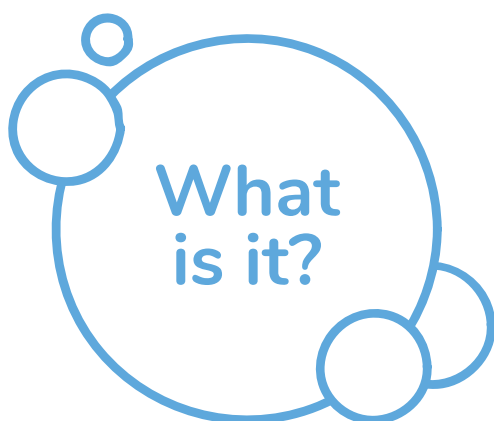


Martin's marketing secrets

How to engage your learners



Martin Baker explains his Fairy Liquid approach to engaging learners. It's simple and effective, and works for marketing almost anything, but you'll have to wash the dishes yourself!



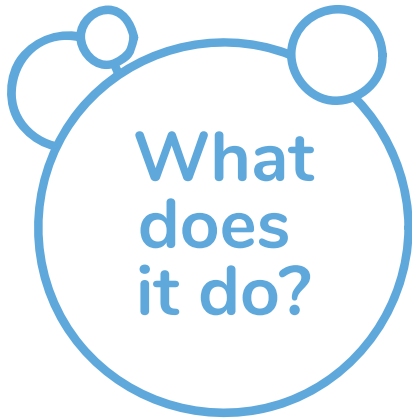
We all know what washing up liquid is – so why do manufacturers like Procter & Gamble continue to spend millions of pounds on advertising? It's to keep their brand right in front of you, so the next time you go to the supermarket you'll choose Fairy Liquid.

When it comes to your courses & resources, you'll have wasted a considerable amount of time and money if your staff and volunteers don't know they exist. And telling them just once simply doesn't work.

Advertising doesn't have to be expensive or time consuming: some of the best ideas are the simplest. For example, Google has previously run an L&D poster campaign in the toilets at its HQ, appropriately called Learning on the Loo. Yes, really! And it worked. Our members have found using ambassadors or just the enticement of cake or chocolate or some branded mugs can help get people engaged with what you're doing, particularly when launching something new.

Why not start with a competition to name your learning management system (LMS). Or simply focus on marketing an eLearning course of the month. These types of initiatives help to keep learning fresh and interesting.

'Rather than advertising eLearning, use messages that explain your online resources can help them work smarter, faster, better. Who wouldn't be interested in that?'



Marketing works by persuading people that buying into a product will change their lives for the better, whether it's making your dishes cleaner or your teeth whiter. So do your staff and volunteers know what your eLearning can do? **What's in it for them?**

Make your purpose really clear. Rather than advertising eLearning, use messages that explain your online resources can help them work smarter, faster, better. Who wouldn't be interested in that? Better skills may also help them progress in their careers.

Think about your resources as a product and sell the benefits. Supermarkets are great at doing this. I bet you can think of some of their logos, such as 'Every little helps'. How would you sell the benefits of your learning in just a few words? Use your message to create some distinctive 'advertising' using your charity's recognisable brand. Advertising doesn't have to be complicated, it can be as simple as an email; an item in your newsletter; an obvious button on your Intranet; some posters; mentions on social media. Everything you do should amplify your message, not just that resources exist, but exactly how they can help support your workforce.



If Fairy Liquid was only for sale in Sainsbury's, its audience would be cut down considerably - and this is the same for learning. The trick is to make your product available everywhere, on demand, 24/7, at work and at home, on mobile, tablet and desktop. Make your resources & courses **easily accessible** wherever your learners are, exactly when they need it. And keep reminding them so they remember where to find it.

So are there any barriers stopping your workforce from accessing your eLearning? If so, what are they, and what can you do to remove them? For example, we worked with Phil

Maynard of World Animal Protection to create a single sign on system so learners can log in directly from Office 365. It's the sort of thing that people have come to expect and might not even notice. But create barriers and they might not bother logging in that day - especially if they can't remember their password.

Ultimately, if your learners are happily accessing your resources & courses, supporting themselves at the point of need, then that's wonderful. But if no-one is using your LMS and you have compliance deadlines looming, then think Fairy Liquid!

I'd love to hear how you market your eLearning. Please connect with me on [LinkedIn](#) or email me at martinbaker@charitylearning.org

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