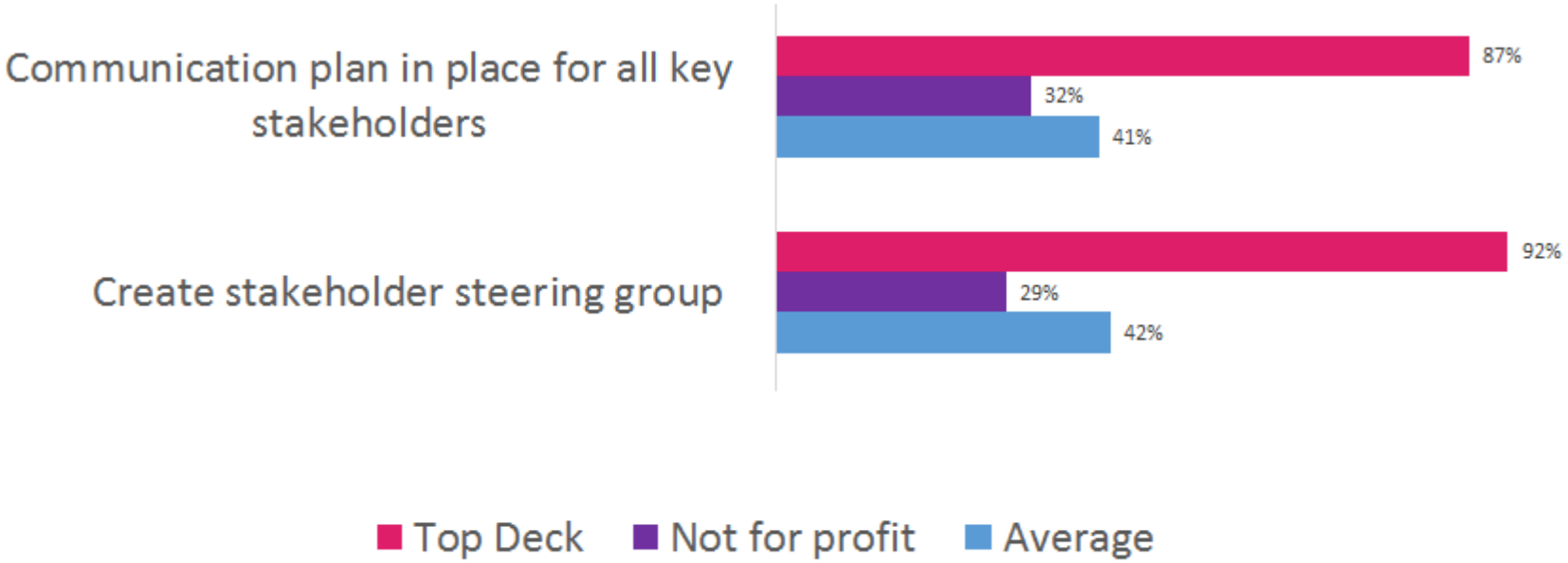
Practical
Communications
Tips
TOWARDS
MATURITY

Why is this so important to CLC members?

TOWARDS MATURITY

How well are we communicating?

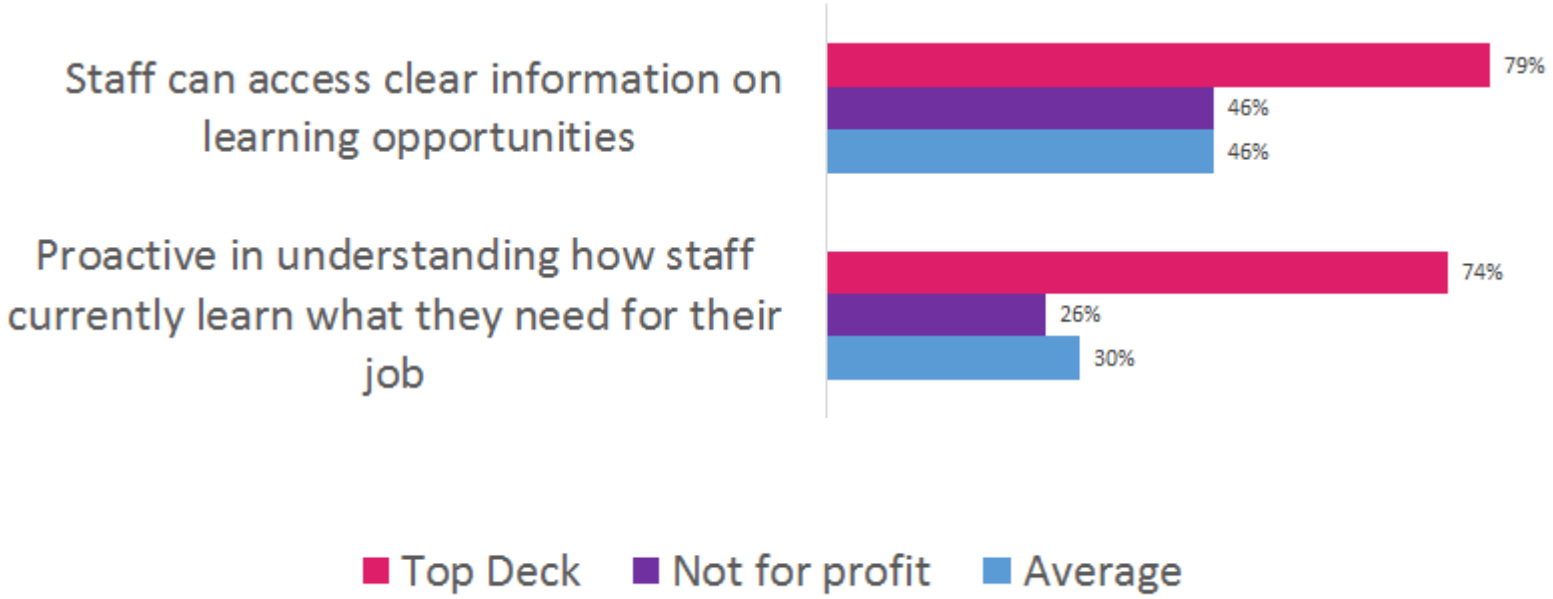


3 in 10 charities have a communications plan

What is stopping us?

TOWARDS MATURITY

Engagement: more than just promotion.



Are we tuned into what our staff need?

TOWARDS MATURITY

69%

want to do their job **better** and **faster**

What motivates staff to learn?

TOWARDS MATURITY

The learner journey

TOWARDS MATURITY

TOWARDS MATURITY

*"Content marketing is about creating and distributing **relevant and valuable content** to **attract, acquire, and engage** a clearly-defined **audience** in order to drive **action**."*

Content Marketing Institute

8 Lessons from Content Marketing to Help L&D Leaders Engage Time-Starved Learners

1 Understand your audience

What are they struggling with?
What is important to them?

2 Think about their journey

What questions do staff have at each stage? Let's answer them.

3 Develop a connection

Emotional: Entertain / Inspire
Rational: Educate / Convince

4 Draw on a rich toolkit!

Bonus tip: Work the headlines!

- **Short and sweet** (8 words!)
- **Lists –** with numbers (odd ones!)
- **News –** "Exclusive interview with…"
- **How-To's –** "Little known ways of…"

5 Create the sizzle

Relevant
Unique
Tell a story
Move your audience to respond
Create conversation
Stimulate Interaction
Call to Act
Readable - your learners don't read, they scan!

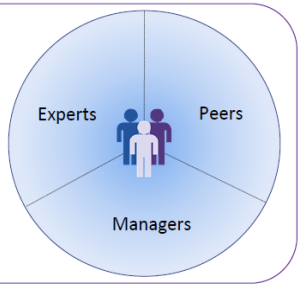
BONUS TIP: Always have a <u>clear</u> call to action

6 Don't Limit Distribution Channels

7 Think Retro!

Print/Posters/Email
Apply new thinking to old techniques

8 Engage Your Influencers



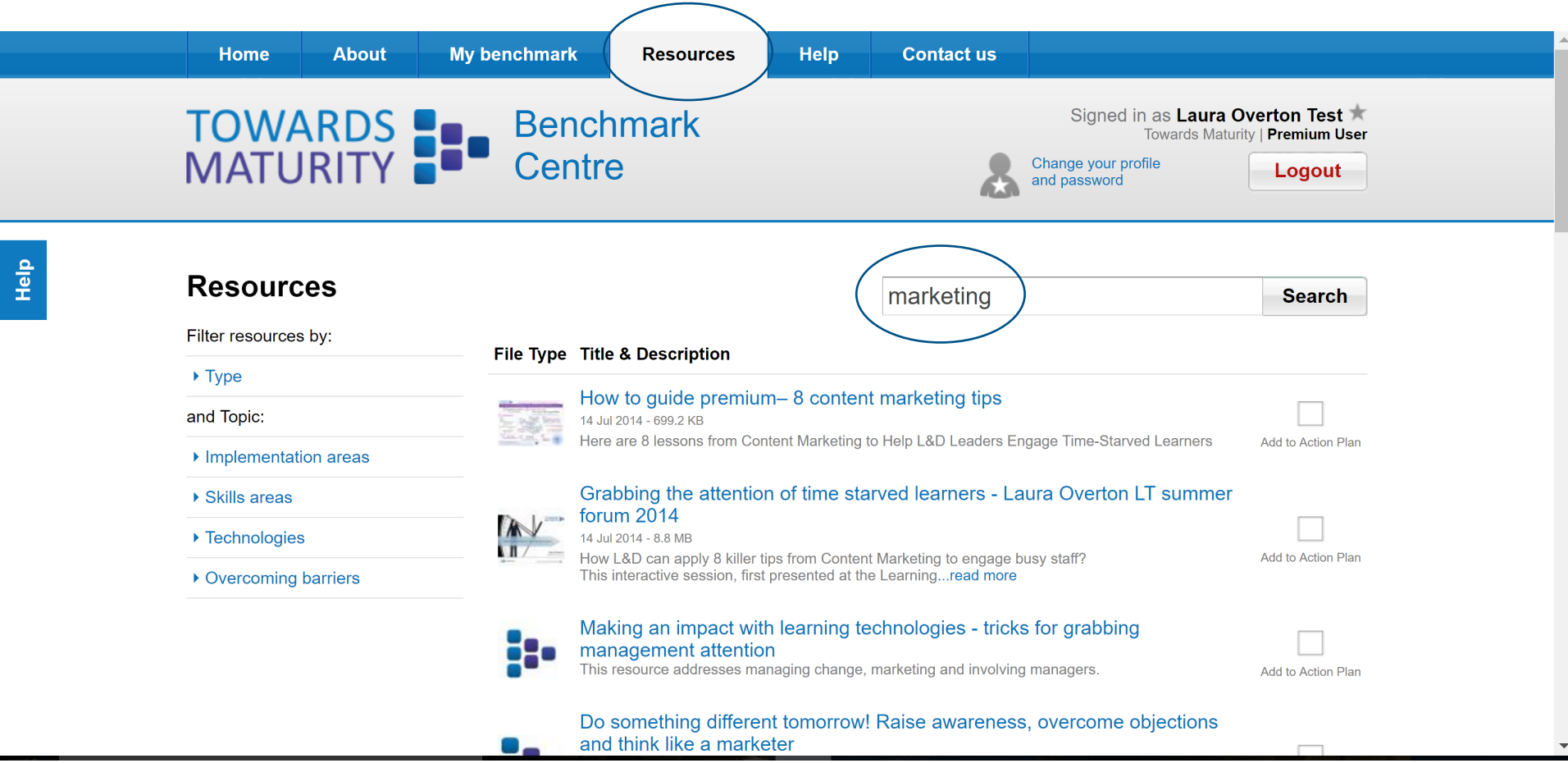
How well are you engaging your staff?
Find out your Engagement Index as part of the
Towards Maturity Benchmark: www.towardsmaturity.org/benchmarktoday

TOWARDS MATURITY

WWW.TOWARDSMATURITY.ORG/MARKETING-TIPS

Induction journey

Aware
Interest
Engage
Apply
Influence

1. **Who do we need to engage with?**
2. **When do we need to engage them?**
3. **What do we need to communicate?**
4. **How do we communicate?**

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