

Curb the usage slump

*7 tips to get started marketing your
elearning initiative*

Most comprehensive catalog from world's top publishers



Agenda:

- Why marketing matters
- 7 tips to get started
- Resources for your toolkit
- Q&A



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Why marketing matters

- To build long-term interest in your program requires regular and consistent communication
- Not all learners have had positive experiences with past learning programs
- Learners need to be communicated about the benefits of participation - it's not always obvious!



Tip #1: “Why” is more powerful than “what”

Why = **motivation**

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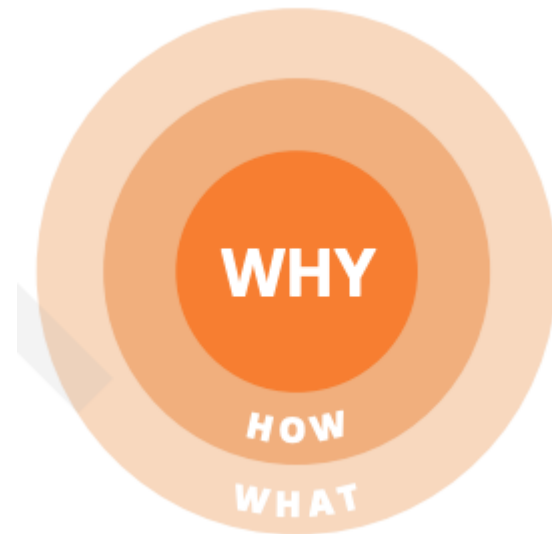


Tip #1: “Why” is more powerful than “what”

Why = **motivation**

**“Why” is what gets
us up in the morning,**

what spurs us to action. When it comes to your elearning program, your messaging should focus on the why as opposed to jumping right into the software or courses available.



Creating your “why”

Creating your “why”

Take 5-10 minutes to write out the reasons your company is implementing an elearning program.

Reason #1: _____

Reason #2: _____

Reason #3: _____

Now, turn those reasons into objectives. Your objectives should be:

- Specific
- Measurable
- Attainable
- Realistic
- Timely

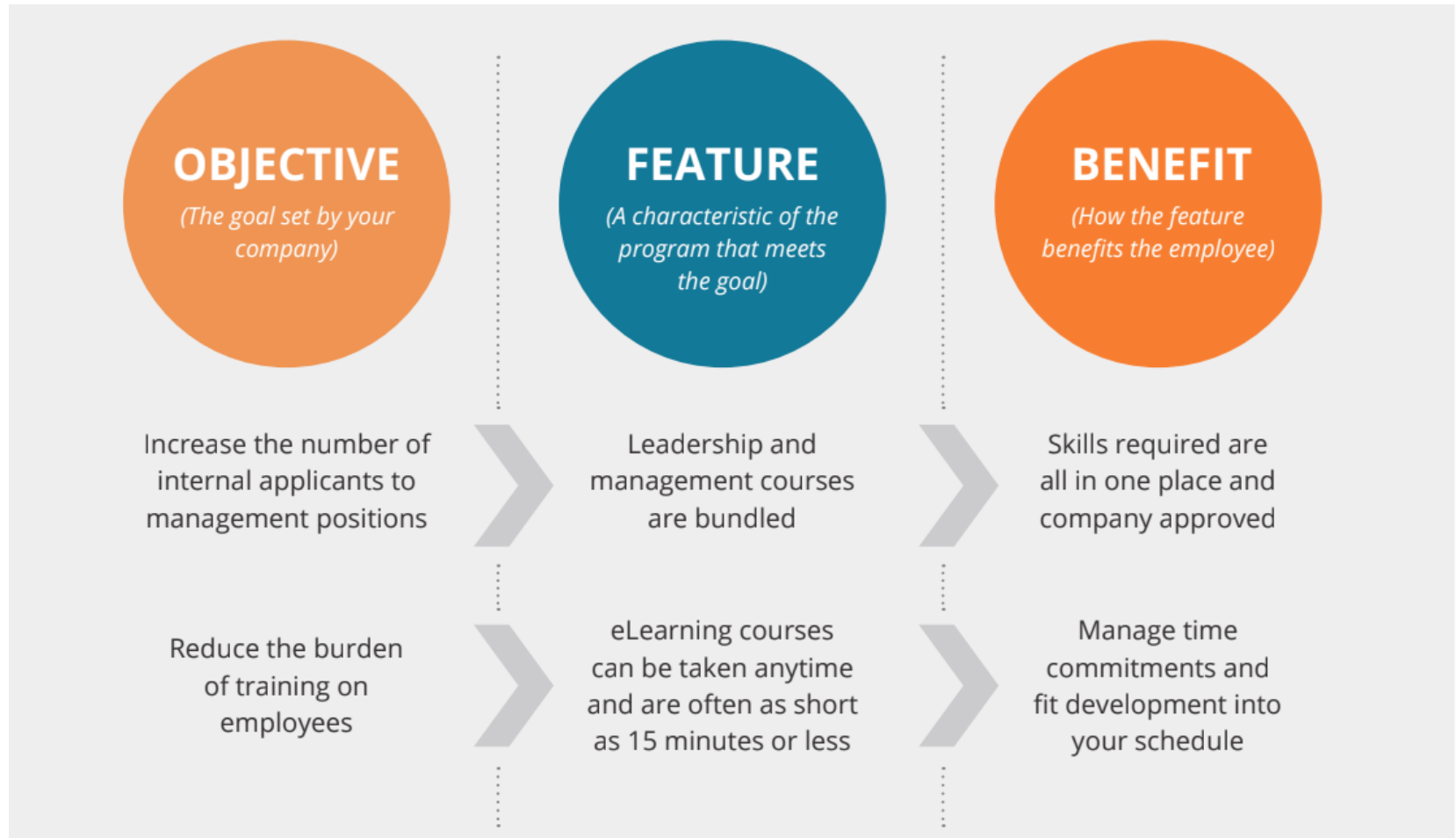
OBJECTIVES EXAMPLE:

Increase the number
of internal applicants
to management
positions by 10%

Already launched your elearning program?

Use this exercise as a way to assess or define the current objectives of the program and whether they are in line with where you would like them to be.

Tying objects to benefits



Tip #2: Building a learning village: the value of your champions

Think about your own department or company. Who are the employees who possess the following characteristics:



- Involve champions early in your elearning program rollout
- Have champions demonstrate the learning management system and courses
- Include champion testimonials and stories in your marketing
- Encourage champions to share objectives and benefits of elearning with new hires

Tip #3: Brand your initiative



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Establishing brand identity: Feelings and messaging

Feature #1: _____

Feelings: _____

Feature #2: _____

Feelings: _____

These emotions can be used to help you craft a message that will encourage employees to feel this way about your elearning initiative.

Tip #3: Brand your initiative

What you **ARE** and what you **AREN'T**

We are: _____

Which includes: _____

But not: _____

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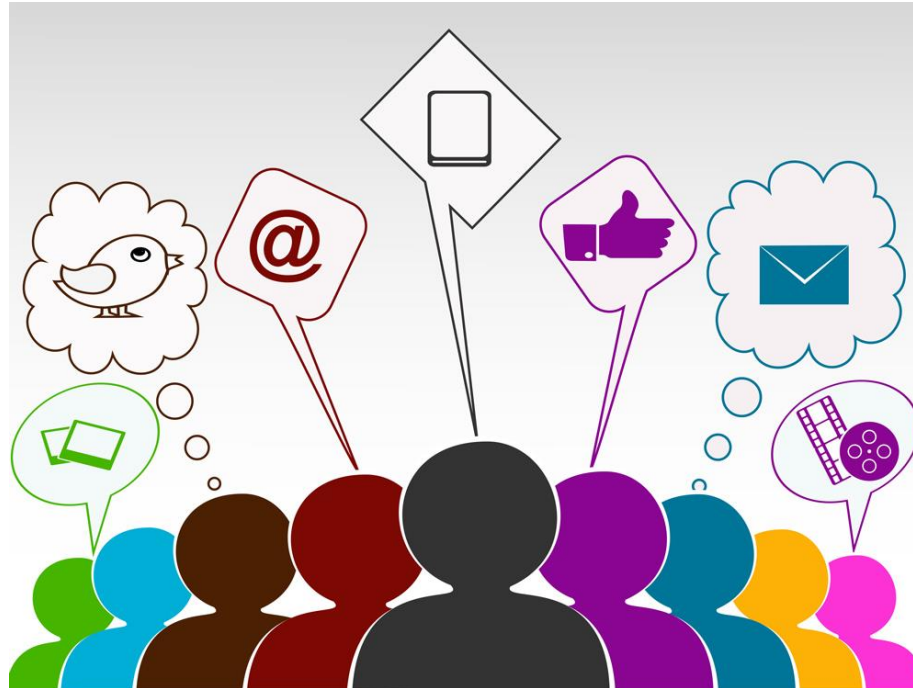
Using OpenSesame as an example, the exercise might look like this:

We are: The world's largest source for buying and selling elearning

Which includes: flexibility, simplicity, quick, affordable, broad, fresh

But not: stale, outdated, confusing, expensive, overwhelming, boring

Tip #4: Communicate early and often



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Promoting your program

■ Pre-launch email

- State goal of program
- Share key information including who, what, when
- Explain next steps and contact information

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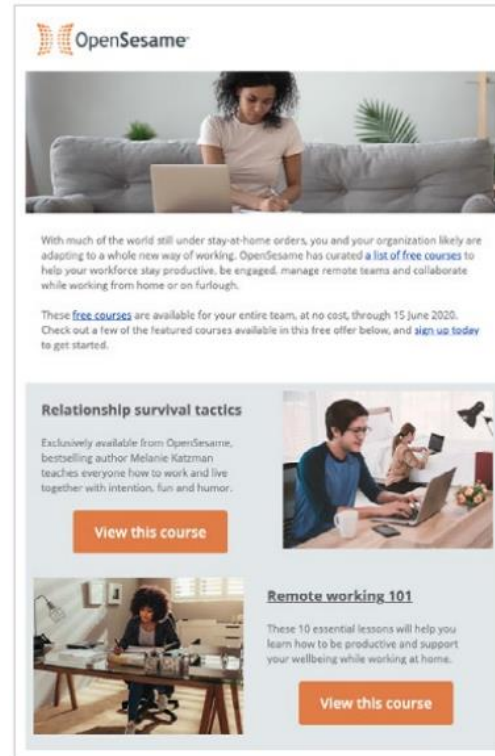
■ Launch email

- List of courses and descriptions to get started
- How to access courses
- Where to find help
- How to give feedback

Continued communication

Ideas to market your initiative

- Email
- Course of the week/month
- Testimonials
- Articles
- Social media posts



The screenshot shows an email newsletter from OpenSesame. At the top is the OpenSesame logo. Below it is a photo of a woman working on a laptop on a couch. The main text reads: "With much of the world still under stay-at-home orders, you and your organization likely are adapting to a whole new way of working. OpenSesame has curated a list of free courses to help your workforce stay productive, be engaged, manage remote teams and collaborate while working from home or on furlough." It then states: "These free courses are available for your entire team, at no cost, through 15 June 2020. Check out a few of the featured courses available in this free offer below, and [sign up today](#) to get started." Below this are two course cards. The first is titled "Relationship survival tactics" and features a photo of a man working on a laptop. The second is titled "Remote working 101" and features a photo of a woman working at a desk. Both cards have a "View this course" button.

OpenSesame

With much of the world still under stay-at-home orders, you and your organization likely are adapting to a whole new way of working. OpenSesame has curated a list of free courses to help your workforce stay productive, be engaged, manage remote teams and collaborate while working from home or on furlough.

These free courses are available for your entire team, at no cost, through 15 June 2020. Check out a few of the featured courses available in this free offer below, and [sign up today](#) to get started.

Relationship survival tactics

Exclusively available from OpenSesame, bestselling author Melanie Katzman teaches everyone how to work and live together with intention, fun and humor.

[View this course](#)

Remote working 101

These 10 essential lessons will help you learn how to be productive and support your wellbeing while working at home.

[View this course](#)

Tip #5: Make a splash



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An effective marketing message should do the following:



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An effective marketing message should do the following:

Grab their
attention

Identify
the pain
area

Offer a
solution

Appeal
to their
emotions

Call them
to action

Does creating
tables in Excel feel
like running into a
brick wall?

*(Grabs attention by
speaking to a pain area)*

Excel 2013- Pivot
Tables Training
can get you from
confusion to
mastery in only 60
minutes.

(Offers a solution)

Complete the
elearning course on
your own time and
take the course as
often as you need to
feel comfortable.

(Appeals to an emotion)

Access today
through our
Learning
Management
System.

(Creates a call to action)

Tip #6: The power of the preview

Promoting your program

- Course preview makes learners excited about what to come
- What to expect in the course - eliminate fear factor



Tip #7: Make it fun!



INCENTIVE EXAMPLES



Shout-outs

Section in company newsletter
"Department of the Month"
Special Swag



Prizes

Small gift cards
Special swag



Certificates

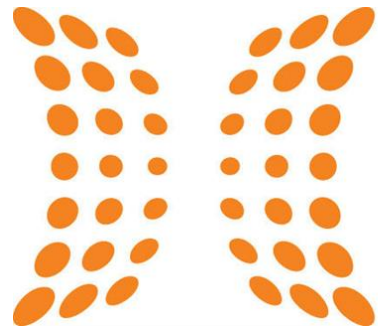
Course completion
Milestone (10th course, etc.)

RECAP

- Tip 1: “Why is more powerful than “what”
- Tip 2: The value of your champions
- Tip 3: Brand your initiative
- Tip 4: Communicate early and often
- Tip 5: Make a splash
- Tip 6: The power of the preview
- Tip 7: Make it fun!



Questions?



OpenSesame[®]

Thank you!

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