Laura Goldstone
www.yourstoryhaven.com

Marketing Lessons
THAT WILL BOOST YOUR
L&D Efforts

My Story

- 15+ years of marketing and communications experience
- Favorite part of every job: L&D
- Thought I had to choose
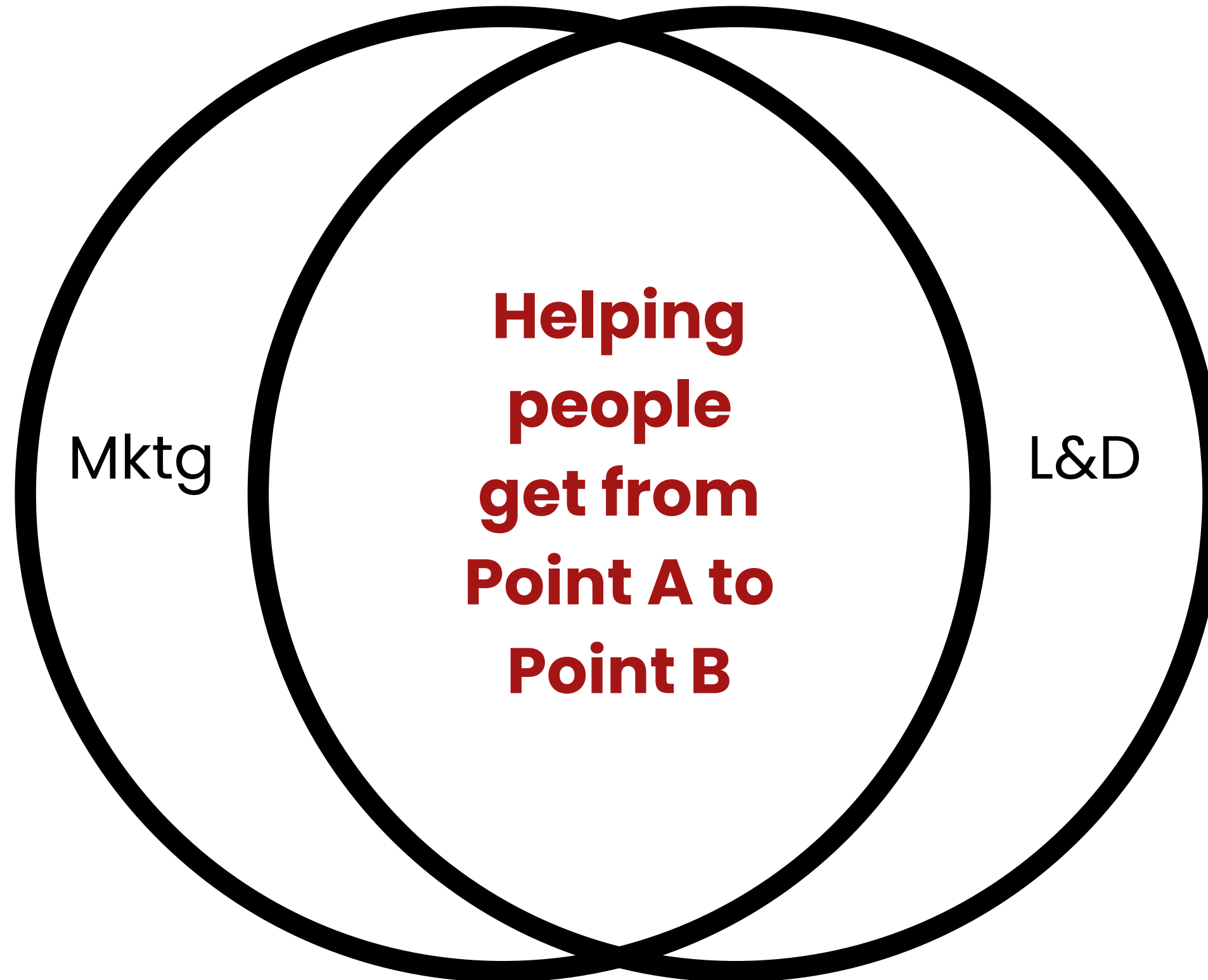- Uncovered the power of combining them instead

The Main Challenge

According to my L&D community

How do we inspire our learners
to want to learn on their own?

Overlap: Inspiring Action

Marketing
- Engage with content
- Buy product or service
- Want to buy more

Mktg

Helping people get from Point A to Point B

L&D

L&D
- Engage with content
- Participate in training
- Want to learn more

Make Your CASE

In both Marketing and L&D

To inspire action among your target audience...

- **c**onnect with them --------> empathy · understanding · discovery
- **a**ppeal to them --------> logic & emotion · content resonance
- **s**how them a better life --------> value over risk · meaningful rewards
- **e**mpower them --------> fewer roadblocks · easy decision

Connect through Empathy

Identify
&
Understand

Motivations   Challenges   Goals

Capabilities   Preferences

Decisions

<u>Reflect</u>: What is one way I can better empathize with my learners?

Gather Insights

- 1on1 discovery dialogues
- Small group conversations
- Surveys
- Systems data
- Management trainings
- Listen!

The first one I'll try will be:

_ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _

Employee reflection:

Exhibiting proficiency, taking initiative, and adding value:

Which areas do you excel in the most and add the most value? Name your top two.

- 1-
- 2-

How can you use your strengths to add more value in the next quarter? Name two ways.

- 1-
- 2-

Reflecting on growth:

How have you improved over the last three months? What did you learn?
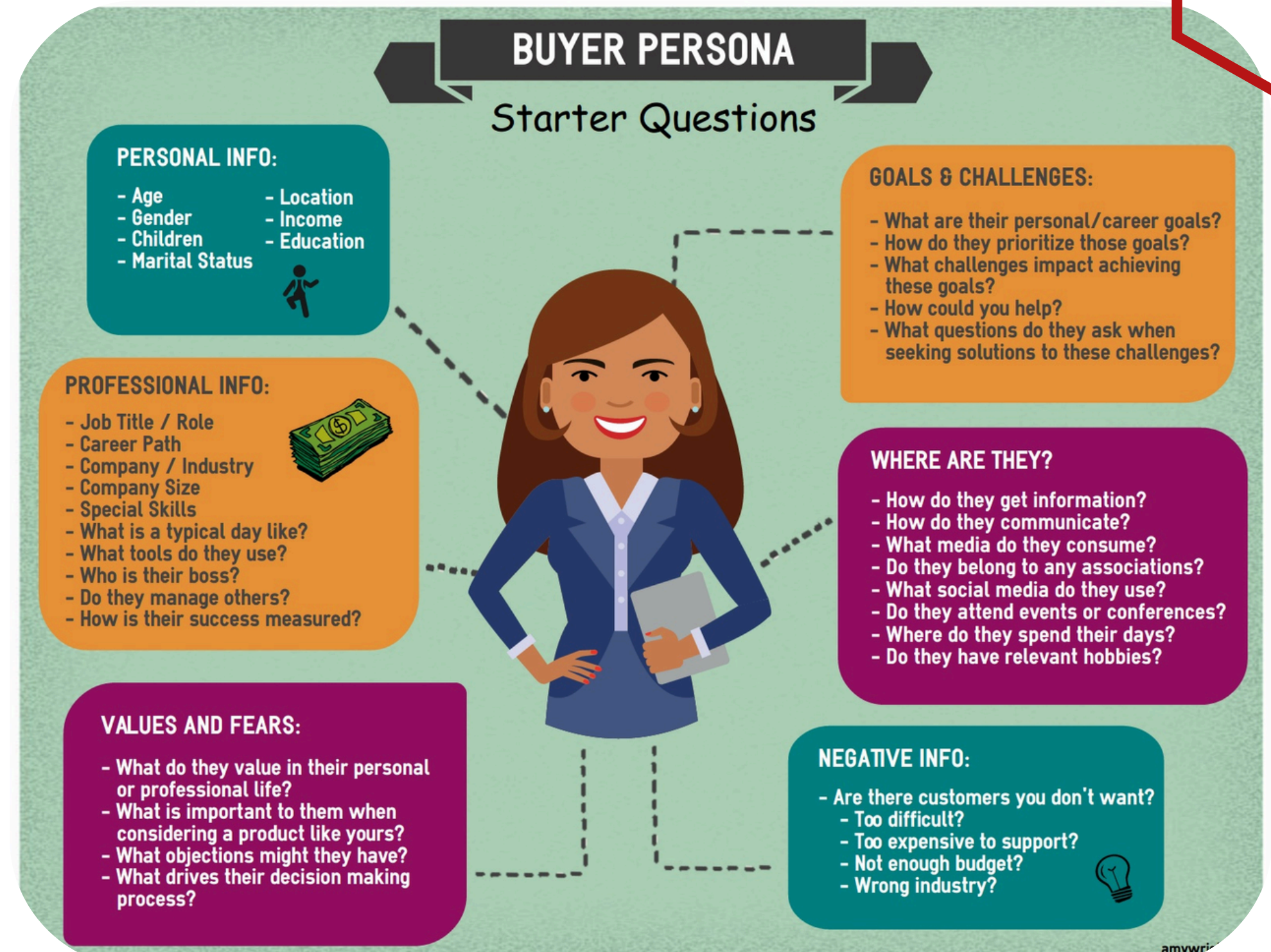
TBD

How are you working to improve over the next three months? Where do you need extra support?

TBD

7

Audience Segmentation

Identify:

- How they make decisions
- How they fill their needs
- Learning preferences
- Motivations/Influences
- Capabilities
- Challenges/Goals

BUYER PERSONA

Starter Questions

PERSONAL INFO:

- Age
- Gender
- Children
- Marital Status
- Location
- Income
- Education

GOALS & CHALLENGES:

- What are their personal/career goals?
- How do they prioritize those goals?
- What challenges impact achieving these goals?
- How could you help?
- What questions do they ask when seeking solutions to these challenges?

PROFESSIONAL INFO:

- Job Title / Role
- Career Path
- Company / Industry
- Company Size
- Special Skills
- What is a typical day like?
- What tools do they use?
- Who is their boss?
- Do they manage others?
- How is their success measured?

WHERE ARE THEY?

- How do they get information?
- How do they communicate?
- What media do they consume?
- Do they belong to any associations?
- What social media do they use?
- Do they attend events or conferences?
- Where do they spend their days?
- Do they have relevant hobbies?

VALUES AND FEARS:

- What do they value in their personal or professional life?
- What is important to them when considering a product like yours?
- What objections might they have?
- What drives their decision making process?

NEGATIVE INFO:

- Are there customers you don't want?
  - Too difficult?
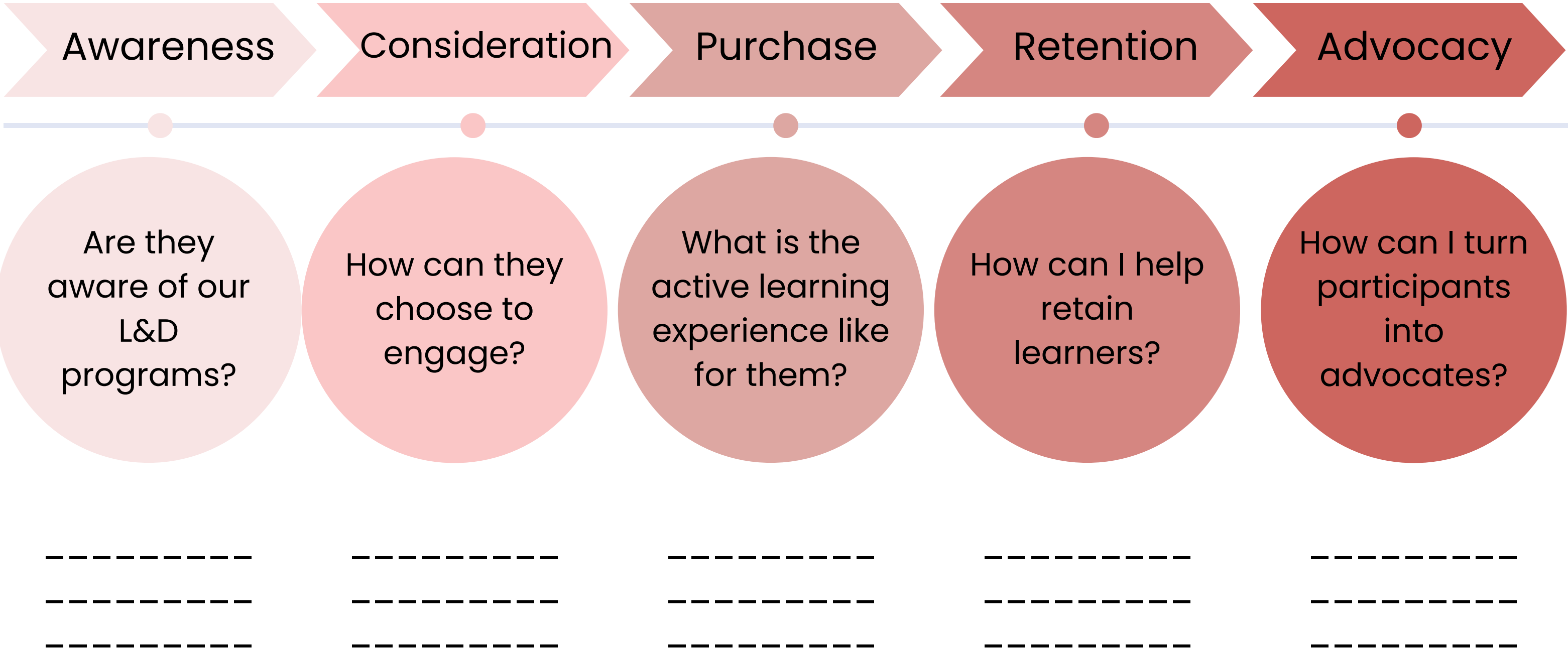 - Too expensive to support?
  - Not enough budget?
  - Wrong industry?

amywri

Audience Segmentation

Group 1
- How they make decisions: _____
- How they fill their needs: _____
- Learning preferences: _____
- Motivations/Influences: _____
- Capabilities: _____
- Challenges/Goals: _____

Audience Segmentation

Group 2

- How they make decisions: _____
- How they fill their needs: _____
- Learning preferences: _____
- Motivations/Influences: _____
- Capabilities: _____
- Challenges/Goals: _____

Audience Segmentation

Group 3
- How they make decisions: _____
- How they fill their needs: _____
- Learning preferences: _____
- Motivations/Influences: _____
- Capabilities: _____
- Challenges/Goals: _____

Audience Journey

Model

| Awareness | Consideration | Purchase | Retention | Advocacy |

Awareness
Are they aware of our L&D programs?

Consideration
How can they choose to engage?

Purchase
What is the active learning experience like for them?

Retention
How can I help retain learners?

Advocacy
How can I turn participants into advocates?

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Audience Journey

Model

Awareness	Consideration	Purchase	Retention	Advocacy

Awareness
- Goals:
- Activities:
- Challenges:
- Successes:

Consideration
- Goals:
- Activities:
- Challenges:
- Successes:

Purchase
- Goals:
- Activities:
- Challenges:
- Successes:

Retention
- Goals:
- Activities:
- Challenges:
- Successes:

Advocacy
- Goals:
- Activities:
- Challenges:
- Successes:

Appeal

Use both logic & emotion

Explore ways to resonate in their context

Engage your audience holistically
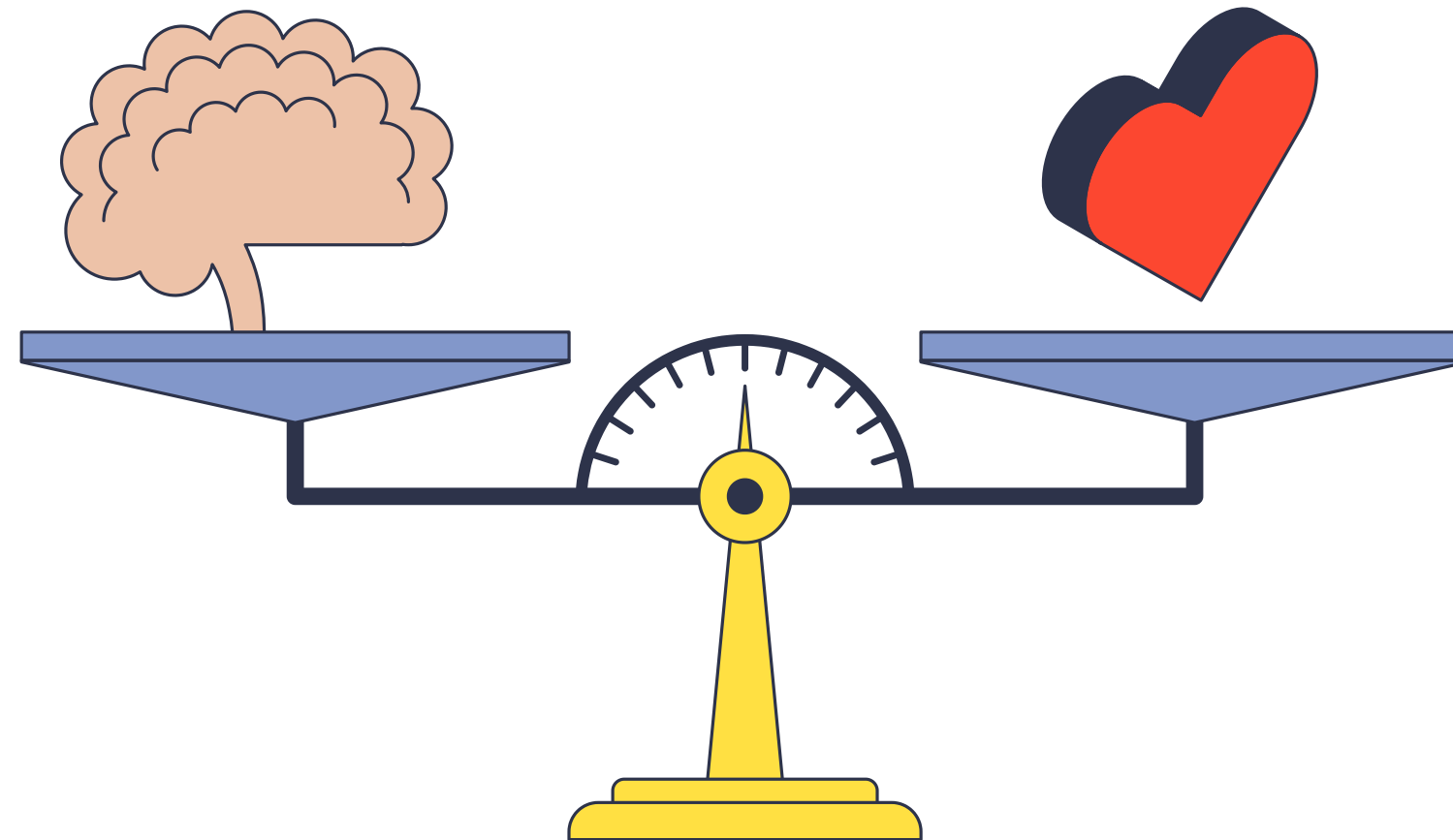
Logic & Emotion

Rider
- Conscious, verbal, thinking brain
- Data, information, rules, procedures, logic
- Deliberate action
- Future projection

Elephant
- Automatic, emotional, visceral brain
- Personal experiences, stories, senses
- Habits
- Present bias

We need to appeal to both!
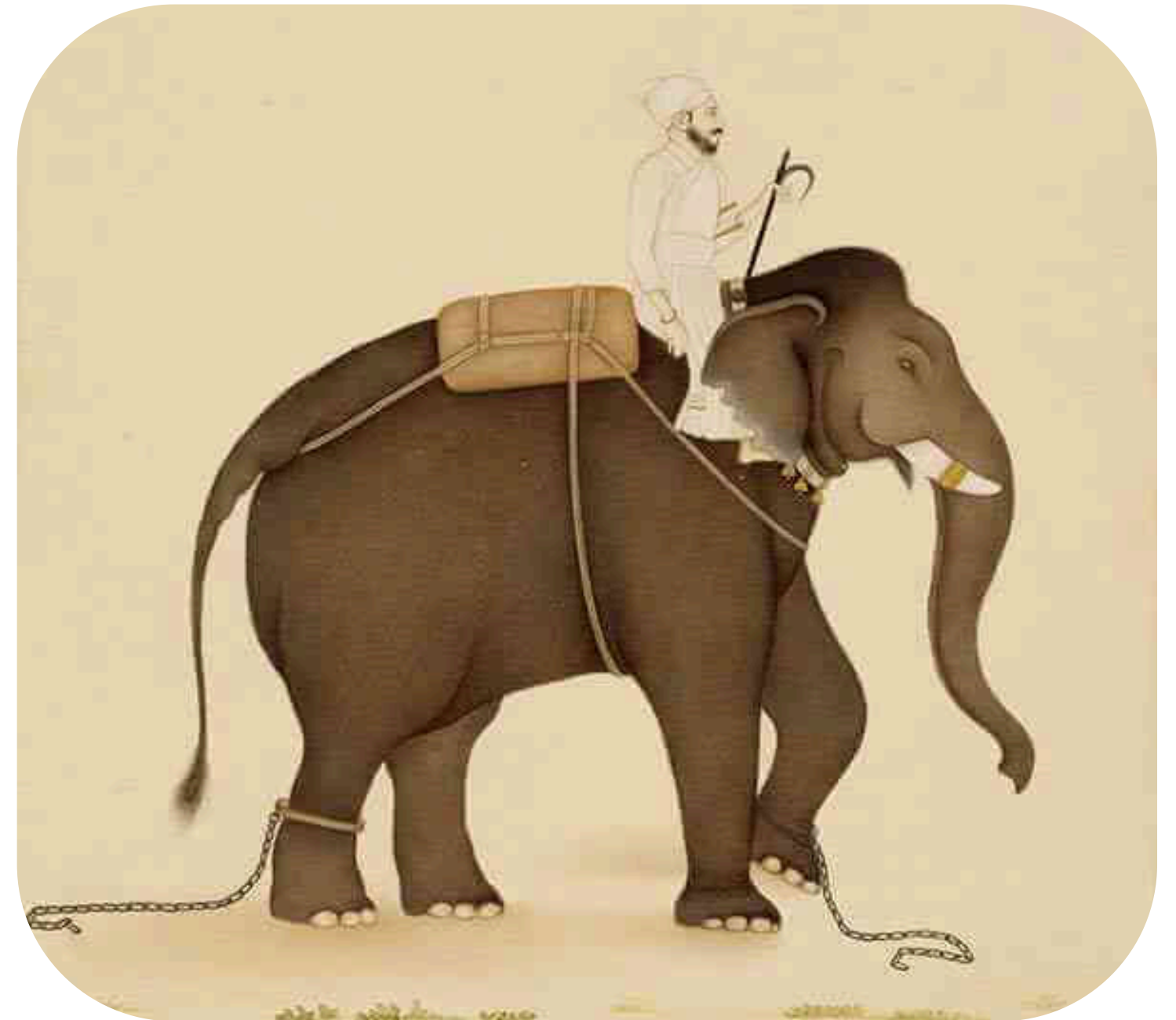
Logic & Emotion

How do I currently appeal to my audience's **logic**?

_____

_____

How do I currently appeal to my audience's **emotion**?

_____

_____

Which one am I more comfortable with? _____

How can I incorporate the other a bit more in my L&D?
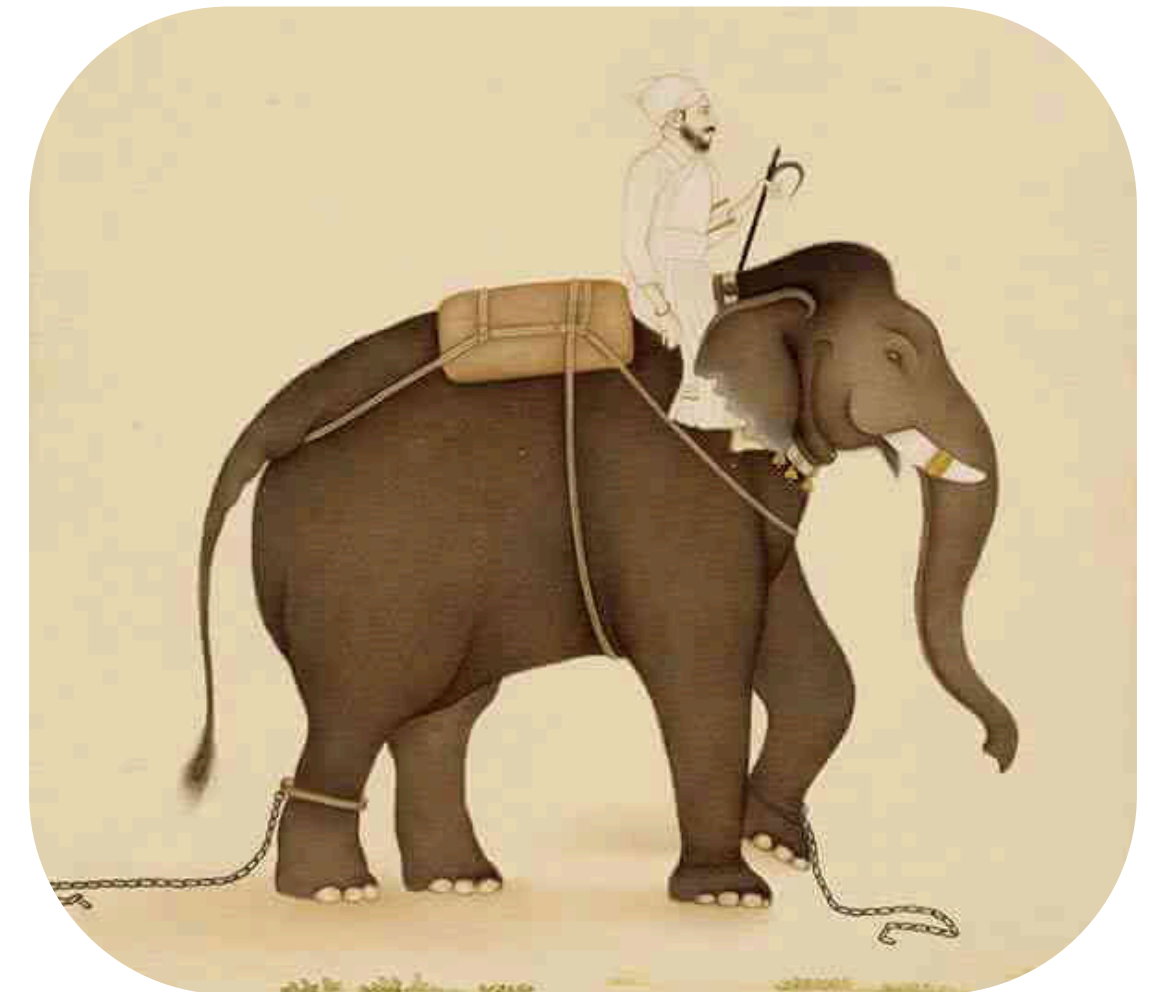
_____

_____

Storytelling

Consider, from the audience's perspective:

WIIFM: What's in it for me?
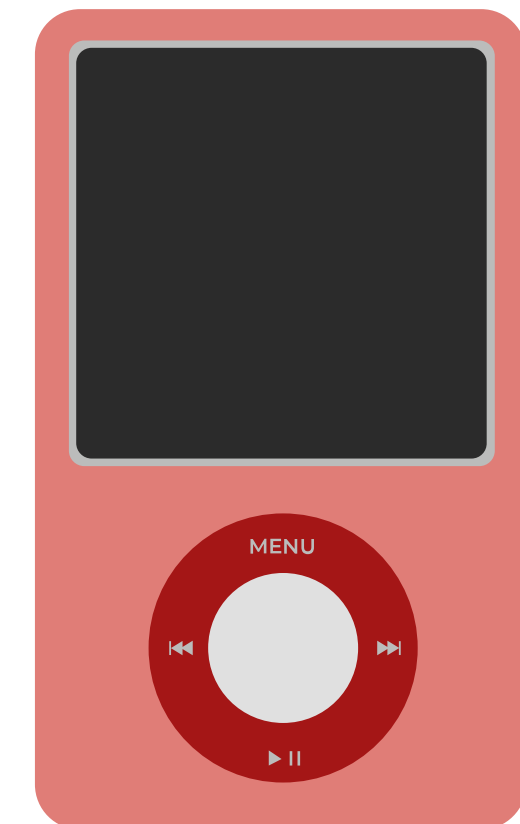
WCIDWT: What can I do with this?

Tips:

- Frame it from their perspective
- Refine to one solid idea
- Make it tangible
- Make the outcome clear

Example: Apple's iPod

vs.
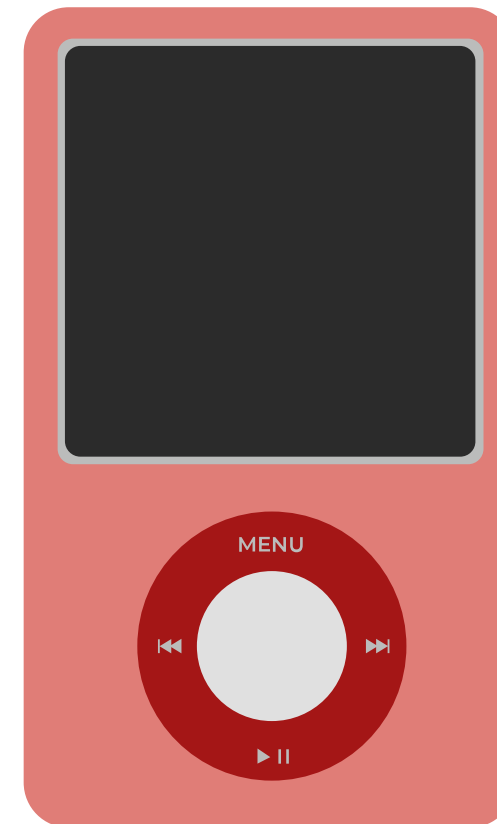
5 GB of storage

5,000 songs in your pocket

Storytelling

Consider, from the audience's perspective:

WIIFM: What's in it for me?

WCIDWT: What can I do with this?

Reflect on a training or resource:

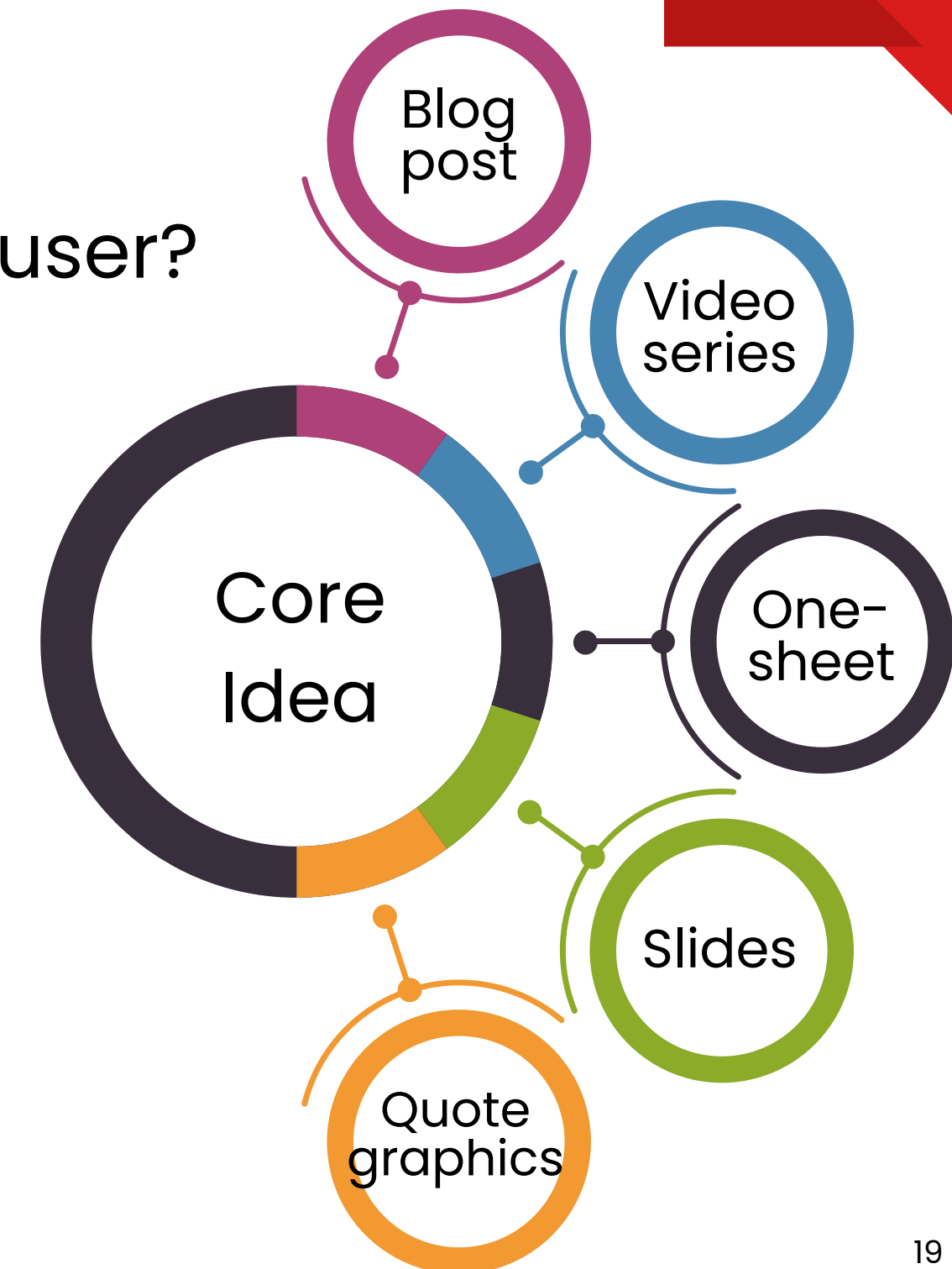- How can I frame this from my learner's perspective?

    _____

- What is my one, refined, solid idea? _____
- What is tangible about this? _____
- How can I make the outcome clear? _____

Content Formats

Consider:
- What format will best relay this info and engage the user?
  - Training - in-person or remote
  - Course - synchronous or asynch.
  - One-sheet/collateral
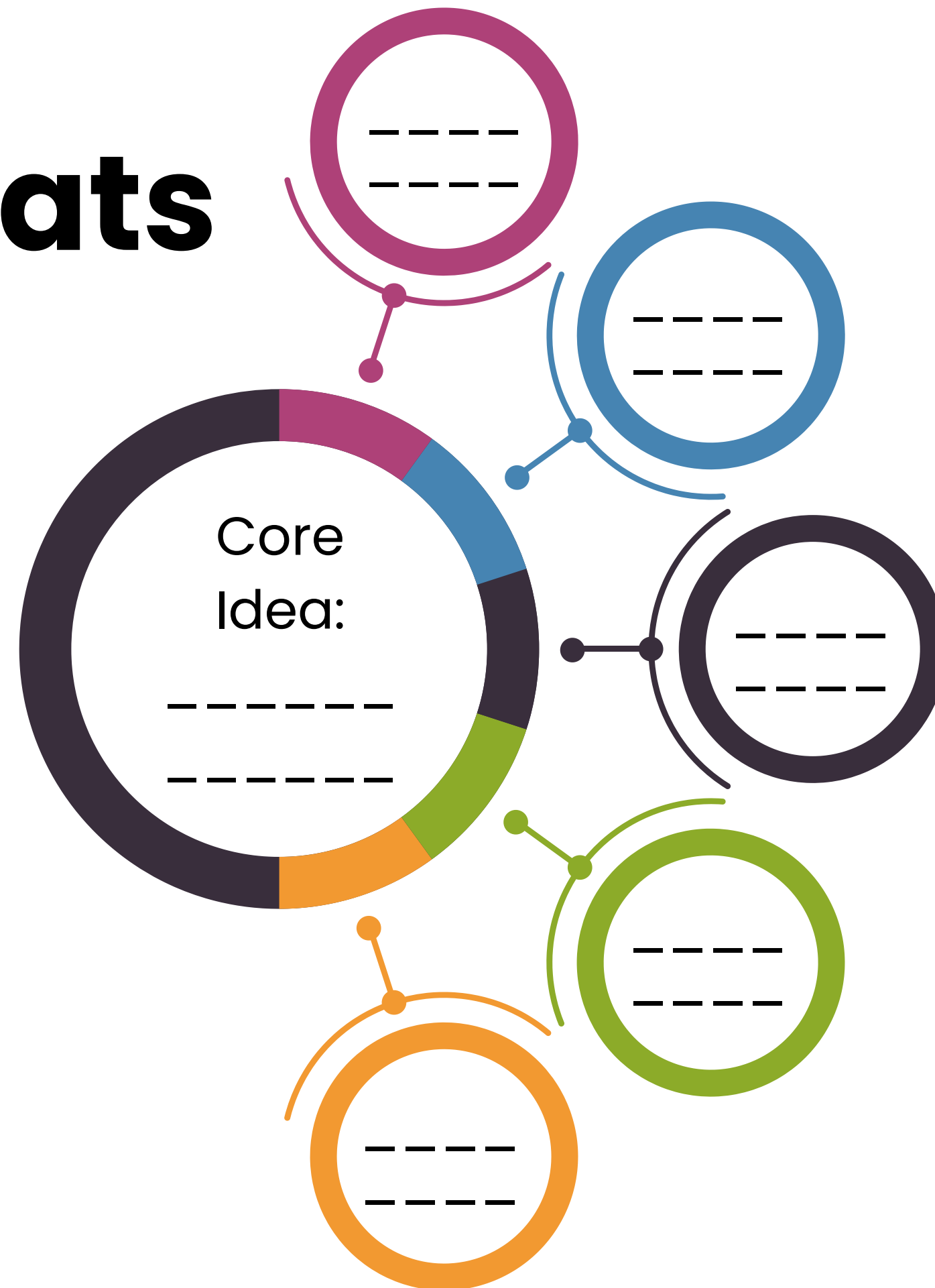 - Brainstorm/workshop
  - Simulations or videos

Vary based on preferences and journey stage

Blog post

Video series

Core Idea

One-sheet

Slides

Quote graphics

Content Formats

Try it out!

Pick **one core idea**, then consider the formats you could **create** and **repurpose** that content as.

Core Idea:
_ _ _ _ _ _
_ _ _ _ _ _

_ _ _ _
_ _ _ _

_ _ _ _
_ _ _ _

_ _ _ _
_ _ _ _

_ _ _ _
_ _ _ _

_ _ _ _
_ _ _ _

Show

Did you know...?

The **perceived** risk often outweighs the **actual** risk.

Some reasons may include...

- **Awareness** – they don't have the information
- **Capability** – they don't have the skills
- **Autonomy** – they can't choose to (being told to do something else)
- **Motivation** – they aren't inspired to
- **Environment** – the proper environment isn't set up
- **History** – they've been burned in the past
- **Framing** – they're reacting negatively to your communication

Mitigating Risk

- **Proof of concept**: Share case studies, data, stories
- **Empathy**: Address audience's pain points head-on, use shared language, position benefits from their perspective
- **Environment**: Create systems that enable desired behaviors

Process:
- Identify what your audience **perceives as risky**
- Try to understand why (conditions, experiences, etc.)
- Explore how you can ease those worries & mitigate risk
- Work to re-condition them to think differently
- Ensure their actions align with these new thoughts

Mitigating Risk

My audience perceives _____ as risky because _____.

I can try _____ to ease those worries.

Empower

Remove roadblocks   Add support
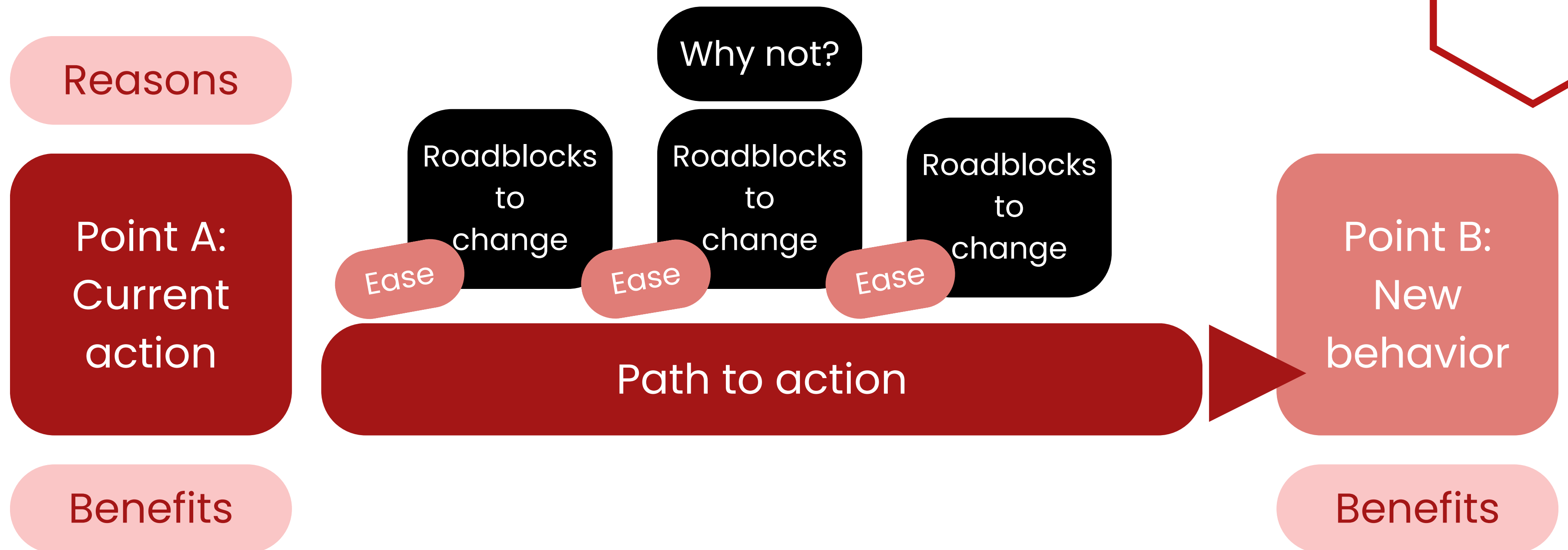
Make it an easy decision

- No one likes to be ~~sold to~~ or ~~told what to do~~
- Make it **their** decision...and make it an **easy** one for them to make!
- Remove roadblocks and create favorable conditions
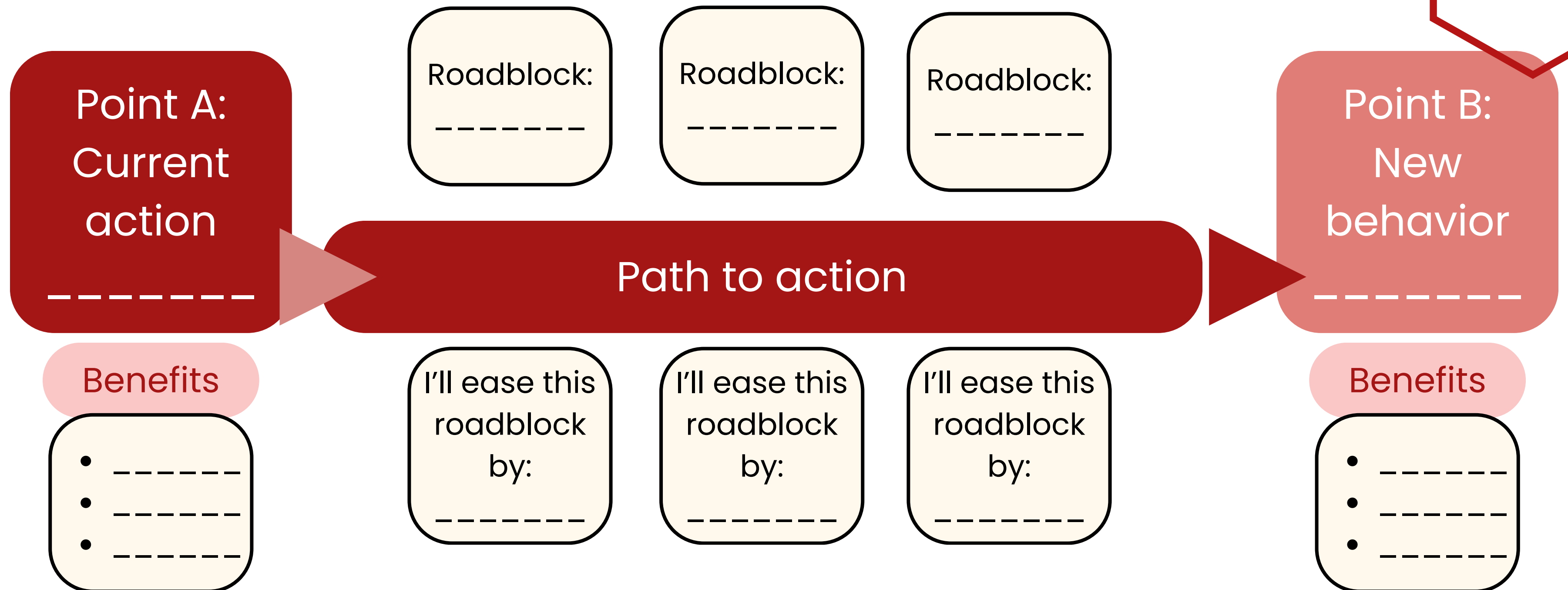- Maintain systems that enable learning and development

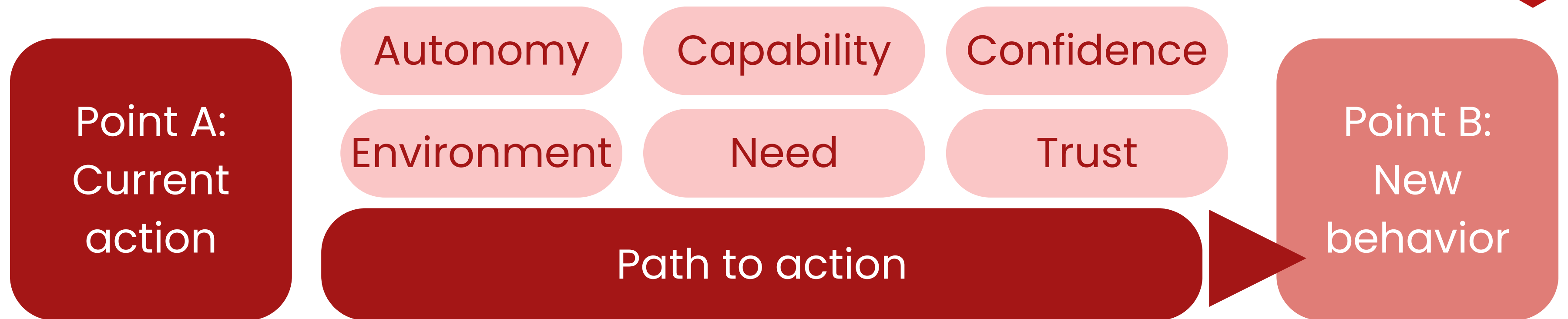**Reflect:**

- What is one roadblock my learners face? _____

Remove Roadblocks

Remove Roadblocks

Point A: Current action
_ _ _ _ _ _ _

Roadblock: _ _ _ _ _ _ _

Roadblock: _ _ _ _ _ _ _

Roadblock: _ _ _ _ _ _ _

Point B: New behavior
_ _ _ _ _ _ _

Path to action

Benefits
- _ _ _ _ _ _
- _ _ _ _ _
- _ _ _ _ _

I'll ease this roadblock by:
_ _ _ _ _ _ _

I'll ease this roadblock by:
_ _ _ _ _ _ _

I'll ease this roadblock by:
_ _ _ _ _ _ _

Benefits
- _ _ _ _ _
- _ _ _ _ _
- _ _ _ _ _

Add Opportunities

CASE

Point A: Current action

Autonomy

Capability

Confidence

Environment

Need

Trust

Path to action → **Point B: New behavior**

I'll help my learner increase _____ by _____.

I'll help my learner increase _____ by _____.

I'll help my learner increase _____ by _____.

Cultivate Your Culture

- Habit, not event
- Strategic partner
- Ongoing process

Maintain

Model

Celebrate

Reinforce

Curb

Embed

- Make L&D part of your corporate values
- Align rewards programs
- Train leaders to train their teams
- Show how users' feedback helped
- Share value and impact continually
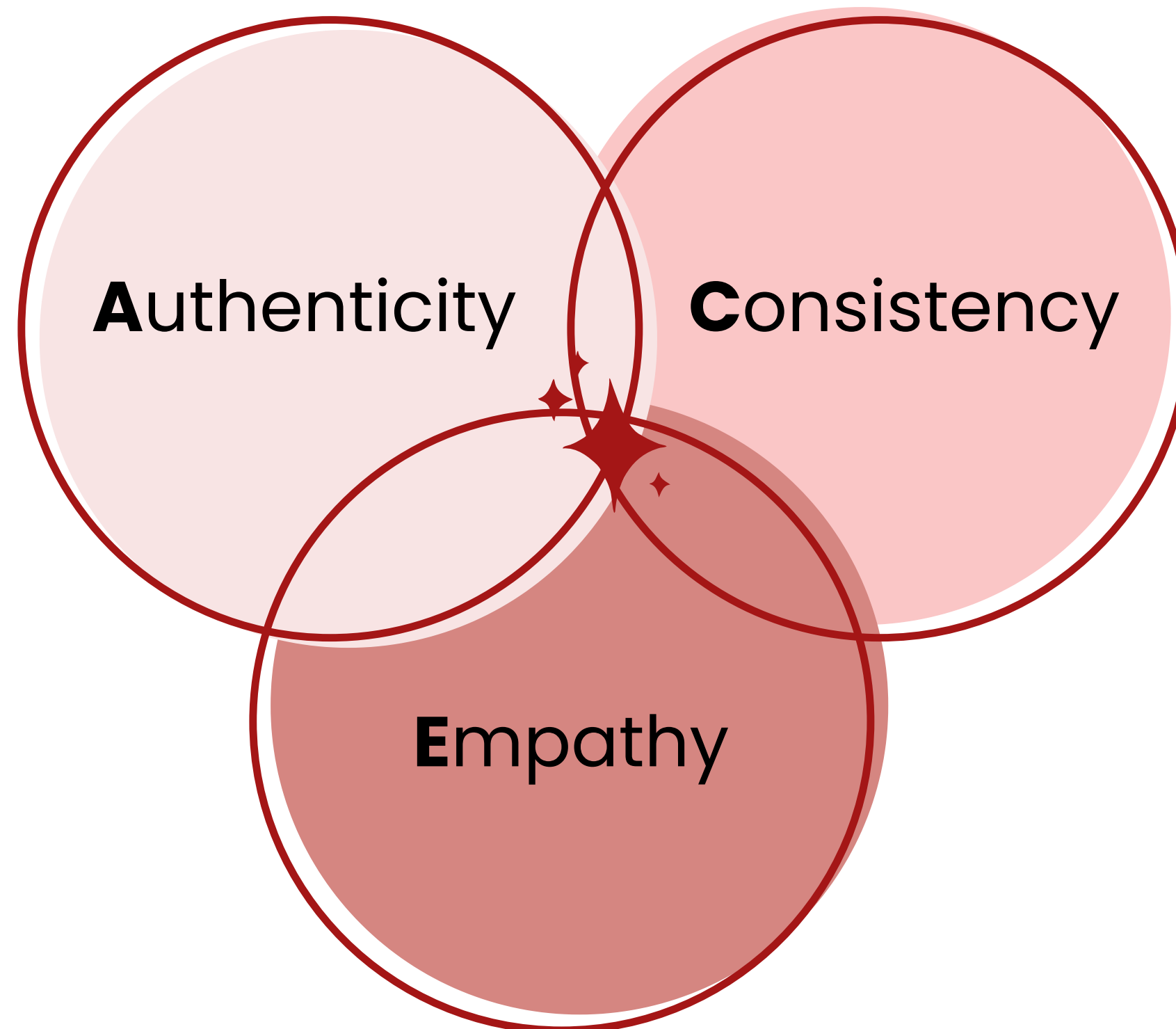- Maintain visibility and communication

Remember

One last reminder!

To **ACE**
your
L&D efforts...

Authenticity

Consistency

Empathy

Takeaways

Let's recap!

Things we're going to do *together* after this session...

We will:

- Make our CASE: Connect, Appeal, Show, Empower
- Show strategic value in concrete ways over time
- Empathize with our audience to inspire behavior change
- Plan the full journey & embed learning into our culture
- Remove roadblocks, add opportunities, build trust
- Find the balance that works best for us
- ACE our L&D efforts by maintaining Authenticity, Consistency, Empathy

THANK YOU!

Laura Goldstone, MBA

yourstoryhaven.com

linkedin.com/in/laura-bakopolus