

The background is a dark stage with a red-to-orange gradient. Three spotlights from above illuminate the scene, creating bright beams of light. Three open books are suspended in the air, appearing to be part of a performance or presentation. The text 'Much Ado about LEARNING' is centered on the stage.

# Much Ado about LEARNING



# Promoting

**Marketing L&D for maximum engagement**

# Learning



**Matthew Kesby**  
*Lead Instructional Designer*

**Audience understanding**

**Technology use**

**Content creation**

**Clear messaging**

# **What do L&D and Marketing have in common?**

**Data & feedback**

**Storytelling**

**Brand alignment**

**Behaviour change**

**Engagement**

**Continuous improvement**



# The **rise** of marketed learning



Learning is no longer just personal – **it's strategic**



Marketing your learning builds **culture** and **engagement**



**AI** is changing what learning looks like



Learning is becoming more **personalised** and **visible**



Professional development is a **shared responsibility**

# The Campaign Canvas



# To be or not to be, that is the question

William Shakespeare. Hamlet. Act 3, Scene 1

# Six pillars to market learning

01

**Position**

02

**Buy-In**

03

**Promote**

04

**Design**

05

**Measure**

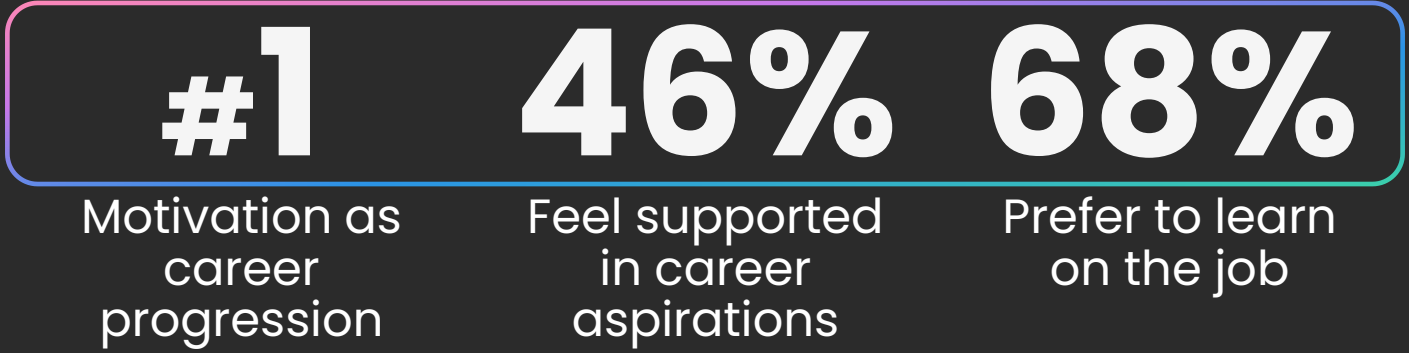
06

**Culture**

**It is a capital mistake to theorise before one has data. Insensibly one begins to twist facts to suit theories, instead of theories to suit facts.**

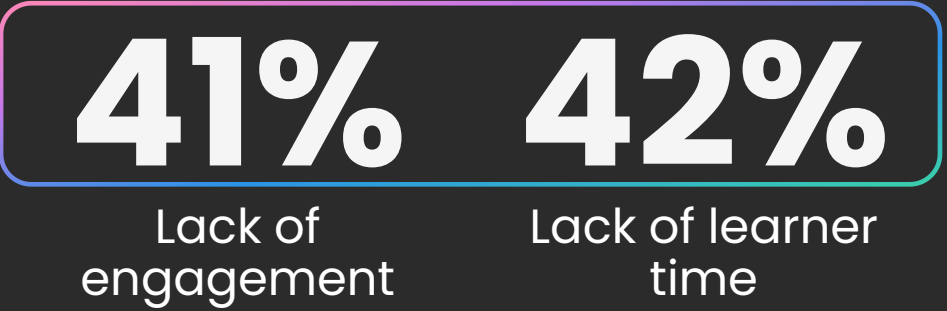
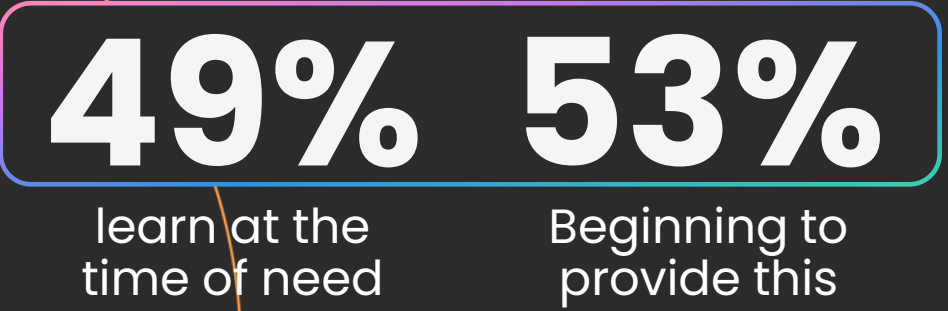
Sir Arthur Conan Doyle. Sherlock Holmes "A Study in Scarlet"

LinkedIn Learning Report 2025



We focus so much on the WHAT & HOW...

We often forget about the WHY



L&D Trends 2024

KPMG – Future of Learning roundtable

**It's time to step away from  
'vanity' metrics** **or is it???**  
**and time to answer**  
**"What's in it for me?"**

**Why not do both!**

**Career growth**

**Upskilling**

**Job security**

**What do you believe is  
the #1 motivator for  
your learners right  
now?**

**Achieving  
competence**

**Performance**

**Purpose**

**Personal growth**

**Efficiency**



You have **5 minutes**



In your groups discuss the  
**'Discover'** section of your canvas

## **Audience**

Who are you targeting? What is their biggest challenge or frustrations right now?

## **Why**

What specific business problem does your initiative solve?

## **Metrics**

What is the ONE key metric you will measure to prove success?

**The mind is its own place, and  
in itself can make a heaven**

John Milton. Paradise Lost

# Most “**promotion**” of learning...

"It's only **10 minutes!**"

"Stay **ahead of the curve** with our latest training programme!"

"**New modules** just dropped hot off the press!"

"Enjoy the **gamification!**"

"You **must** complete this by the end of the month!"

"Unlock new skills with our **latest module!**"

"It's **bitesize, quick** and **easy!**"

"Join our **interactive eLearning session** and earn a **certificate!**"

Do your learners **honestly care** about this?  
What matters most to them?

# WIIFM?

## Career growth

"This will help me get promoted."  
"I'll gain skills that make me more valuable or future-ready."  
"I'll be seen as a high performer or expert."

## Communication

"This will help me work better with others."  
"I'll have fewer misunderstandings with my team or clients."  
"If I learn this, it will help me contribute more."

## Job security

"This training helps me future-proof my job."  
"The more I learn, the harder it is to replace me."  
"Everyone is learning this now, and I need to keep up."

**Real time  
notification**

**Teaser trailers**

**Launch 'event'**

**Share an example of a  
learning invite you've  
received.**

**'influencers'**

**Multi channel**

**Posters**

**Social channels**

**emails**

# Frustration to fulfilment

## FRUSTRATION

---

Show how your learning offer helps solve a real problem your audience is struggling with at work.



## FULFILMENT

---

Highlight how your program helps people improve, grow, or get ahead.



**Drive curiosity**

“The #1 thing most people mess up in presentations”

# For every learning offer a headline or message

If the answer doesn't include a real benefit, rewrite it.

**Drive a career**

“Build the skill your future manager actually wants”

**Drive productivity**

“3 minutes to stop wasting 30 at every meeting”

# Message formula

By doing this learning, **you will be able to [benefit]**, so you can **[outcome they care about]**.

## EXAMPLE:

“An introduction to project management methodologies.”

Focus on empowerment and skill acquisition, appealing to a want for proficiency.



Appeal to personal and professional growth

“Master project management to deliver **on time, on budget** and boost your **professional profile.**”

Directly addresses common pain points and desired outcomes for anyone involved in projects. It highlights efficiency and successful execution.

# Marketing rule of 7

“A potential customer needs to **see or hear your message at least seven times** before they take action”

Social media ads

**Emails/newsletters**

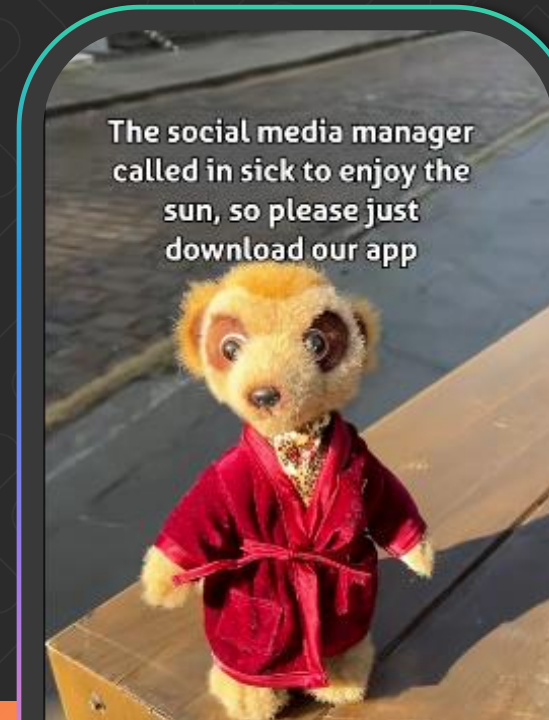
Influencer mentions

**Blog posts or articles**

Events/webinars

**Search ads**

Word-of-mouth



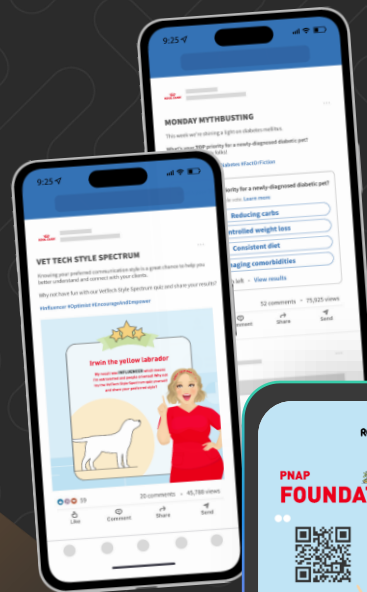
**What are your most effective channels for promoting learning?**

# The rule of 7 in L&D



Royal Canin

# PNAP Campaign Launch



**PNAP FOUNDATIONS**

**WELCOME**  
The first step in your Pet Nutrition Adviser Program.

**WHAT ARE THE BENEFITS?**  
97% of those who have been involved in PNAP have expressed their appreciation for the program.

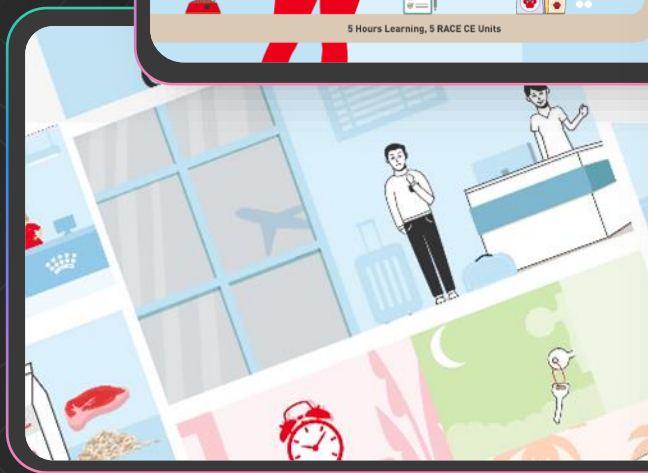
**MODULES:**

- 1 Nutritional Trade-offs
- 2 The Nutrition Assessment
- 3 How to Read a Pet Food Label
- 4 A Step-by-Step Approach to Carbs and Protein Weight Loss
- 5 Serving Up a Pet's Trial

**BENEFITS:**

- Recharge your pet's life span
- Adapt to small and specific cases
- Empower your role and become a change agent
- Earn while you learn

5 Hours Learning, 5 RACE CE Units



...mission (FTCI)  
...equivalent of someone checking the claims  
...the park's marketing materials are correct. Is  
...ly the "world's best?"  
...e button to see what this means in terms of

Veterinary intestinal diets contain a wide variety of protein sources selected for high digestibility. Select the protein you think is the most digestible, and hit the red buzzer when you're ready!

Soy hydrolysate Casein  
Egg Corn gluten  
Wheat gluten Poultry meal

**Dogs**  
Drag the slider to explore puppy breeds' different growth timelines.

Expected growth timeline per breed

**SUBMIT**

Continue

**The Journey to a Healthy Weight**

Starting Point

Maze of Misconceptions

Extra Treats

Skipping Exercise

Mapping the Route

Packing the Essentials

Extra Treats

Healthy Habits

Pet Paradise





Matobo

# Cyber Ninjas Launch Campaign


Hacktivist Friday 08:41

This is it. The final day. The digital landscape lies invaded. Security test. Here are some clues so you can find the r

1. Where learning blossoms, so does a clue. In the
2. Home is where the heart is, and the key to this m
3. The face of our united conversation, hides a QR
4. In the OLA's ContentHub, an image hides a secr
5. Spice up your hunt in the place where we chat, a
6. I'm always one step ahead, tracing your moves. I
7. Praise and recognition hide a hidden mission. in
8. Where we accelerate ideas and share our voices,
9. Where our mission, vision, and purpose reside, th
10. The final sticker, not far flung, lies within the me

last clue, the hunt is done!

Let the hunt commence... for the last time. Good luck!



❤️ 12

INT. BOARDROOM - DAY

SOUND of a video conference call, people talking, people being greeted.

PATRICK sits on a TEAMS CALL preparing to present for the company wide Town Hall. He talks about the weather, and the weekend. Filling in time as people get ready to begin.

PATRICK looks at his screen, confusion etched on his face.

PATRICK  
(Confused)

What's going on? Can everyone else see that? Is Yogen on the call?

A hacker image appears on screen, as a countdown timer and text appear.

YOKEN, speaks up on the video feed.

YOKEN

Can everyone stay on the call for a moment? I'll log in on the back end and understand who's affected.

A beat of silence as everyone waits.

YOKEN  
(after 10 seconds)

I think it may be a new attack. Bear with me... Stay logged on, everyone.

PATRICK clicks to the next slide on his presentation. We then introduce CYBER SECURITY MODULE



David Pontin 19/09/2024 17:29



Suitably terrifying and engaging!

👤 2 ❤️ 🗨️

added Unknown User to the chat.  
Invented! 18/09/2024 10:16

n watching from afar and now it's time to make myself known. I can see you're comfortable with your digital ways of ) but do you really know what threatens you face? What weaknesses you have? Lets find out...

waits and my instructions require sound on.

[low - Don't delay, Stay safe](#)

👍 4 🗨️

oper 18/09/2024 10:17

ms like exactly the type of link we get told not to click

👍 2 🗨️

h 18/09/2024 10:17

n a minute...

🗨️

od 18/09/2024 10:18

nough it's from Gary, don't really wanna click the link.

👍 3 🗨️

Tracey Kench 18/09/2024 10:18

Don't click on unsolicited links 🙄

👍 3 🗨️

Marian Nanev 18/09/2024 10:18

How the turn tables

👍 6 🗨️

Kim Johnston 18/09/2024 10:18

No one's ever going to trust a link from Gary again

👍 17 🗨️

Sophie Westbrook 18/09/2024 10:20 Edited

How do we know that the Hacktivist hasn't hacked Gary and added itself to the chat... 🙄

👍 5 🗨️

Adem Boost 18/09/2024 10:20


ive blocked him, turned off my laptop and reported him to IT

👍 19 🗨️

Rebecca Farmer 18/09/2024 10:20

This is giving me trust issues

👍 8 🗨️



Patrick Jocelyn 19/09/2024 17:20

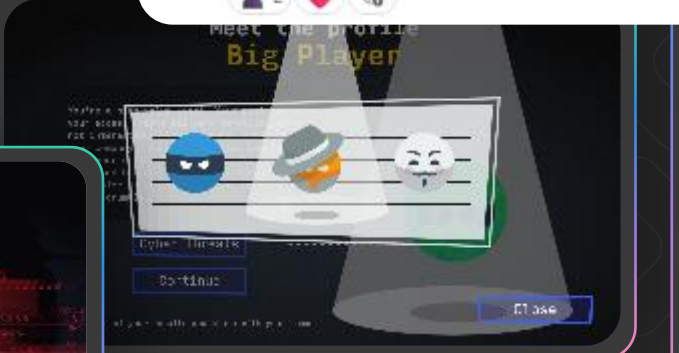


Very cool way to get interested in learning more. Lovely work, well done. I was involved putting this together.

👤 2 🗨️



It's because we wanted you to know that we were there...



Meet the profile Big Player

Cyber threats

Continue

Close



You have **5 minutes**



# In your groups discuss the **‘Design’** section of your canvas

## **Title**

Create a catchy, benefit-led name for your internal learning campaign

## **Hook**

Write one compelling sentence that answers the ‘WIIFM’ question for your audience

## **Channels**

List at least four different channels you could use to promote your campaign.

**I never could have done what I have done, without the habits of punctuality, order, and diligence.**

Charles Dickens. David Copperfield

# Planning through phases

Decide on your initiative

1

Phase One is about building **enthusiasm** and giving learners a **sneak peak** on what is yet to come.

Establish the **WIIFM** and drive **engagement** through **communication**.

2

Phase Two acts as a **continuation**, where **concepts embed** to bridge the gap for **consistency** and **familiarity**.

The learning should be **clear, concise** and **built for purpose**.

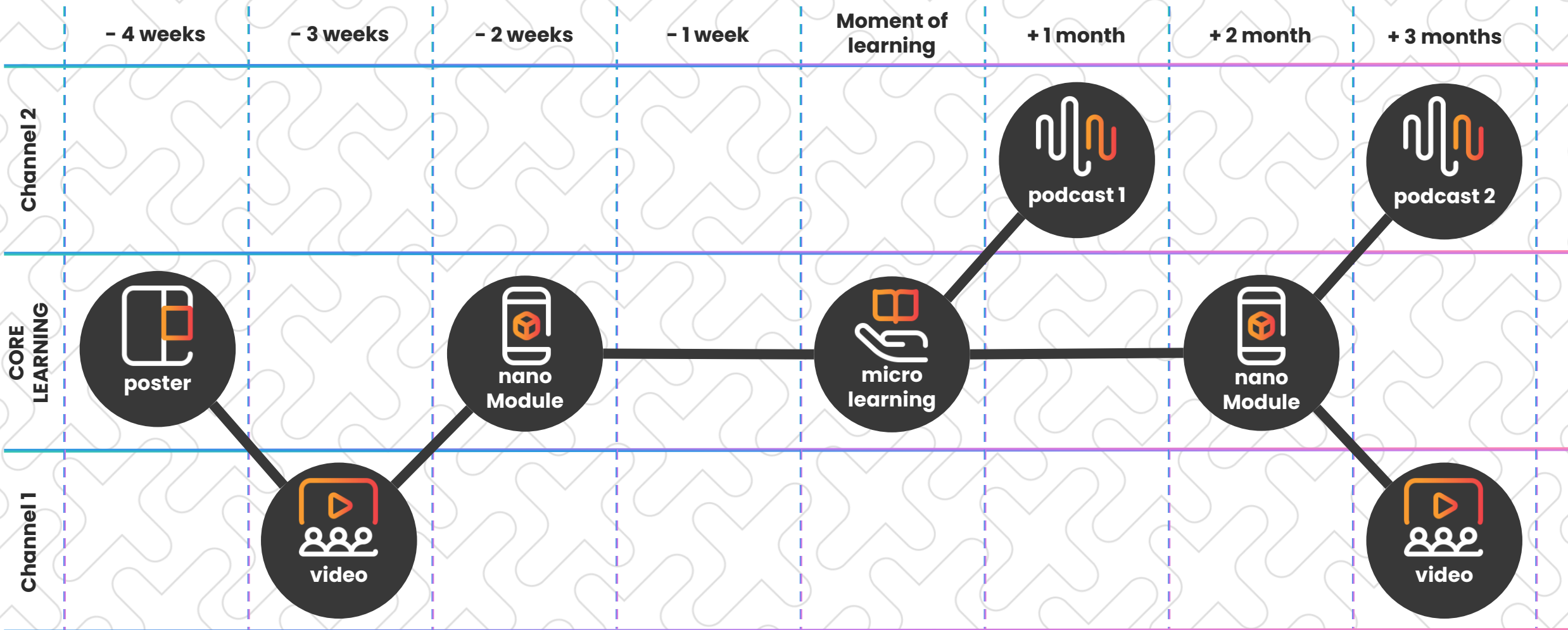
3

Phase Three is all about **reinforcing, encouraging**, and the **follow up** to **embed** the learning that has taken place.

Remind them of the **narrative**, and of their own **WHY**.

# A campaign of small wonders.

#LT2023





You have **5 minutes**



# In your groups discuss the **'Deliver'** section of your canvas

### **Plan**

Create a launch plan for your campaign using the chart provided

### **Bold!**

What is one surprising or bold idea that you could launch and deliver in your campaign?

**When you have eliminated  
the impossible, whatever  
remains, however  
improbable, must be the truth**

Sir Arthur Conan Doyle. Sherlock Holmes "The Sign of Four"

**If you could measure anything, no matter how ambitious, to prove the value of L&D, what would it be?**

## Matobo Cyber Ninja Campaign

94%

Engagement  
across social  
channels

89%

Competition  
completion  
through LMS

7

Channels  
targeted across  
the campaign

We must show that the  
**marketing and learning** worked

150%

Increase in  
veterinarian sign up  
for PNAP

97%

Increase  
(from 47%) in  
confidence

74%

Reduction in error through  
campaign awareness

Royal Canin PNAP Campaign

Client A



You have **5 minutes**



In your groups discuss the  
**'Deduce'** section of your canvas

### **Measurement**

How will you collect the data for the metric you identified in 'Discover'?

### **Reporting**

Who are your key stakeholders? What is the key message you will share with them to prove value?

# Stakeholders



**NEED**

*"something that is **required** for survival"*

# L&D



**WANT**

*"something that is **desired** for fulfilment"*

# Learners



**Everything must have a beginning, and that beginning must be linked to something that went before**

Mary Shelley. Frankenstein

# What we can do **right now...**



Brand **learning as a product**

Create **buzz & anticipation**

Promote the **“WIIFM”**

Choose the **right method** for delivery

Use **multi-channel** communication

**Sustain** the message



Thank  
Thank you  
you