

STRATEGIC IMPLEMENTATION

Marketing Methods

For each of your target audiences, choose marketing methods that meet the following criteria:

Are appropriate for the culture of this group?

Are within budget?

Are easily produced with your printing and/or outsourced resources?

Include at least one marketing method for each of the following phases for each target audience:

Pre-launch: purpose is to build excitement.

Launch: purpose is to drive utilization.

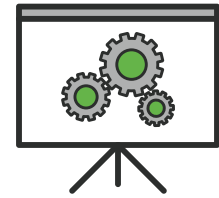
Process/Instruction: purpose is to communicate processes and instruct on system navigation.

Reminder: purpose is to sustain utilization to expand audience if needed.

Follow-up: purpose is to reenergize the program, drive utilization, and encourage/drive feedback.

TARGET AUDIENCE	METHOD	PURPOSE
Sr. leaders, mid-level leaders, sales people	Article in company e-newsletter	Inform
Sales reps	Video testimonials from sales leaders	Persuade
Sales reps	Featured course recommendations in monthly newsletter	Remind
End-users	Getting started user guide	Instruct

In the following pages you'll find ideas for specific marketing methods and techniques that you can use to promote your employee training program.



THE ANATOMY OF A MARKETING EMAIL

Recipient:

Your target audience

Subject Line:

(getting your messages opened)

The general rule is to keep your subject line to 50 characters or less

Body Text:

Make sure you're offering some kind of value exchange for people's free time (more productive, more money, more time, more knowledge). State reasons why – the psychology of "because" primes your audience for action

Image(s):

It could be a banner or logo of your learning program branding or specific to the email content

Call to Action

Use direct language about what you want them to do

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TECHNIQUE	DEFINITION	PAPER	EMAIL	WEB	OTHER
Advertising	Create display ads that can be placed in company or department newsletters or other publications. Additionally, try to place banner ads on other internal websites with a link to your course or learning platform.	●		●	
Advertising Editorial	Select employees to help assess training needs and evaluate training solutions. The story can highlight employees who took courses and applied what they learned on the job. These ads may have more credibility than those that simply highlight course availability and features because it uses a testimonial approach.	●		●	
Advisory Group	Gather groups of internal customers and/or students to help assess training needs and evaluate training solutions. The members of this group can also be instrumental in promoting the program, since they are likely to be strong advocates for training based on their involvement in the decision-making process.				●
Announcements	Develop short items designed to inform and remind learners course availability, ongoing initiatives, contents, etc. These can fill the gap between more in-depth ads or articles.	●	●		
Articles	Write articles on topics that are addressed in the library. Try to get these articles included in company publications and include information about accessing the content referred to in the article.	●	●	●	
Brochures	Create brochures for specific curricula or learning paths. Direct the brochures to your target audience so they can easily focus on the content that is meaningful to them.	●	●	●	
Lunch-and-Learn Seminars	Host various lunch-and-learns on development topics, watching training videos as a group, then hosting a facilitated discussion afterwards.				●
Bulletin Boards	Place all available material on company bulletin boards. These are often highly visible. Remember to make your items eye-catching to draw employees' attention to your documents.	●	●	●	

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Team Meetings	Have a quick 5–10 minute presentation that you can always be prepared to give at a team meeting. This presentation should highlight the available courses, focus on the just-in-time nature of the content, and any other features that are important to your organization. You never know when there might be an extra spot on the agenda!				●
Contests	Hold drawings, provide incentives, do anything that requires people to complete a video to win a prize. Publicize lists of winners in your newsletter or on your web site. This will be useful during the early phases of your program and a way to re-engage those who may not have participated in some time.				●
Email Signature	Include a link to the course web site in your automatic email signature to encourage people to visit the site.		●		
Department of the Month/Year	Recognize the department or work group that complete the most training each month or the group that has improved their work processes as a result of training. This can inspire the competitive edge in people and encourage them to make time for training. Publish winners in company newsletter or other publication on your web site.	●	●		
Learning Advisors	Create a link on your learning platform to an email company learning advisory service. Employees can email questions regarding which courses to take, and members of the training staff can provide personalized feedback to them.		●	●	
New Employee Communication	Incorporate learning and development information in with new employee onboarding to give them tools and resources needed as they start their career at your organization.	●			
Newsletters	Send a monthly or quarterly newsletter to showcase your training program. If you already have an overall training newsletter, regularly dedicate a section to the online training program.	●	●	●	