

# A LEARNING LEADERS GUIDE TO MARKETING

# YOUR LEARNING CAMPAIGN IS ONLY AS GOOD AS WHO ENGAGES WITH IT.

As defined by the American Marketing Association; Marketing is “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large”. How you market a learning campaign, product or service can make or break its success. Marketing isn’t as easy as it looks, and before you can get started there are some questions that you need to answer; What, Who, Where, When, How? **Here are some tips we believe can help you get a jump start when deciding how to efficiently market and promote your learning campaigns.**

## DEFINE MISSION AND GOALS



By defining the mission and goals of your learning campaign, you can assess where it’s at, the goals you have for it. Once goals are clearly defined, then you can begin to consider the strategies and tactics you will use to reach these goals. With defined goals for your campaign, you can better execute your marketing.

## IDENTIFY YOUR TARGET AUDIENCE



It is imperative to know whom you are marketing to. Establishing the what and who, helps you determine the how. The tighter you can get on your audience e.g. likes, interests, demographics the more tailored your tactics can be. For example your target audience for a learning campaign would be tremendously different then that of a clothing line or children’s toy.

## PERFORM A SWOT ANALYSIS

This technique is used to help you identify strengths, weaknesses, opportunities and threats related to your campaign. **Here are some questions to help you get started with identifying the four elements of the SWOT analysis.**



### STRENGTHS

- What do you do well?
- What separates us from other company initiatives?
- What Internal resources and tangible assets can we utilize?



### OPPORTUNITIES

- What are the goals?
- Is there a new demand or a new need?



### WEAKNESSES

- Where do we need to improve?
- What do competitors do better?



### THREATS

- What obstacles are there?
- Emerging competitors e.g. competing programs?

## UNDERSTANDING THE 4 P'S OF MARKETING

The 4 P's of Marketing is a widely accepted approach when creating a marketing strategy. It centers around 4 pillars: **Product, Price, Place** and **Promotion**.



- ✓ **Price** describes the costs, discounts and margins associated with the campaign;
- ✓ **Place** looks at the distribution, marketing channels, location and logistics used
- ✓ **Promotion**, which is centered around the advertising, public relations, selling and promotions you are going to use.

Once determining the 4 P's they can be used as a tool when building out your campaign, pursuing your target market, and to overall reach your marketing objectives.

## CREATE A MARKETING PLAN FOR YOUR LEARNING CAMPAIGN

Your marketing plan should be used as a roadmap that covers in detail the literal plan. To help you visualize what a marketing plan should look like, they typically include but are not limited to; An executive summary, a company description, a strategic focus and plan, a situational analysis, a market analysis, a marketing program/plan, discusses financial data and projections, an implementation section, as well as an evaluation section. When creating a marketing plan for your learning campaign, if you decide to scale it down, the elements listed should still be understood and not ignored. Cutting corners could lead to problems in the long run and once you've established these elements (if you haven't already), they can also be utilized down the road in future campaigns.



## TACTICAL ELEMENTS OF YOUR MARKETING PLAN

Here we are talking about in specific the strategies and tactics you will be implementing to market your learning campaign, business, product and more. This includes both the specific tactic itself (Social Media- Facebook, Twitter; Email Marketing- Outbound Emails, Email Campaigns) as well as the details of the tactic (Post of Facebook 2x a day; Send out whitepages 2x a month). Here are three marketing channels that could be important to utilize for your campaign and some tips on how to maximize their potential!





## SOCIAL MEDIA

- Start, audit and/or update channels based on your target audience's preferences.
- Make sure each channel has the same description and links (benefits branding and SEO)
- Make sure social media platforms are all pointing to the same place (Links to website, contact information for your organization)
- Content planning strategy and images
- Community management - answering questions and comments from followers
- Can consider paid social - organic reach by channel - Allows you to track and manage progress more closely, efficiently and individually.
- **IDEA:** Consider creating internal social media channels for your organization to discuss learning initiatives and more!



## EMAIL MARKETING

- Campaign planning /editorial calendar
- Platform selection
- Learn about the elements of a good email.
- Tracking/Reporting
- **IDEA:** This could be as simple as an internal email or as robust as using a CRM platform.



## STAY HANDS ON

When Marketing your learning campaign, stay hands on. In addition to reaching new people you also want to maintain the relationships you already have with your current networks. Engage with your prospects, old and new alike. Here give your organization as well as your campaign a voice.

- Whitepapers (share content)
- Blogs (stay connected)
- E-Newsletters
- Brochures

In conclusion, regardless of what you're marketing, how you market will play a major role in its success. Proper marketing of your campaigns will help grow its reach and attract new customers, users and learners. **Remember, in marketing there isn't one right answer, rather many. As the world changes it is important to adapt your marketing methods accordingly.**



If you are interested in discussing  
your learning campaign visit

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