



IMPROVING TRAINING WITH MARKETING TECHNIQUES

The **Incentivizing Training: The Role of Marketing in Corporate Learning** survey from Training Industry and Allen Communication reveals the strategies and marketing techniques L&D departments are using to meet the changing needs of an organization's enterprise training strategy.

Your training department must have a comprehensive marketing strategy to make learning a driver of...

- ✔ Organizational culture
- ✔ Employee & customer behaviors that impact business performance

HERE'S WHY

88% of organizations believe that relevant & consistent training content makes L&D more appealing.

70% believe that L&D has favorable brand equity with employees

IN ADDITION...

73% agreed that L&D communications need to stand out more

63% agreed that the L&D brand in their company should be more focused

WHO'S RESPONSIBLE?

L&D: is more responsible for employee learning audiences



MARKETING: is more responsible for B2B & consumer audiences



* REGARDLESS OF LEARNING AUDIENCE, INCENTING & ATTRACTING LEARNERS IS A **SHARED RESPONSIBILITY**



WHAT YOU CAN DO

Use a mixture of curriculum & campaign approaches to training initiatives.

PROMOTE LEARNER AWARENESS OF TRAINING OFFERINGS.

Include shareable objects in courseware to increase engagement with materials.

Publicize training initiatives & events within the company.

Host regular meetings with stakeholders to ensure brand alignment.

Develop an L&D landing page that mimics the company's parent brand.

INCENTIVIZE LEARNERS TO ENABLE CONTINUOUS ENGAGEMENT.

MEASURE, MEASURE, MEASURE

EVALUATE

- Learner reactions to training
- Post-training knowledge sustainment
- Transfer of learned knowledge & on-the-job skills
- The impact of training on the company's brand

* **USE REACTIVE METRICS TO IDENTIFY OPPORTUNITIES FOR LEARNER ENGAGEMENT**

INCLUDE

- Training consumption trends
- Learning assessment scores
- Tracking access to support materials

FOR L&D:

- ✔ certificates
- ✔ flex time
- ✔ promotions

FOR MARKETING:

- ✔ social media sharing
- ✔ gift cards
- ✔ newsletters & email offers

Allencomm knows an integrated marketing strategy improves training outcomes

WORK WITH US FOR BIGGER BUSINESS IMPACT

