

Marketing strategies to create lifelong learners.

A practical framework to pick up and execute the right marketing mix depending on the engagement goals we want to achieve, based on real cases.

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To create lifelong learners we must engage them, and latest tech and content will not make it for us.

WHY should we read this Guide?

Culture change never comes by itself. Few people already have the growth mindset and grit to act as spontaneous lifelong learners.

Laggards and people resisting to change (literally, any change) often constitute the large majority of the employees of any company. Ironically, these ladies and guys are usually the targets of massive upskilling and reskilling campaigns.

We just can't leave them behind, can we?

They are the reason we are doing upskilling and reskilling after all, the reason we have a budget for these initiatives.

Stimulating engagement is the unique lever to build a healthy learning habit over time. Engagement has little to do with technology or content per se.

Marketing strategies must be applied, in combination with technology and the right content selection, in order to create and reinforce a positive attitude.

Cool, but HOW?

At OfCourseMe we are banging our heads against this since 2018. In this guide, we distill what we learned about designing and executing marketing strategies to stimulate engagement.

Before we even start: ask ourselves, **why** am I doing this?

Of course we need to transform our company culture, and we obviously want to create lifelong learners, but why?

Things are moving fast, hence it might be easier not to dig deep enough, but such nuances make all the difference. Is the industry changing? Is the strategy changing?

Are people at risk of losing their relevance? Is this an internal mobility project? Are there new values to reinforce?

If we ask ourselves why many times, as deep as we can, we will then have our goal much clearer, and we will make our strategy sharper.



TIP #1:

analyse learning personas.

This may be trivial, and is one of the core concepts of any marketing activity: people are not the same, they react to different narratives, they engage with different formats, they have different styles and react differently to external stimuli.

Clustering learners according to their learning behaviour (not by age, sex, professional family, company role, seniority, etc.) is a must do prior to doing anything else.

So, why are we sending the same monthly newsletter to everybody?

Use data to analyze how people interact with contents, when, what format, for how long, etc. and cluster them in groups.

Then come out with a content offering specific for each group.



TIP #2:

when delivering content, always tell a story.



You have clustered users by learning persona? Good stuff! You are already ahead of 95% of your learning peers out there.

Have you created content recommendations (pills, pathways, playlists, hybrid experiences, VR / AR, serious games, etc.) specifically for them? Wow, now I am really impressed.

Do you have a story to tell them about this wonderful program absorbing your last weeks? Homo Sapiens loves stories. Since our early days on Earth, hunters-gatherers learnt in two ways: “on the job” (say “what doesn’t kill you makes you stronger”) and by listening to stories.

Our brain did not change much since then: build a consistent narrative and deliver it to the right audience, at the right time, in the right format.

TIP #3:

adjust over time, based on behaviours.



The routes we take in life often change and adjust as we go, so why can't learning as well?

When we start a journey towards lifelong learning and cultural transformation, we just do not know what we do not know. Test, measure, adjust, iterate should be LnDs mantra in approaching lifelong learning.

It is OK to make mistakes. In fact, the whole process is a trial and error one; we want our initial assumptions to fail and fail fast, so that we can learn what might work instead sooner.

How do we find out? Data, data, data.

What data? Behavioural.

Why behavioural? Because we are striving to change the behaviour of people, what other data should be look at? Fruition time? Come on ...

TIP #4:

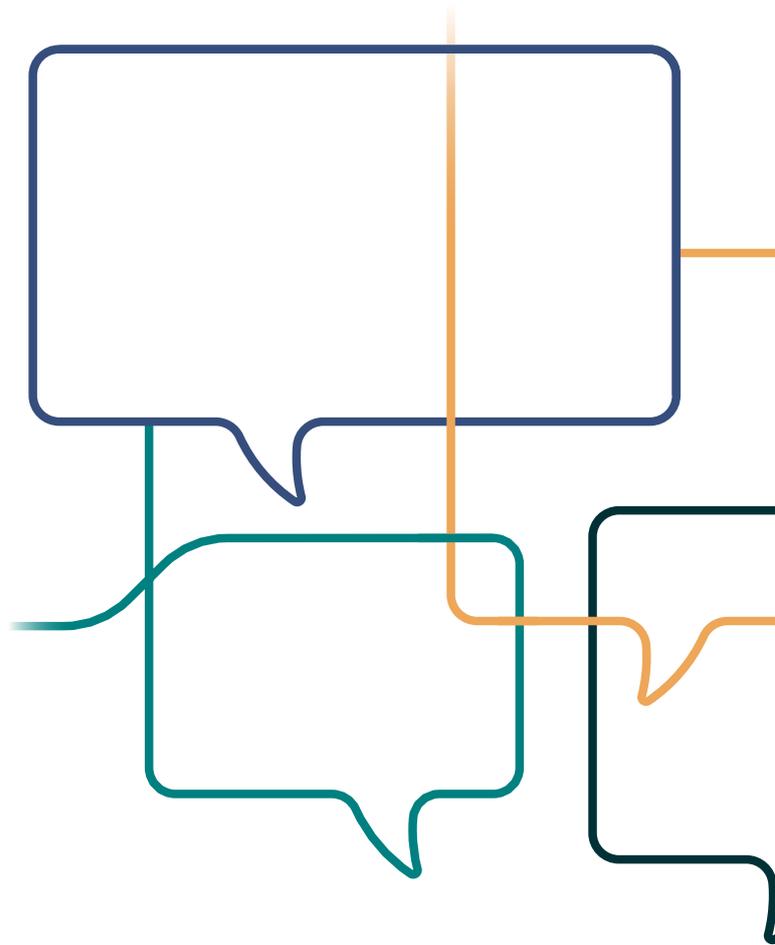
combine different marketing techniques.

Depending on where we are in the process (kick-off, after one quarter since kick-off, after one year, etc.), and based on progress, we may need to implement different marketing techniques.

This is OK, as long as we keep a consistent narrative and don't forget about the ultimate goal (the WHY, yes, our Polar Star).

In the next slide we put together a selection of marketing techniques we applied in a variety of cases. We explain how and when to adopt them, and - more importantly - in order to achieve what.

There are many more out there, but these - once executed - work and are not complicated to plan and execute.



TIP #5:

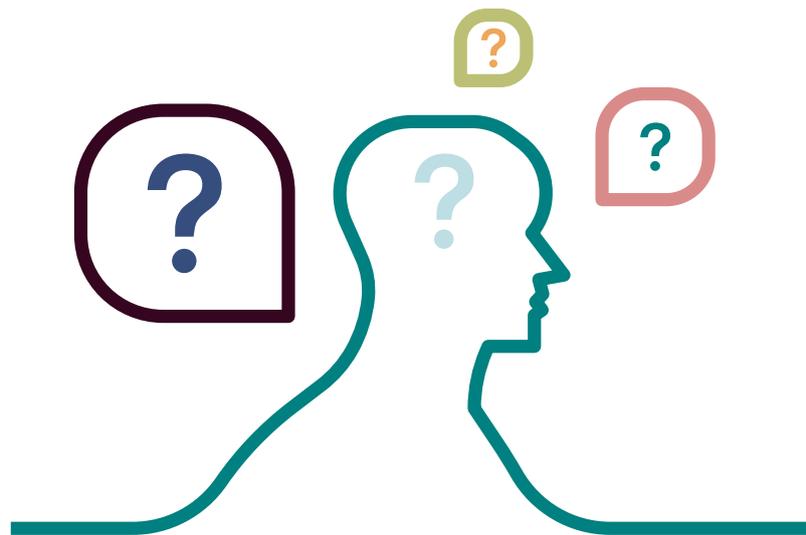
don't assume people know how to access their learning platform.

It might seem trivial, but it happens more often than we may think that learners are not 100% familiar with their learning platform.

Ultimately, they may access it only when they are prescribed to do so to take some mandatory training.

Needless to say, we need to make sure that the learning experience is aligned with the expectations of 2021 digital users.

This does not mean that we need to build extremely complicated learning environments, but rather apply basic user centric product design.



In these few pages we tried to wrap up a **structured approach to marketing as a tool to boost learners' engagement.**

Technology and content are important, but **not enough to keep people engaged over time:** building an editorial plan and following it is the secret sauce of any lifelong learning initiative.

If you want to find out more,
contact us at:
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Thank you

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