

Session 542: Ten Ways to Market Learning Brainstorming Session Results

1. Short video re: training
 - a. Email "Flimp" tracks
 - b. Flipcams – Use humor
2. Short podcasts – targeted
3. Provide LMS linked emails to share information that makes it easy for client to "go to" what you're mentioning
4. Provide Context for training either in documentation or by way of introduction to what you are teaching
5. Provide a customized playlist for video
6. Develop relationship w/IT group (communication specialist)
 - a. Coordinate roll-outs
7. Professional (marketing) – to develop marketing strategy plan
8. Provide PDF handouts with video
9. Orientation – partner with HR department to expose new hires
10. Put your Content online
11. Online assessment
12. Booth @ conference
13. "Yammer" for micro-blogging internally
14. Utilize "Free Help/Services" as marketing concept