



ENGAGING LEARNERS: HOW TO THINK AND ACT LIKE A MARKETER

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HELLO.

**I am Susie ...Let's
Talk About**



- 1 Why Marketing?
- 2 Essentials for L&LD
- 3 How to Act Like A Marketer
- 4 Best Practice in Action
- 5 Conclusion and Q&A



WHY DO WE NEED MARKETING?

We have to **first** appeal
to learners to engage
them

66% of L&D leaders say they're having a
hard time getting workers to engaged
with corporate learning...



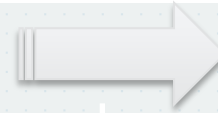
...only 18% say it's
not a problem

Engagement of learners is at
an all time low



WHAT MARKETERS FIGURED OUT

MASS MARKETING



DIRECT MARKETING

CUSTOMERS

All customers are equal

All customers are unique

MARKETING & DESIGN

Mass

Personalized

OFFER

Generic

Targeted,
Aspirational

COMMUNICATION

One way, one time

Continuous “2x4”,
integrated

SOLUTIONS

Reactive strategies

Data Driven strategies for
continuous engagement



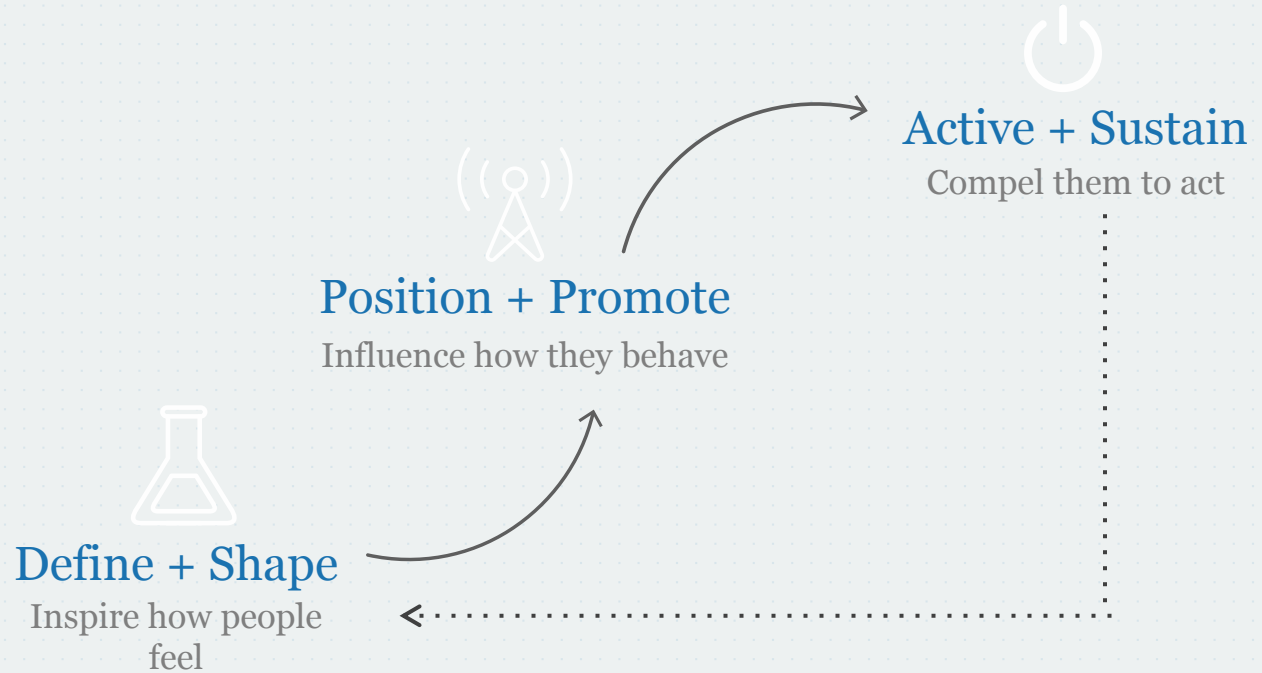
HOW TO THINK LIKE A MARKETER

Engaging learners is a learning problem that needs a marketing answer

1. Motivate

2. Strong call to action

3. Capture mindshare





L&D PRACTICES FOR DEPLOYING NEW TECHNOLOGIES AS OF **TODAY**

Lessons from the Field

APPROACH

All employees are equal

BRAND

Corporate

DEPLOYMENT

Launch &
“Leave”

COMMUNICATION

One way, one time

SOLUTIONS

Reactive, Lowest costs



LAUNCHING NEW TECHNOLOGIES

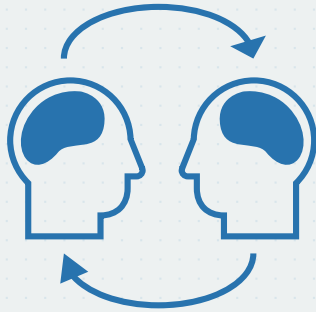
L&D Need to Take a Page from Marketers and Apply Essential Marketing Practices





CUSTOMER-CENTRIC APPROACH

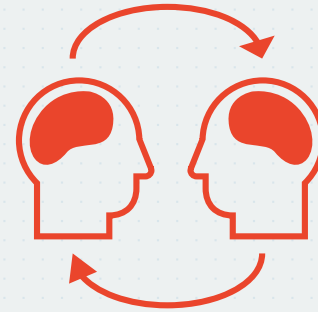
Develop Personas: L & D Needs to Break Through the “Clutter” & Deliver Personalized Experiences



MARKETING MINDSHARE

Brand, target market
and deliver the right
product at the right
time, with products
customers want

&



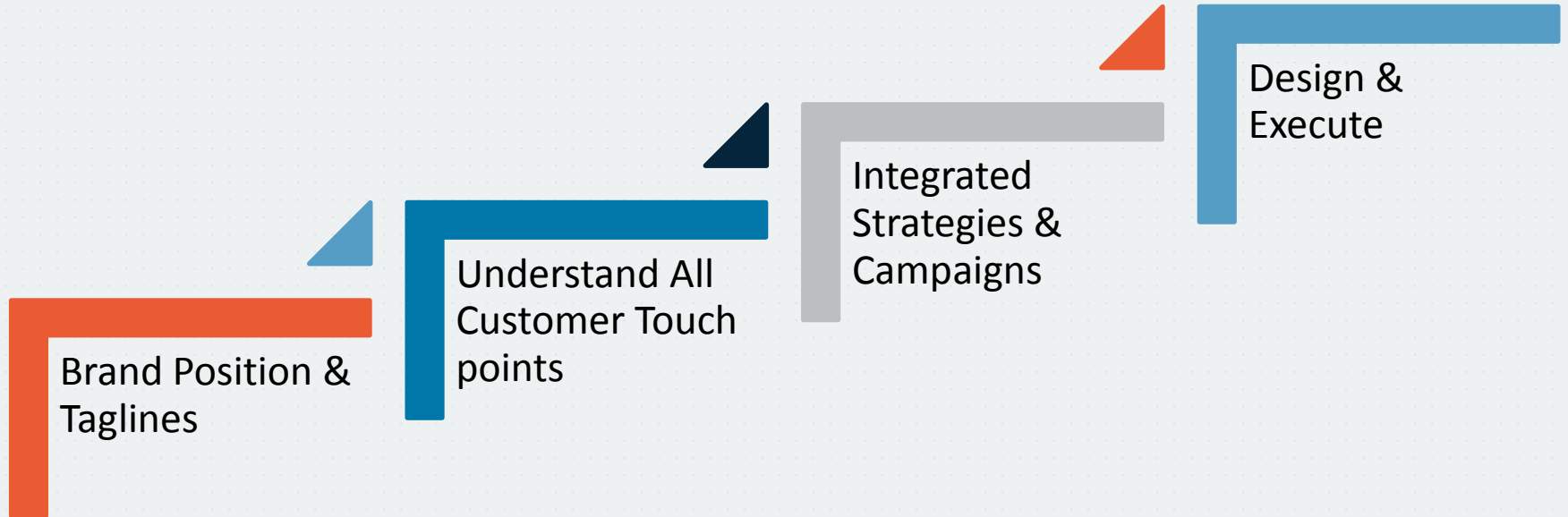
LEARNING MINDSHARE

Brand, target market
and deliver learning
technology &
transformation with
what employees want



HOW TO ACT LIKE A MARKETER

Integrate best practices from marketing to increase mindshare, adoption and engagement





BRAND POSITIONING

Deliver an aspirational Brand to begin engagement

Brand Position & Taglines

- Establish a brand
- Compelling value proposition
- Apply logo, tagline
- Feed tone, messaging into all Communication and touchpoints

Understand All Customer Touch points

- Capture all channels to communicate
- Maximize Reach

Integrated Strategies & Campaigns

- Plan Product and Program based campaigns with business partners and corporate communications
- Yearly, quarterly, monthly top and bottoms up

Design & Execute

- Design, deliver creatively compelling messaging, and design and to increase usage, engagement with stakeholders and employees alike
- Measure, refine



ACKNOWLEDGE CUSTOMER TOUCHPOINTS

Identify all the channels to communicate with your employees to motivate and deliver messaging at the right time

Understand All Customer Touch points

- Capture all channels to communicate
- Maximize reach

Brand Position & Taglines

- Establish a brand
- Compelling value proposition

Integrated Strategies & Campaigns

- Plan Product and Program based campaigns with business partners integrate messaging, opportunities
- Yearly, quarterly, monthly top and bottoms up

Design & Execute



STRATEGIZE AND PLAN

Develop integrated engagement plans and campaigns & reinforce

Brand Position & Taglines

- Establish a brand
- Determine a value proposition
- A logo, tagline
- Feed tone, messaging into all Communication and touchpoints

Understand All Customer Touch points

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- Maximize Reach

Integrated Strategies & Campaigns

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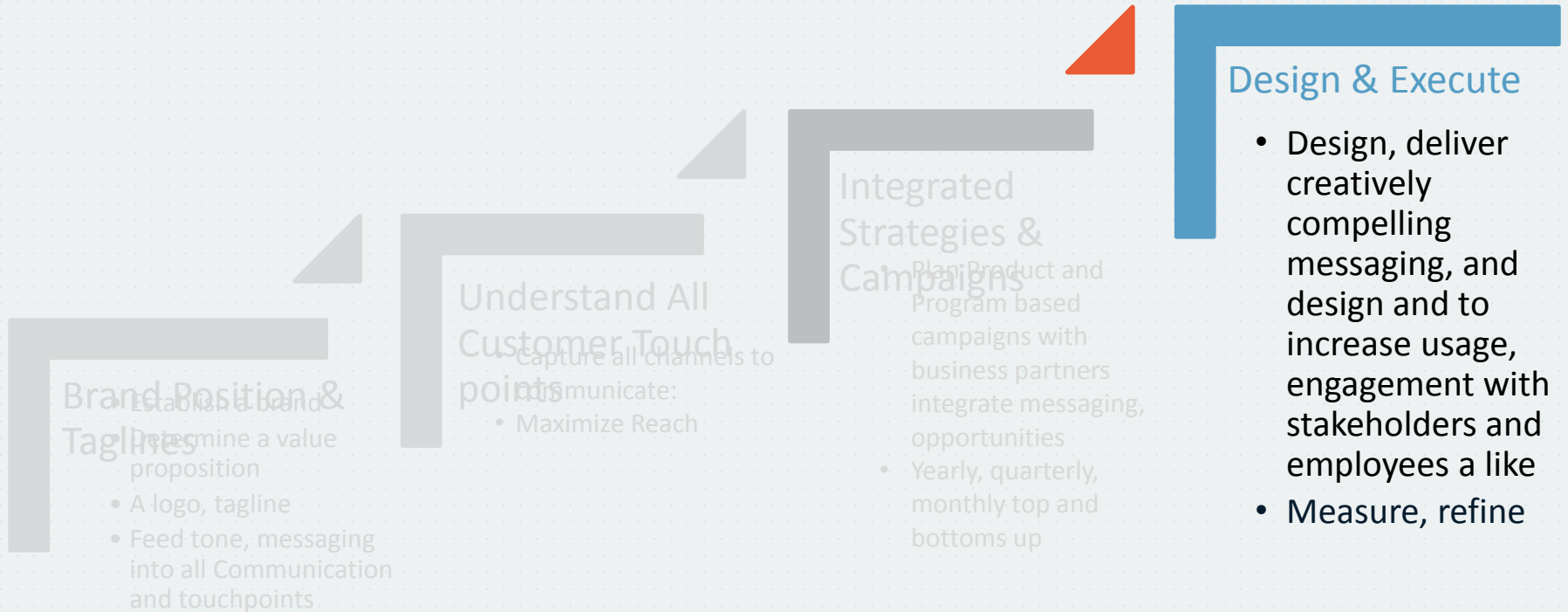
Design & Execute

- Design, deliver creatively compelling messaging, and design and to increase message, engagement with stakeholders and employees a like
- Measure, refine



EXECUTION

Design and deliver, Measure and Sustain to build adoption & loyalty





MARKETING TACTIC:

SOCIAL MEDIA

- Create a social media campaign to tie in with a company program or Degreeed program
 - Share on social media with photos, hashtags, creating collaboration
 - #whatimlearning
 - #ImLearning
- Have your team follow Degreeed on social media to see what else Degreeed is talking about to other LifeLong Learners

Unlock these channels

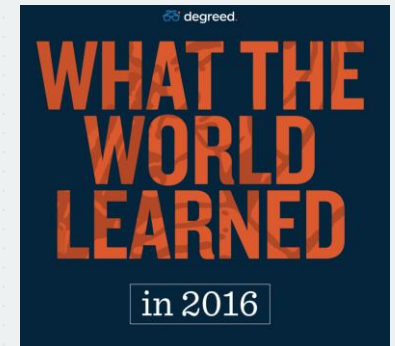
[Facebook](#)

[Twitter](#)

[Linkedin](#)

[Instagram](#)

[YouTube](#)





MARKETING TACTIC:

21 DAY CHALLENGE



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21-DAY CHALLENGE

Everyone wants to grow and progress in life, but it can be hard to fit learning into your busy schedule. According to *The Power of Habit* 40-45% of the decisions we make each day are actually habits, not really decisions. People who have a habit of learning are more likely to be successful. Degreed can help you start your learning habit today.

Complete all the items below in the 21-day period

CHALLENGE	✓	CHALLENGE	✓
Add 5 learning categories to your profile		Follow someone	
Add a photo to your profile		Recommend an article or video that you found valuable to a colleague or group.	
Add your current role		Assign yourself a goal	
Add 3 historical completions to your profile (e.g., previous job, book, video).		Post a comment to the group you joined	

Use our template or add your own flare
Make it a fun competition
Share the results
Celebrate those that participated



MARKETING TACTIC:

LEADERBOARDS

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Learning Metrics for DEGREED EMPLOYEES

WEEK OF: 08.22.16 TREND SINCE LAST REPORT: ▲

◀ Overall Statistics ▶

- Share in Slack, Yammer, HipChat, Newsletters
- Reward with Recognition, Prize or FlexEd
- Set benchmarks for your team
- Create competition with teams
- Select the criteria you want to encourage behavior



MARKETING TACTIC:

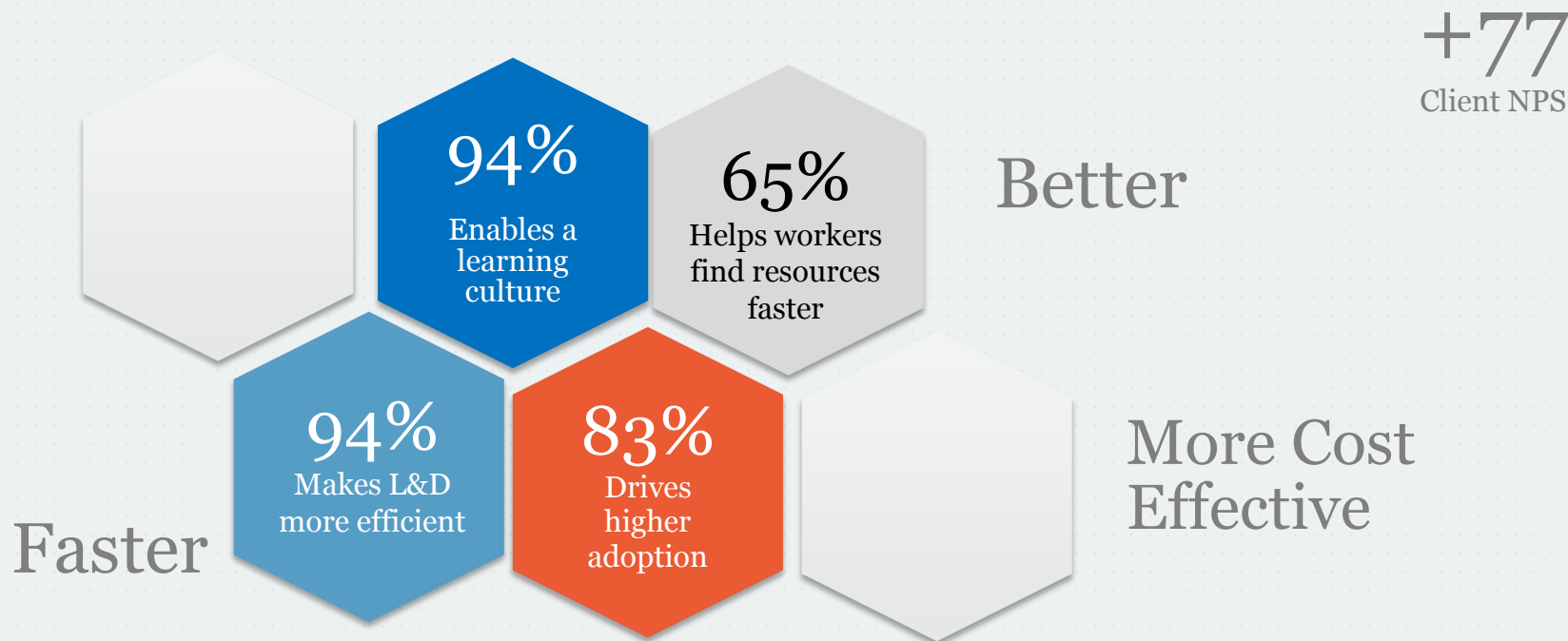
EMAIL CAMPAIGNS

- Daily inspiring email
 - Motivating, Attention grabbing, Helpful
 - Think about what would make you want to open an email?
 - Make it something they look forward to and
 - Same time
 - Same format
 - Same simplicity
- Keep it short!
- [We miss you series](#)
- [Did you know series](#)



RESULTS – DRIVEN APPROACH

Applying Marketing Strategies = Mindshare, Engagement, Adoption





THE FUTURE IS HERE FOR L&D

TODAY

TOMORROW

CUSTOMERS

All employees are equal

Treat employees like customers

BRAND

Corporate

Employee-driven, Aspirational

LAUNCH STRATEGIES

Launch & “Leave”

Continuous client lifecycle

COMMUNICATION

Same for all, one way, one time

Personalized, “2x4”, integrated, two-way

SOLUTIONS

Reactive, Low Cost

Proactive strategies, data driven, Integrated



ABOUT DEGREED

Degreed is a career-long learning platform that helps organizations and people target learning at their skills gaps — however and wherever they build their expertise.

INTERNAL LEARNING & TALENT SYSTEMS

+

EXTERNAL TRAINING CONTENT

+

INFORMAL LEARNING ECOSYSTEM

