

# STRATEGIC IMPLEMENTATION

## Develop Your Marketing Strategy

In developing the marketing strategy for your training program, you'll want to begin by examining the goals and success criteria you established. What are the strategic and business objectives you want to accomplish? Let those answers guide you through the steps of designing, planning, and executing your marketing/communication strategy.

**Build:** Design your strategy and remember to reflect the culture of your organization. Consider your business and address cultural variables throughout the launch, special initiatives, and ongoing efforts.

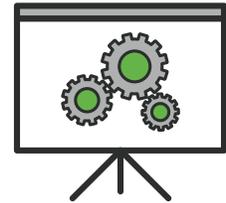
**Act:** Tell your story; send your message and set the foundation for ongoing success but working from the top down. Work from the top down. Identify available corporate resources. Remember to communicate who, what, when, where, and why.

**Review:** Evaluate your efforts to understand the changing work environment. Share information, keep users energized, and determine if you met your objectives.

| KEY BUSINESS OBJECTIVES     | SUCCESS CRITERIA   | MEASUREMENT   |
|-----------------------------|--|---|
| Improve customer retention. | Improve performance in handling of customer complaints within 90 days. | Positive feedback on applicability of learning to job responsibilities with a greater than 70% approval rating. |

The cultural variables you identified early in your implementation planning should impact your marketing strategy. For example, if your organization has executive support or mandated training, consider an endorsement from the CEO via email or video. Another variable to consider is the communication or information flow within your organization. What are the influential relationships within your organization? Is there a formal style of communicating or is information exchanged more readily through "water-cooler" or "elevator" conversations? Discuss your organization's information culture to help determine which marketing and communication media are most appropriate.

Marketing strategy is an integral part of your implementation and an essential component of a successful learning program. A successful marketing plan includes not only initial launch activities, but also strong ongoing efforts throughout the program. As you build your plan, remember to keep your program goals and success factors at the forefront of your decision-making, tying the activities into these goals.



### SUSTAINING YOUR MARKETING EFFORTS

Be sure to periodically review your marketing strategy and efforts to help keep your program on track. Stop and consider your program objectives and whether or not your marketing strategy is helping you reach those objectives.

Ask the following questions:

- **Did the marketing work?**
- **Did the techniques work?**
- **Was it worth the effort?**
- **What did we gain from this marketing effort?**