



# Learner Marketing

How to create real Learner engagement

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# Learner Marketing

## Topic

What is Learner Marketing?

Why is LM important?

What Learners want

The 4 golden rules

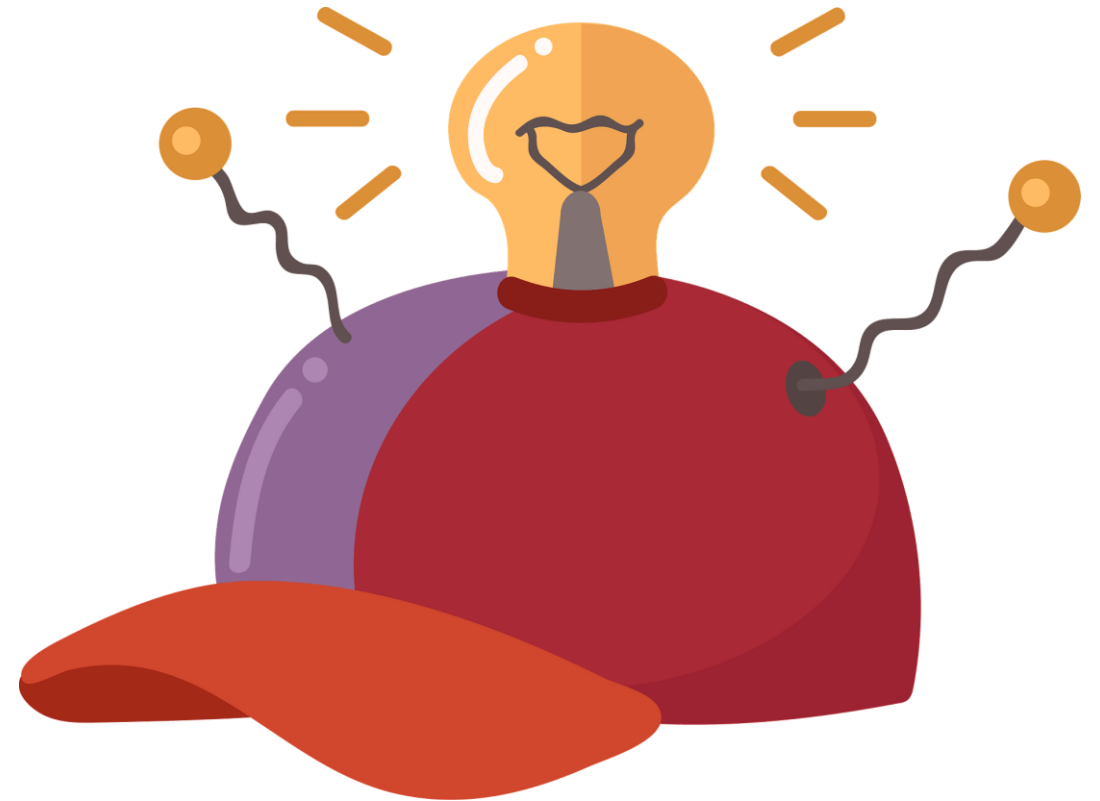
A client case

Brainstorm questions

Final tips & Tricks

# What is Learner Marketing?

- ALL the communication actions which are in link with your learning solution
- Learner Marketing allows you to engage and retain your learners in your training programs through a communication strategy



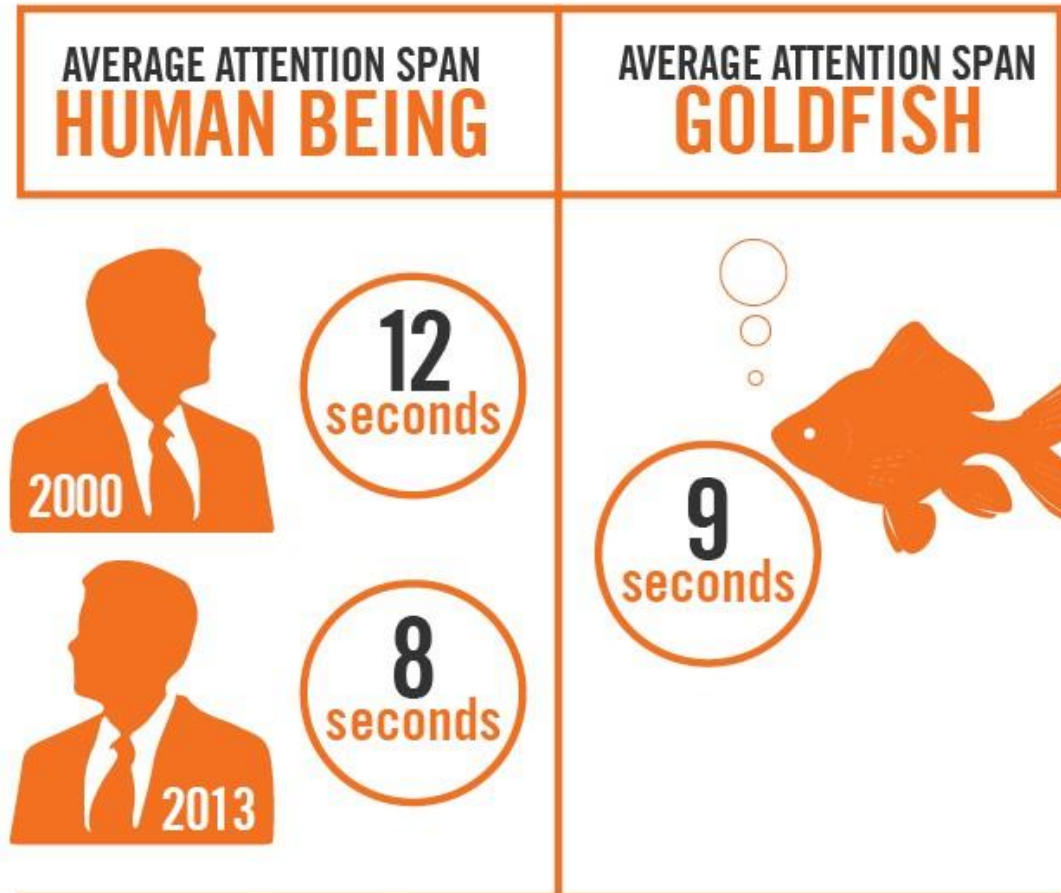
You will read this last.

**You will read  
this first.**

Then you will read this.

And then this one.

# Why Learner Marketing?



Source: Notional Center for Biotechnology Information

# Why is Learner Marketing important?

## 1 Why is it relevant to invest in LM?

- ✔ Create engaging activities to retain your learners
- ✔ Stimulate learner loyalty
- ✔ Target your learner's needs

## 2 What are the positive results?

- ✔ Boost the traffic => Average increase of 20% registration rate
- ✔ Boost awareness => Average increase of 80% usage rate
- ✔ Boost engagement & Loyalty => Average increase of 30% completion rate

! Note, a Learner Marketing strategy does not replace the learner engagement generated by **learning design** activities. They complement each other and extend the learning experience.

# Recognize these 'symptoms'?



**Low activity rate (people are connecting but not learning)**



**Low connection rate and no loyalty**



**Low usage of the delivered materials**



**Difficulty to stimulate skills acquisition**



# What motivates learners?

***Autonomy*** : the desire to be self-directed

***Mastery*** : the itch to keep improving at something that's important to us

***Purpose*** : the sense that what we do produces something transcendent or serves something meaningful beyond than ourselves.

*Daniel Pink*



# 4 golden rules

**Define a strong naming & Branding for your Learning solution**



**Set up a launch campaign & long-term activation plan**



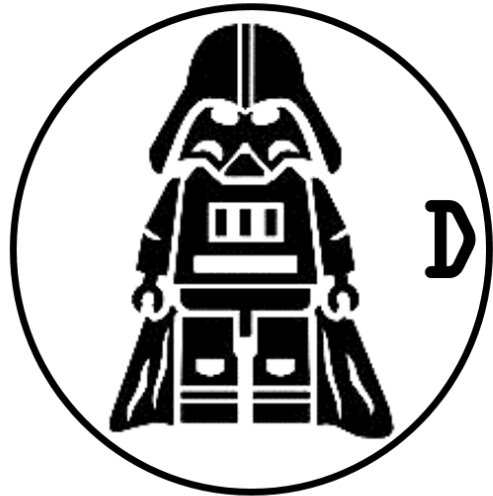
**Be learner centric**



**Measure the outcome of your initiatives**



# 1) Branding



DATA SKILLZ  
MATTER



## 2) Launch campaign



# The power of nudging



**HEALTHY @ WORK**

## QUELLE COLLATION CHOISISSEZ-VOUS ?

| Collation                 | Distance (KM) | Time (min)        |
|---------------------------|---------------|-------------------|
| Coca-Cola                 | 4,8           | 105               |
| Twix                      | 3,9           |                   |
| Haribo Goudberen          | 6,2           |                   |
| <b>Totaal (onhealthy)</b> | <b>14,9</b>   | <b>DE JOGGING</b> |
| Water                     | 0             | 14                |
| Apple                     | 0,2           |                   |
| Cookie                    | 1,8           |                   |
| <b>Totaal (healthy)</b>   | <b>2</b>      | <b>DE JOGGING</b> |



**You have new course content available**

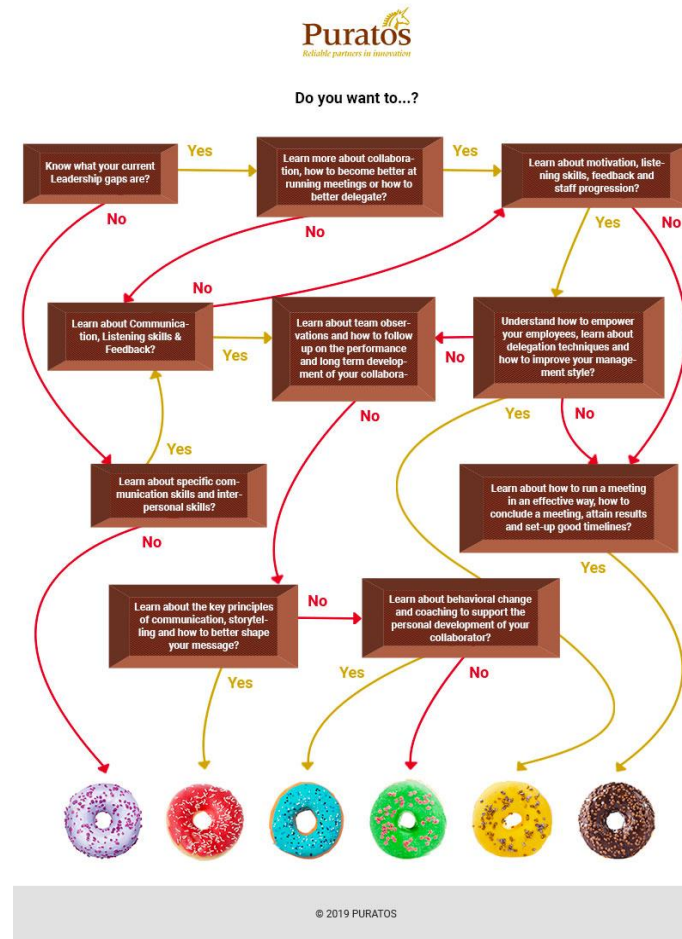
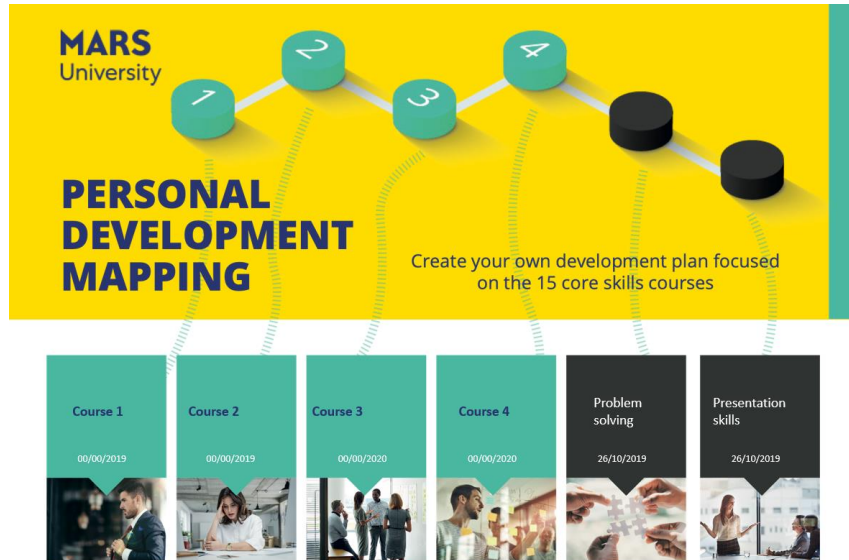
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 rra non, semper suscipit,

**IK PARKEER MIJN WAGEN  
100 METER VERDEROP  
EN ZET  
144 EXTRA STAPPEN**

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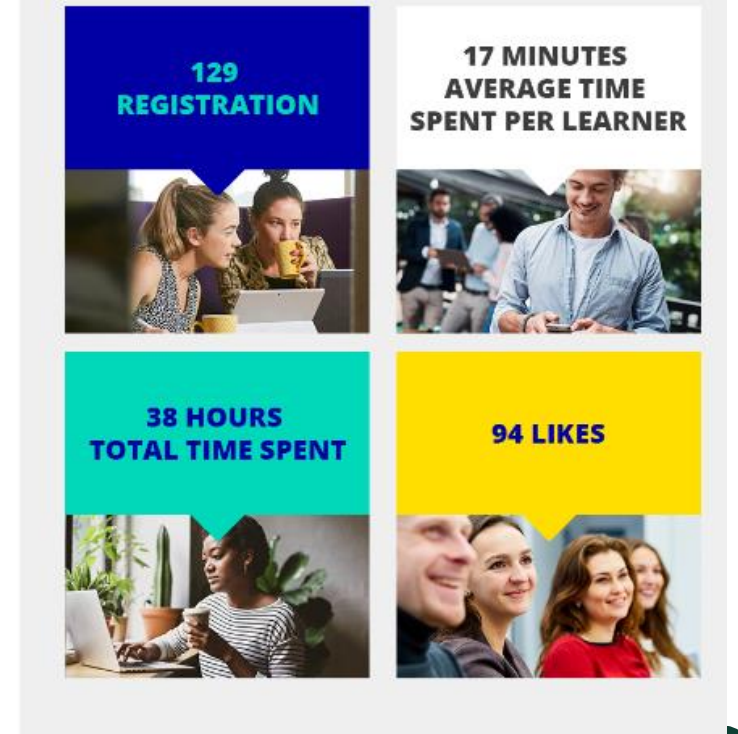
# The power of nudging




**MARS University**



**LEARNING FRIDAYS**



|                                  |  |
|----------------------------------|--|
| <b>129 REGISTRATION</b>          | <b>17 MINUTES AVERAGE TIME SPENT PER LEARNER</b> |
| <b>38 HOURS TOTAL TIME SPENT</b> | <b>94 LIKES</b>                                  |

## 3) Targeted & Personalized

**Channels**

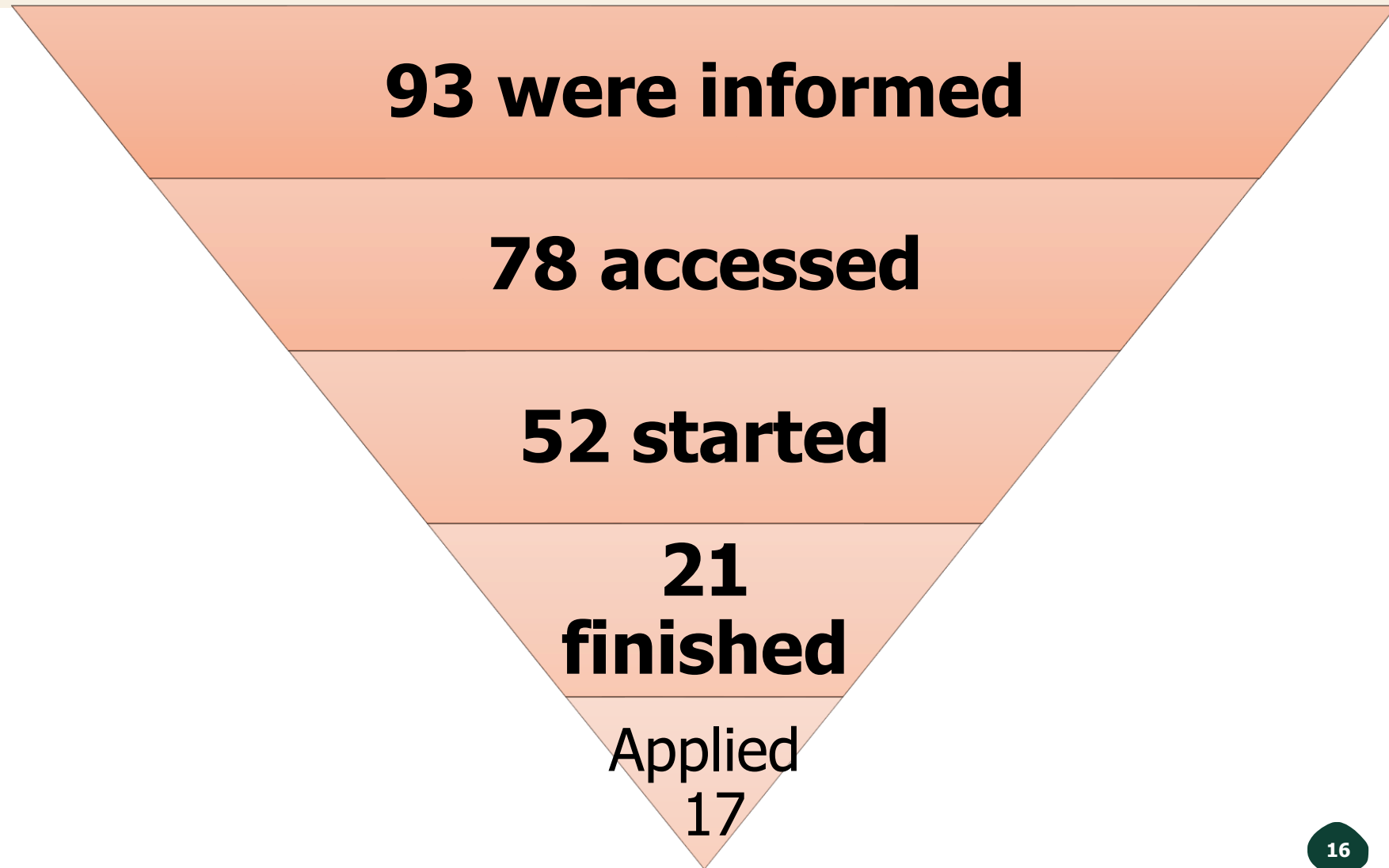
**Diversify your approach & offering**

**Pains & Gains**



## 4) Measure

### The drop-out pyramid





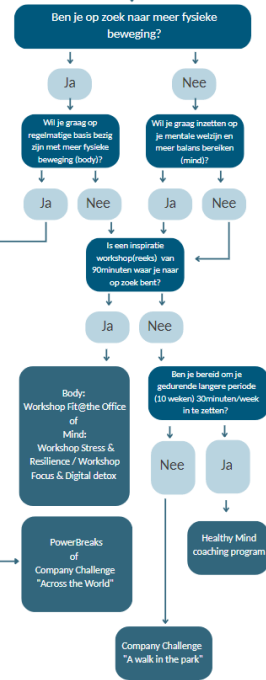
# Antea Group: Healthy Mind programme

## Branding



## Kick-off

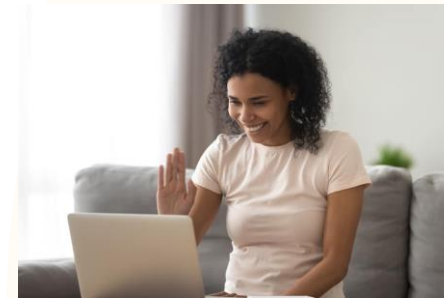
Voor welk Flow 2.0 initiatief schrijf ik me best in?



## Weekly e-mails



## 2 in between Coachings 1:1



## Apotheose & completion certificate



# Brainstorm questions



**What are the things that can cause the kick-off to become a complete disaster?**



**What can you take away from this case into marketing the Data Skills competency training?**



**How are you going to apply more 'branding' in your next learning initiative?**



**What do you think happened during the second coaching session?**

# Some final tips!



Install psychological safety when it comes to learning:  
The right balance between support AND challenge



EVERY training can be made sexy. It's just a matter of storytelling



EVERYONE can think like a marketer, dare to put on your marketing hat!



Rethink your standards around « success ». What is the real value of having 100% completion when mandatory is at stake?



**What's on your mind?**