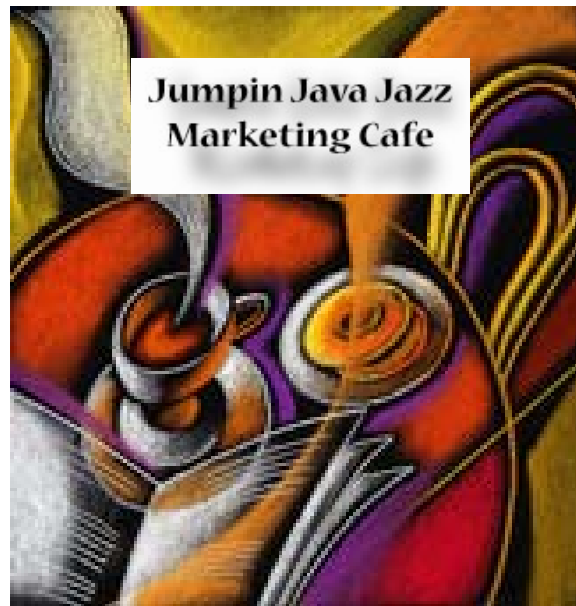


Jumpin' Java Jazz Café

Marketing Technology Based Learning

FR202



- **Assess benefits of your internal marketing**
- **Apply marketing best practices**
- **Use 10 marketing action techniques**
- **Recommend solutions for marketing internally**

ASTD TechKnowledge 2007

Presented by
Deborah Thomas, SillyMonkey LLC

Introduction



This training is designed to give you a framework for marketing your technology based learning (TBL) events. TBL events, oftentimes, require additional training for the participant because the participants not only need to learn how to effectively use the learning tool but also the course content or topic of the training event. This adds another layer of complexity and adds stress to the participant. Marketing can help ease the pain and activate enthusiasm so that the event is effective, enticing, and fun!

The Objectives of this session will help you:

- **Assess benefits of your internal marketing**
- **Apply marketing best practices**
- **Use 10 marketing action techniques**
- **Recommend solutions for marketing internally**

If the class is going to be offered via a new training tool or technology you should heavily market the tool. This is an awesome opportunity to educate the users about the tool and the class. It will also alleviate the pressure of learning a new tool and a new course simultaneously. If the tool requires instruction, I suggest you offer “sneak previews”. Special offerings will help you build enthusiasm and teach people how to use the tool. By training the participants to use the new tool during the sneak preview will enable you to offer your course and avoid technical issues during class time.

The marketing plan can be divided into three parts.

Think Analysis – Technique – Execution - A.T.E.

Analysis – Who are they and what do they want? Your analysis will include audience analysis, the nature of the training course and the type of tool used to implement the course.

Technique – The goal of the marketing and the theme or approach can be designed and developed during this phase. The techniques chosen should reflect the audience or “client” and match the budget.

Execution – This is the mode of and frequency of communication. The implementation of the marketing depends on the techniques chosen.

Marketing Analysis Form

Use this form to begin your marketing campaign

Before you start any marketing campaign, you should ask yourself, "What is it that I'd like the participant to respond to?" Create your objectives and techniques based on those desired outcomes.

Name of course _____

Check the the type of course that best fits:

- New system
- New process
- Enhancements to existing system
- Enhancements to existing business process
- Current system
- Current business process
- Softskills

Marketing Launch Date _____

Class Launch Date _____

Without an adequate budget the marketing project won't get off the ground. Take your budget into consideration when making your selections regarding marketing techniques. And remember, you can create free or very cheap marketing campaigns. But your campaign must match your budget.

Budget _____

Training Tool _____

Is the tool new to the users? _____

Is the tool difficult to use or require instruction? _____

If you answer yes to these questions you should create a marketing plan to introduce the tool in addition to marketing the event.

Understanding Your Clients

Target the Needs of Audience

Knowing your participants and their preference in responding to marketing is key to designing a good technology based learning marketing campaign. Your participants are your clients. Different clients react differently marketing techniques and communication modes depending on the demographic.

Client preferences are similar to learning styles. Think multiple intelligences*. Intrapersonal, Linguistic, Spatial, Musical, Logical, Interpersonal, Bodily, Emotional, Naturalist, Existentialist. When designing courses consider how they processes information. This concept can be adapted to marketing for client considerations.

By understanding your client you will better understand their preferences and motivation. It will help you identify how to reach them and how frequently you should communicate with them.

Here are some employee groups**:

Executives	_____%	Sales Employees	_____%
Senior Management	_____%	IT Staff	_____%
Middle Managers	_____%	Other Professionals	_____%
Professionals	_____%	Hourly	_____%
First-Line Supervisors	_____%	Part-time	_____%
Administrative Employees	_____%	_____	_____%
Customer Service	_____%	_____	_____%

Research has proven that gender, age, education level also play an important role in marketing styles. Marketing to a 20-25 year old is very different than marketing to a 60 year old. ***

Gender male _____% female _____%

Age 18 – 25__% 26 – 35 __% 36 – 50 __% 51 – 60 __% 61 +__%

Education level

Advanced Degree____% Degree ____% Certificate Degree Highschool Degree____% Other____%

**As defined by Howard Gardner.*

***These groups were created after ASTD State of the Industry report.*

^^Of course, sociological differences are also critical. This sheet is not inclusive of all areas that may impact your plan.

Determine Action Techniques

Help Learners
get excited
about the event

If you are developing a marketing campaign, your job is not only to create a theme but to design techniques to communicate the event or e-learning class. If you create an event that helps students become excited about attending you may find that attendance will increase and learners will arrive on time and excited about learning.

You can disseminate information about your event in a variety of formats. These techniques can be thought of as themes. The technique can help you generate enthusiasm if you develop a complete marketing campaign around the idea.

Here is a list of techniques that you can use to advertise or communicate your training event.* We recommend that you include at least 2 of these techniques to communicate your event.

*(*This list was adapted from material contained in Langevin Learning Services Instructional Designware.)*

Technique	Description
Display ad	An ad should generate visual appeal and highlight only the most exciting bits of information. Use in a newsletter or incorporate it into an email message.
Email announcements	Announce new information, dates, benefits. Keep these messages short and use sparingly. Try targeted - messages to managers to help disseminate information.
Articles	Write a short article that begins with the most important (client) information.
Blog	Create a blog on your company intranet. Update with relevant and interesting course information.
Brand	A brand image provides a consistent image for the material or curriculum.
Brochures	The brochure should include the brand image, the tag line and the benefits of the class. But remember to think of distribution – if you print it you will need to snail mail it or email it.
Bulletin Boards	Place your flyers, brochures and posters on the company bulletin board (electronic or physical).

Technique	Description
Meetings	Create a flyer that managers can distribute at company meetings. Or a PowerPoint that can be projected. Or ask to be on the agenda.
Class pictures	Class pictures from previous events.
Telephone campaigns	Use the phone to advertise the event. Call to generate excitement or change your message to communicate the training session.
Coupons	Provide a coupon to each participant to use to advertise the date for that class. Offer "One free class" even if they are all free. Be sure to camp that up if it is being done as a spoof.
Sneak Previews	A great way to generate enthusiasm. Special invitations to sneak previews make the people who are invited feel privileged and they will help spread the word about the event. It has high buzz appeal.
Town Halls	Gather large groups to roll-out the information in a large meeting. Include brochures, a sneak preview and distribute coupons or calendars.
Pilot	A pilot can be used to hype the event. Prepare for the pilot as if it were the real deal. It's your first event and, therefore, the most critical. Don't think of it as a practice session (do that in private with only your tried and true at hand).
Guarantee	Provide a guarantee to learn 10 new things. Make it real or make it funny.
Tag line	This is the key message that portrays your program. It's your elevator speech downsized.
Collateral	Inserts or other items to distribute.
Kick-off	Opening event to set the stage for the fun.
Elevator speech	One minute message that conveys it all.
Posters	Make them pop! They are huge and can grab attention – but do not try to write everything you can think of just because you have the space.

Technique	Description
Testimonials	Testimonials are powerful. Use them judiciously.
Suggestion Box	If you offer suggestion boxes prior to the event you can let the user know that you want their input – but be sure to acknowledge the great ideas. Maybe some of them are too difficult or costly to implement. You should let them know that you received the ideas and that some of them will need to be considered in a two-year plan.
T-shirts	Walkint messages – but let a graphic artist design it to ensure that your clients want to wear it.
Catalog	Department course catalog and/or services.
Website	Information is listed on the company website or the training department website. Provide an incentive for accessing this information.
Webinar	Webinars are great to demo new tools. Use the webinar as a “sneak preview” tool.
Calendars	Use to advertise the time, location and date of the event. Include the brand, tag line and benefits.
Info forums	Set up a table in high-volume locations (in front of cafeteria) or near an entrance and exit.
Infomercials	Campy infomercials are a fun way to attract attention. Offer infomercials in the middle of department meetings. A welcome break.
Flyer	A flyer with exciting visuals and just enough information about the benefits can help you draw attention to your event.
Newsletter	Newsletters are a lot of work. Create a one page newsletter. Embedd in an email message and blast to a distribution group with information from time to time. Do not over use this method. And do not make it too wordy.
Grassroots campaign	So easy and so cheap. All marketing campaigns should include a form of the grassroots campaign.

Marketing Action Sheet

Things I will do to build my campaign

You don't have to have a huge budget or endless resources or boundless time to begin integrating marketing into your training events. Keep these guidelines in mind when you are considering adding marketing to your training events. But, if you are currently not marketing, start small. Add one or two methods at a time. In fact, begin with the easiest methods such as grassroots and meetings.

My target audience would prefer:

however, a key but small segment of my audience would prefer:

Today, I will market by using the following methods:

Technique	Frequency
<input type="checkbox"/> Posters	_____
<input type="checkbox"/> Grassroots	_____
<input type="checkbox"/> Build a website	_____
<input type="checkbox"/> Provide article for intranet	_____
<input type="checkbox"/> Create an email campaign	_____
<input type="checkbox"/> Conduct informational forums	_____
<input type="checkbox"/> Brainstorm for theme ideas	_____
<input type="checkbox"/> Brainstorm for tag lines	_____
<input type="checkbox"/> Create network hubs	_____
<input type="checkbox"/> Create a brochure	_____
<input type="checkbox"/> Create a newsletter	_____
<input type="checkbox"/> Create an incentive program	_____
<input type="checkbox"/> Create a telephone campaign	_____
<input type="checkbox"/> Design material for meetings	_____

Marketing Idea spotting

Themes

Here are tips to ignite the creativity needed to craft themes. Dream of the theme it will lead you to visuals and to the overall campaign.

- Use the internet to explore your idea for images, words, prizes and design ideas.
- Create brainstorming sessions to generate ideas. Make sure it is a safe haven. The person who comes up with a silly idea may be on the verge of a borderline genius idea.
- Watch improv shows, comedy or movies to find ideas.
- Read books on creativity to open your mind to ideas.

Here is a list of theme ideas to get your creative juices flowing:

- Bon voyage
- Super Bowl or sports theme
- Academy Awards
- Riverboat or gambling
- Aliens
- Pirates
- Camelot
- Zoo
- Famous people from the past

Branding

Hire a graphic artist to design your logo. Make sure they provide you with the images in a format that you can reuse for all of your course material and marketing material. If their design is different than your concept it can be better to drop your idea — use theirs.

Focus on one benefit for the brand. Does the new course or training tool offer speed? Efficiency? Access to knowledge?

Create a brainstorm team to create a tag line. Have everyone come up with as many ideas as possible. Use the process of

Taglines

elimination to determine the best idea. Every one should list their top ideas on a flipchart. Everyone select the top four from the list. Eliminate all the other choices and repeat. List fewer each time. Repeat until you choose one. The tagline with the most votes wins.

Remember that taglines should be short and exciting.

Summary

Hopefully, these handouts provide some valuable ideas on how to develop a marketing campaign for your next eLearning event. If you have the opportunity, try one or two ideas and then add a few more for the next event. Eventually, you will have a full-fledged marketing resource center to use in future events.

Remember to have fun with your marketing!

Deborah Thomas
SillyMonkey, LLC
sillymonkey@mindspring.com



Appendix

Marketing Verbs, Adjectives, Nouns

Sometimes you have to be a little bit dramatic to get people's attention, you may need to use words that verge on hyperbole.

Verbs	Adjectives	Nouns	Heads and Slogans	Openings
Avoid	Easy	Steps	Success starts with _____	Take a giant step ...
Overcome	Cheap	Ideas	It's time for _____	Discover the ...
Use	Free	Ways	Some straight talk about _____	Join the handful of people who ...
Get	Sure-Fire	Keys	____spoken here!	Visit the ...
Save	Infallible	Tips	Get comfortable with _____	Cross the threshold ...
Maximize	Authentic	Hints	Not just another _____	Join the ...
Capitalize	Immutable	Tricks	The ____advantage	Say "yes" to ...
Guarantee	Money-Saving	Techniques	Seeing is believing	Capture the ...
Prevent	Low-Cost	Strategies	Train for the future	Explore the ...
Reduce	Best	Reasons	__ is our business	Relive the ...
Increase	Smart	Rule	Say "Yes!" to _____	Sample the ...
Clarify	Simple	Secrets	Check us out	Learn about the...
Become	Quick	Essentials	The smart choice	Experience the...
Get Rid Of	Win-Win	Tactics	Announcing the first _____	Make time for ...

Source: *Marketing Mentor* by Ilise Benun, Copyright 2005 www.marketing-mentor.com

Words that Sell by Richard Bayan, Caddylak Publishing copyright 1984.

Marketing Resources

Websites

- American Marketing Association – www.ama.com
- Media Bistro is an online marketing community – www.mediabistro.com
- www.marketing-mentor.com
- womma.org (check out their “library” and sign up for their newsletters)
- creatingcustomerevangelists.com (check out their blog too)
- buzzmetrics.com (sign up for their newsletters)
- emanuel-rosen.com (selected content from The Anatomy of Buzz)
- Prsa.org
- music@flite.net
- How Magazine
- IdeaSpotting – How to find your next great idea by Sam Harrison
- Advertising Age

Magazines/ Articles/ Books

- Blink by Malcolm Gladwell
- Tipping Point by Malcolm Gladwell
- The 22 Immutable Laws of Marketing by Al Ries & Jack Trout
- Become a Recognized Authority in Your Field by Bob Bly
- Idea Virus by Seth Godin
- Purple Cow by Seth Godin
- Creating Customer Evangelists by Ben McConnell and Jackie Huba
- Marketing to Women by Marti Bartlett
- ASTD Beyond Coffee and Donuts by Sophie Oberstein with Jan Alleman
- Spark by John Winsor
- Publicity and Public Relations by Dorothy I. Doty
- The Anatomy of Buzz by Emanuel Rosen
- Buzz Marketing Report #1 by Ilse Benun
- Practical Tips to Promote Your Business by Ilse Benun
- The Little Blue Book of Advertising by Steve Lance and Jeff Woll
- A Whack on the Side of the Head by Roger von Oech
- Layout Index by Jim Krause
- Words that sell by Richard Bayan

Marketing Cards

The Jumpin' Java Jazz Café includes cards as marketing collateral that are used in a variety of ways. Cards can be used to generate enthusiasm before, after or during class.

Scratch-off cards

The Jumpin' Java Jazz Café Scratch-off cards can be used in a multitude of ways. The cards presented in this handout are designed to break a large group into teams without having to ask the participants to call out ABCD – ABCD to identify teams. Instead, each participant is provided a card that they are asked to scratch-off at the appropriate time during the session. At that time they will discover the team they are on.

The left column illustrates the card that the participant will receive. The card has a scratch-off sticker applied. Once the participant scratches off the sticker the designated team is revealed. The column to the right illustrates the card once the sticker is scratched-off. During Jumpin' Java Jazz Café the participants were separated into teams that were not sequentially situated. The facilitator asked questions directed to each team. The facilitator has used these cards in a host of ways. Another method of use is topic driven. Each participant receives a card that when scratched displays the topic that they will be called on for questions.

Tips for making scratch-off cards

To make the cards – use the label template feature in your word processor. Buy business card paper at your local office supply. Create the cards with a small area that will be covered with a scratch-off sticker. Buy the scratch off stickers at www.Scratchoff.com or buy kits that are pre-assembled and ready to print from The Trainers Warehouse. Print the cards and then apply the scratch-off sticker. Separate the cards and shuffle them if you didn't print them in random order.

Punch cards

The cards presented in this handout are designed to encourage participation throughout the event. Every time the participant answers a question they get a punch.

The cards have ten coffee cups that are marked off one by one as the participant answers questions. Participants who have 10 punches qualify to be entered in a drawing for a doorprize. During Jumpin' Java Jazz Café the participants were asked to mark the cards as they answered questions. The facilitator has used these cards in a host of ways. One method of use is to encourage participation during a review session or throughout the class. Participants can get a new card when they fill one. Each participant can drop their cards in the hat at the end of the class for a grand prize. The facilitator used a special punch that was in the shape of a soda bottle for a beverage company. Punching the cards can require resources for the class. If the class is long one suggestion is to punch at the beginning and then ask participants to mark the card.

Tips for making punch cards

To make the cards – use the label template feature in your word processor. Buy business card paper at your local office supply. Create the cards with a small area across the bottom to punch. Buy the punch at an office supply center or special order a punch to make (punch) specific shapes such as hearts, bottles, cups.

Marketing Coupons

The Jumpin' Java Jazz Café coupons can be used in a variety of ways. The coupons presented in this handout are designed to provide participants with incentives before attending class. Students can generate coupons during long classes by participating in class. Each participant is provided with an opportunity to answer questions in class. Upon answering they receive points toward receiving coupons. Participants can receive coupons for returning from breaks first or for asking good questions.

Tips for making coupons

To make the coupons – use the label template feature in your word processor. Buy card paper at your local office supply. Print the cards. Separate the cards and shuffle them if you are offering various coupons for interest.



Jumpin' Java Jazz Café

Scratch-off Game

*Scratch to find
your team*



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Jumpin' Java Jazz Café

Scratch-off Game

*Scratch to find
your team*



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Jumpin' Java Jazz Café

Scratch-off Game

*Scratch to find
your team*



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Jumpin' Java Jazz Café

Scratch-off Game

*Scratch to find
your team*



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**Jumpin' Java Jazz
Café**

Collect 10 and you win!



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**Jumpin' Java Jazz
Café**

Collect 10 and you win!



SillyMonkey LLC copyright 2006



**Jumpin' Java Jazz
Café**

Collect 10 and you win!



SillyMonkey LLC copyright 2006



**Jumpin' Java Jazz
Café**

Collect 10 and you win!



SillyMonkey LLC copyright 2006

Marketing Checklist

Use this checklist as you build your marketing campaign

As you design and develop your marketing campaign you can use this checklist to stay on track.

Name of course _____

Check the the type of course that best fits:

- New system
- New process
- Enhancements to system
- Enhancements to business process
- Current system
- Current business process

Marketing Launch Date _____ Class Launch Date _____

Budget _____

Training Tool _____

Is the tool new or difficult ? _____

A.T.E.

Audience Analysis *Who are they and what do they want?*

Preference _____

Benefit(s) _____

Technique *What type of communication activity can your create?*

Theme _____

Tagline _____

Brand designed _____

Execution *Does your technique fit your budget, resources and timeline?*

Action _____

Marketing should be fun. Remember to build that into the event.