON-DEMAND

Employees are accessing information—and learning—differently than they did just a few years ago. Most are looking for answers outside of traditional training and development channels. For example:



## COLLABORATIVE

Learners are also developing and accessing personal and professional networks to obtain information about their industries and professions.



## EMPOWERED

Rapid change in business and organizations means everyone needs to constantly be learning. More and more people are looking for options on their own because they aren't getting what they need from their employers.

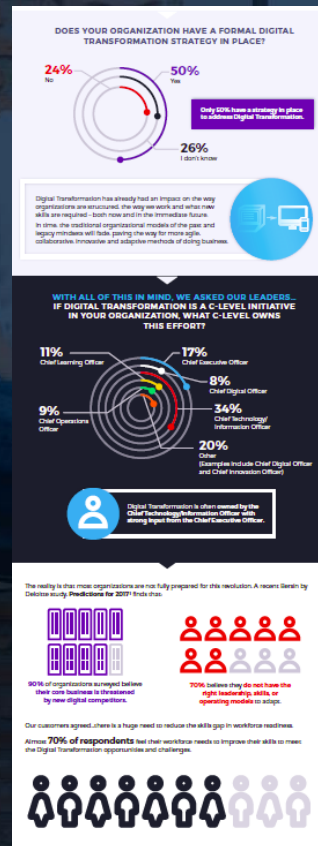
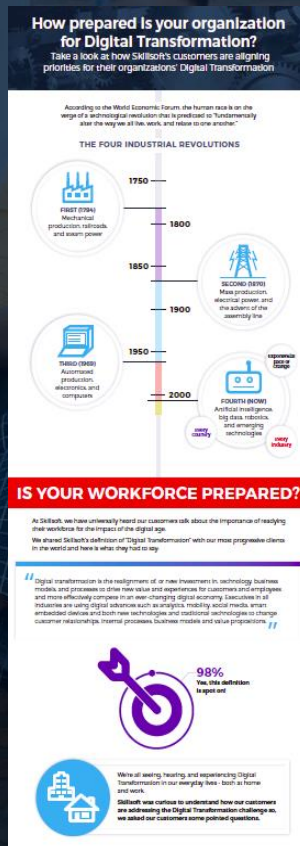


# The Next Revolution

## Transforming...

- Customer Experience
- Operational Processes
- Business Models

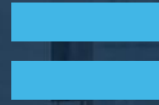
What does this mean for learning?



A woman with curly hair and a straw hat is smiling and holding a tablet. In the foreground, the hands of another person are visible, gesturing. The background is a blurred office setting with a laptop and a potted plant.

# Shift in your Culture

**Learners**



**Consumers**





# Understanding Consumer Behavior



Know Me  
Better

Help Me  
Faster

Wow Me  
Everywhere



**Why is marketing important to learning?**

# Successful Results

**Executing a Marketing plan for content strategically aligned to business drivers will result in:**



Increased  
YoY Adoption  
Rates



Increase in  
Certifications &  
Development  
Goals Achieved



Increase in  
Effectiveness and  
Application Rates



Improved  
Business  
Outcomes



Awards &  
Recognition

# Risk and Failure

Lack of strategic alignment and targeted marketing results in:



Lost Opportunity  
Costs



Budget Cuts



Loss of  
Head Count



Devaluation  
of Learning as a  
Competitive Advantage



Loss of Credibility  
as a value-add



A woman and a man are looking at a computer screen in a dimly lit office. The woman is leaning over the man's shoulder, pointing at the screen. The man is wearing glasses and a white shirt. The background is dark and out of focus.

# How to grab the attention of your consumers?

Know Me Better

Help Me Faster

Wow Me Everywhere

# Tips for Internal Marketing

1. Determine your brand identity
2. Utilize technology
3. Identify a theme
4. Create a catchy headline
5. Inject personality
6. Make it social
7. Include a call to action
8. Embed in the workflow

Know Me Better

# What is your program's personal brand?



got milk?

Know Me Better

# Create a Catchy Headline



What if you could tackle your next challenge, roadblock or career opportunity with just one click?

Your new **ONLINE LEARNING PROGRAM** delivers useful learning content aligned to your needs.

- Decisiveness
- Accounting fundamentals
- Basic Business math
- Fundamentals of working with difficult people
- Customer service fundamentals
- Critical thinking
- Microsoft Office Suite

#### Save time with eLearning!

Learn 40% to 60% faster than covering the same material in a



#### Essentials of Digital Transformation

Learn the basics of Digital Transformation and become a more productive team member.

Disruptive technologies enable businesses to create new products, services, and customer experiences and transform processes to increase efficiency. Architecture and infrastructure provides the foundation for transformational application systems. This affects agility, usability, and scalability. A successful digital transformation requires the development of a thoughtful digital strategy and the creation of powerful new business models. This enables business process automation, which helps cut costs, eliminate errors, and speed up processes.

Skillsoft provides you with a variety of online resources that teaches you about these essential Digital Transformation concepts that can help you increase your efficiency and productivity. To this end, we have created a variety of resources to develop your skills -

LOG ON AT:  
<https://<lastname>.skillport.com>

For more information or to learn more email [Jane.Doe@skillsoft.com](mailto:Jane.Doe@skillsoft.com)

#### FEATURED ASSETS

- Recommended Course:  
Add content here
- Recommended Book:  
Add content here
- Article:  
Add content here

## 1 HOUR of planning



#### Time Management - Why wait?

"I am definitely going to take a course on time management... just as soon as I can work it into my schedule."

- Louis E. Boone

And so it continues... missed deadlines, a constant sense of frustration, lower energy levels, and a feeling of overwhelming struggle.

Take a few minutes today to improve your life for tomorrow! Our online time management courses will give you the basic skills needed to help organize your life, work priorities, and bring some much needed balance back into your life.

#### Course

- Feugiat nulla facilisis. Lorem ipsum dolor sit amet, consetetur elitr, sed diam non

#### FEATURED ASSETS

- Recommended Book:  
Justo odio dignism qui blandit praesent luptatum
- Excel Summaries:  
Lorem ipsum dolor sit amet, consetetur adipiscing elit, sed diam non
- Simulations:  
Nulla facilisis. Lorem ipsum dolor sit amet, consetetur elitr, sed diam non

## Know Me Better

in**FORM**ed  
outper**FORM**er  
trans**FORM**ed



## FACT:

We recall information from **VIDEO** up to **9X** better than text alone!

Learn Faster,  
Remember More!



What if you could tackle your next challenge, roadblock or career opportunity with just one click?



# Broaden Awareness Tactics

Know your PRIME real estate:

- Learning Platform / LMS
- Digital Message Boards
- Intranet / SharePoint
- Company Newsletter
- Email campaigns (monthly quarterly)
- Roadshows / “Show & Tell” Demo
- Common Areas
- Smart phone / Tablet
- Signature line / Calendar



Help Me Faster

# Make Social Media Work for You

 **Tara O'Sullivan**  
Chief Marketing Officer at Skillsoft #MakeWorkMatter  
20h

The changing face of technology is altering everything we know about employee behaviour when it comes to learning. Read Chris Sly's thoughts on the Skillsoft blog:



**Meeting the Demands of Technology Means Changing Learning**


A blog post by Christopher Sly

[READ MORE](#)

Meeting the Demands of Technology Means Changing Learning - Skillsoft  
skillsoft.com

August 3, 2018

**Neuroscience Research Correlates a Growth Mindset and the Capacity to Learn New Skills**



In August 2017, Skillsoft and Accenture kicked off a sponsored neuroscience research initiative with The Massachusetts Institute of Technology. The goal of this research is to scientifically validate which instructional design methodologies have the greatest impact on the effectiveness of video-based instruction.

The Science of Learning: A Joint Research Initiative between...

SEARCH

Q

SEARCH

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5 Questions to Ask Before Starting a Digital Transformation Initiative - Skill...

- Social Networks
- Chatter

Blogs



**#eLearningrocks**

Take advantage of  
hashtags and QR Codes!



**Help Me Faster**

# Make a game of it!

## IMPACT ON BOTTOM-LINE

With all these benefits and factors contributing to a better learner experience, gamification for corporate training helps rake in a significant gain for organizations and their businesses.

## APPEALS TO THE MILLENNIAL WORKFORCE

Organizations globally are seeing an increase in the millennial workforce and this learner profile relates well to gamification for corporate training.

## BETTER LEARNING ENVIRONMENT

Gamification helps reinforce learning as learners get to handle real-life like situations in a safe and controlled learning environment.

## CAN BE APPLIED FOR MOST LEARNING NEEDS

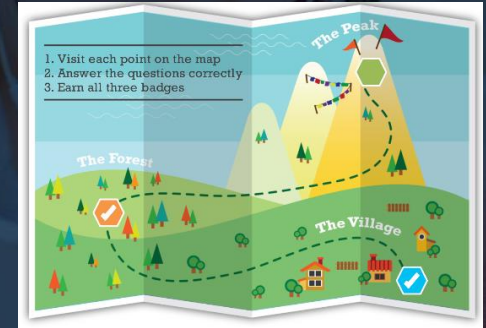
Gamification can be used for most learning needs - induction and onboarding, product sales, customer support, soft skills, awareness creation, compliance, and so on...

## INSTANT FEEDBACK

Gamification gives an instant feedback telling learners whether the decisions they make are right or not leading to greater engagement and retention.

## PROMPTING BEHAVIORAL CHANGE

When used wisely in tandem with scientific principles of repeated retrieval and spaced repetition, gamification can bring about the desired behavioral change effectively.



Help Me Faster



# Engaging Learning Experience Platform

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Marketing Essentials

Marketing drives organic growth in every business. Learn from basic to advanced best practices for marketing your products and services.

WATCH READ LISTEN

**The Basics of Marketing** 2

COURSE | 8 videos (24 m 30 s)

Learn how marketing is a key business process, its link to corporate strategy, and how online and social media marketing unite companies and customers. Study segmentation, targeting, positionin...

Not Started Start Course Take Test

**The People and Planning in Marketing**

COURSE | 8 videos (21 m 34 s)

Link marketing to an organization's strategic objectives and note the difference between and tactical marketing. Explore and understand market research, budgeting, developme...

Wow Me Everywhere



# Contextual Learning (ELSA)

Learning embedded into other applications to be available just-in-time to help job performance.

The image illustrates Contextual Learning (ELSA) by showing how learning resources are integrated into professional applications. The background shows a group of people in a meeting. The foreground features three overlapping windows:

- MIT Sloan Management Review:** An article titled "Designing the Soft Side of Customer Service" by Sriram Dasu and Richard B. Chase. The article discusses the importance of understanding customer needs and emotions in service environments. A "BUY" button is visible.
- Salesforce Sales Executive Dashboard:** A dashboard showing KPIs for sales pipeline analysis. Key metrics include "Count of Closed Won" (320) and "Average Deal Size" (16k). A line chart shows the "Current FQ" (Fiscal Quarter) performance.
- percipio Search Overlay:** A search interface showing results for "Leadership Foundations" and "Managing leads as an administrator". The results include video and course links, such as "Learning Is the Foundation of Leadership" and "Managing leads as an administrator".

The overall theme is "Wow Me Everywhere", suggesting that this learning approach is available across various contexts and applications.

# Learning App (or your LMS App!)

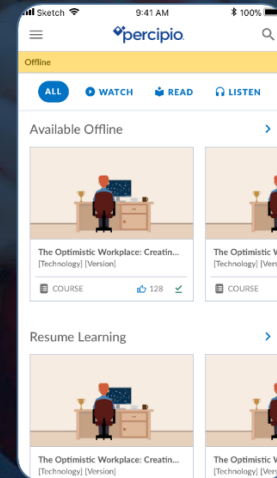
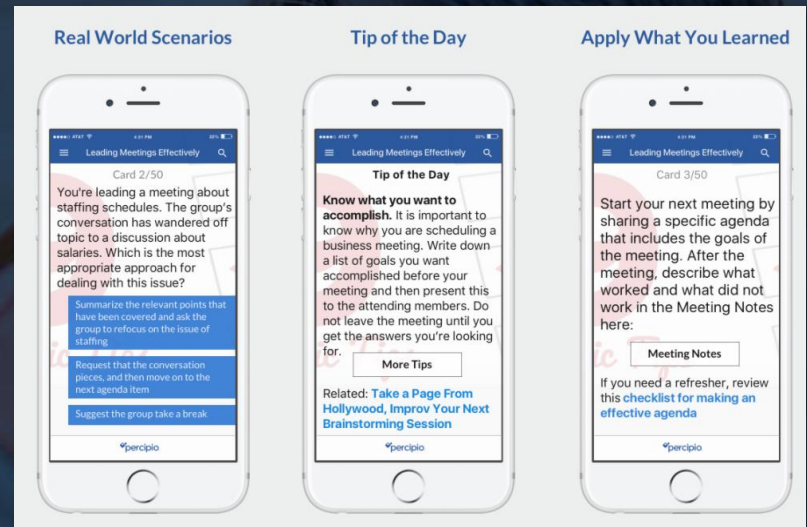
## Personalized Learning On-the-go

Enhance topical content discovery using mobile alerts and communication methods

Provide a continuous learning model accessing relevant content any time, anywhere

Deliver personalized content from courses to books and videos for specific interests, modes, and learning objectives

Supports both IOS and Android mobile devices



Wow Me Everywhere

# Learning anytime...

**DRIVE time**



**AIRPORT time**



**GYM time**





# Best Practices

- Modern marketing is agile marketing – it is continuous and evolves as program evolves – market based on what is important NOW – well aligned; look at key topics of highest interest in previous month and market the following month.
- Modern marketing is also TARGETED marketing – market to specific audiences based on their needs instead of to general audience with general resources.
- Embed learning in learner's daily workflow so they can see it where and when they need it.
- Self-promotion based on ratings/sharing/following – using Social tools (e.g. Community) – users promote content on their own organically – research shows this type of pull marketing is most effective.



# Best Practices (cont'd)

- Promotion by key stakeholder that learners recognize and respect (e.g. CEO, CLO, etc) – launch video, regular blog posts and other types of updates by the stakeholder.
- Promote to managers of learners and involve them in the conversation so they are accountable for their team's learning and development.
- Use a survey to gather feedback from users on their needs and then market content based on the survey starting with "We listened to you and this is what you asked for..." much stronger adoption when users have provided input.
- Look for where the "energy" of learning is and use SUCCESS STORIES as examples to share with all learners (e.g. PMI certifications or other areas that lead to high usage and why).

A group of five people (three women and two men) are sitting on a black metal bench against a brick wall. They are all looking at their mobile devices. From left to right: a man in a grey button-down shirt and dark pants is looking at a smartphone; a woman in a light blue denim jacket and jeans is looking at a smartphone; a woman in a yellow top and patterned pants is looking at a smartphone; a man in a light blue button-down shirt and jeans is using a laptop; and a woman in a dark blue blazer and light blue jeans is looking at a smartphone. The image has a blue tint and a semi-transparent dark blue overlay.

**What best practices did we miss?**



# Think. Research. Contact me.

Katherine Murphy, Industry Principal

[katherine.murphy@skillsoft.com](mailto:katherine.murphy@skillsoft.com)

Tracey Taylor, Customer Success Manager

[tracey.taylor@skillsoft.com](mailto:tracey.taylor@skillsoft.com)



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