

LinkedIn Learning

# Marketing and Communications Guide



## INTRODUCTION

# Tools and strategies for driving learner engagement

The right marketing and communication strategy is essential for driving learner engagement – whether you're about to launch LinkedIn Learning, or your learners have already had access for a while. It's vital you have the right plan in place, the right champions and stakeholders bought in, and the right promotional materials to grab learners' attention and get them engaged.

This guide will walk you through the what, why, and how of building a communication strategy for each stage of your organization's LinkedIn Learning journey. Plus, you'll find handy examples and templates for planning, promotion and stakeholder management along the way. Jump to the section that's most relevant to your needs and get started today!



## CONTENTS

### Pre-launch:

#### Identify champions and build anticipation ..... 4

1. Identify executive sponsors and project partners
2. Build your launch communications plan
3. Launch a teaser campaign to build awareness and anticipation
4. Create sub-admins

### Launch:

#### Announce, invite and excite learners ..... 9

1. Send email invitations to learners
2. Raise awareness through internal channels and meetings
3. Curate and assign content to learners

### Post-launch:

#### Establish and embed a learning culture in your organization ..... 13

1. Embed learning in performance management to reinforce its importance
2. Keep learning top of mind with new course content recommendations
3. Engage and motivate learners with promotional campaigns
  - 3.1 Launch a learning for a Cause initiative
  - 3.2 Build a calendar of themed seasonal campaigns
  - 3.3 Harness the power of gamification
  - 3.4 Host Lunch & Learn events
  - 3.5 Learner of the Month campaign
4. Measure the impact of your tactics

#### Template and resources recap ..... 20

## Pre-launch:

# Identify champions and build anticipation

Lay the foundations for a successful LinkedIn Learning launch by making the right preparations beforehand.



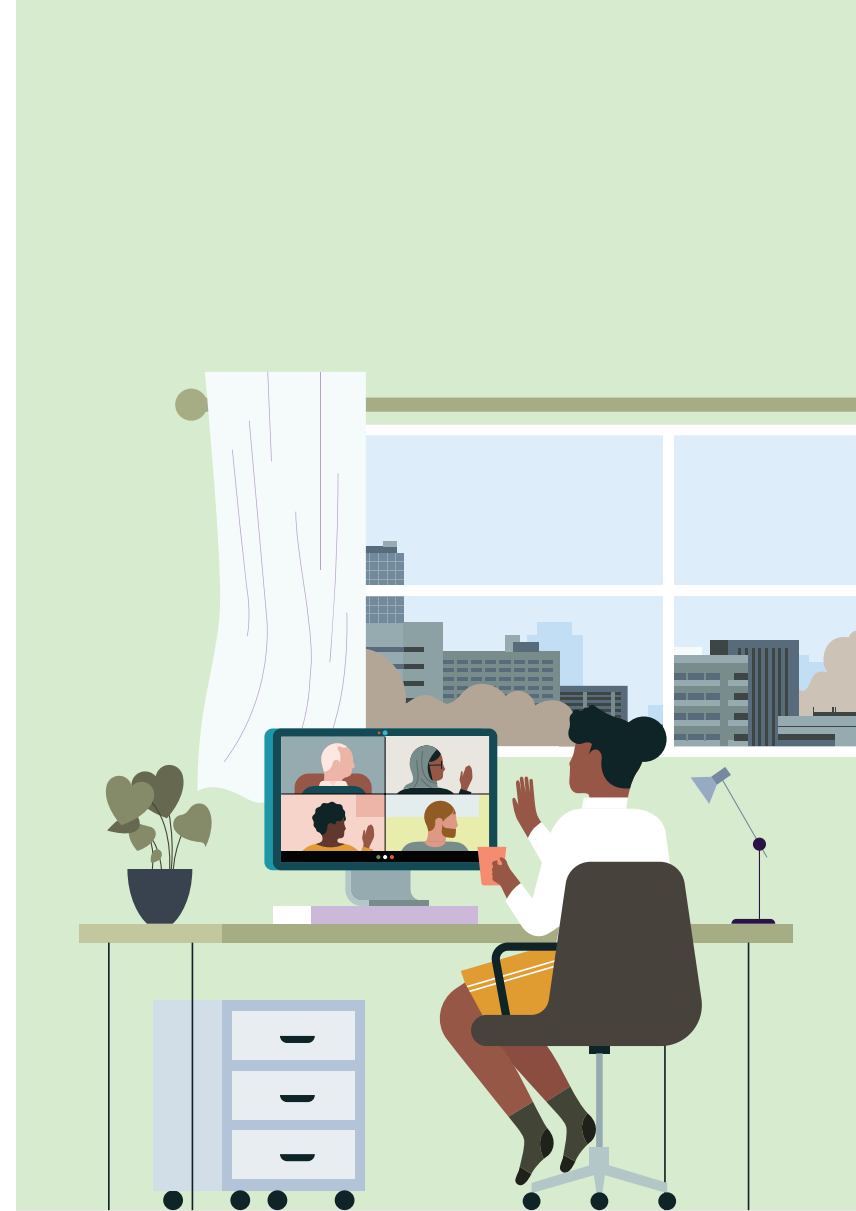
## PRE-LAUNCH

# 1. Identify executive sponsors and project partners

Having an effective sponsor can increase your likelihood to meet or exceed project objectives by nearly 300%<sup>1</sup>. And the right cross-functional partners – like an internal comms team, if you have one – will help you drive awareness and engagement among learners. So make sure you secure support from the right people before you launch.

- Use [this template](#) to map out sponsor and partner roles and responsibilities for your launch and beyond.

<sup>1</sup>Source: <https://www.prosci.com/resources/articles/change-management-best-practices>





## 2. Build your launch communications plan

If you have a corporate or internal comms team, partner with them to build and implement your launch communications plan. Effective communication with *your* target audience is their bread and butter, so they can help identify the most effective comms channels and tailor your messaging for the biggest impact.

- [Use this customizable planning template](#) to map out your launch comms plan.

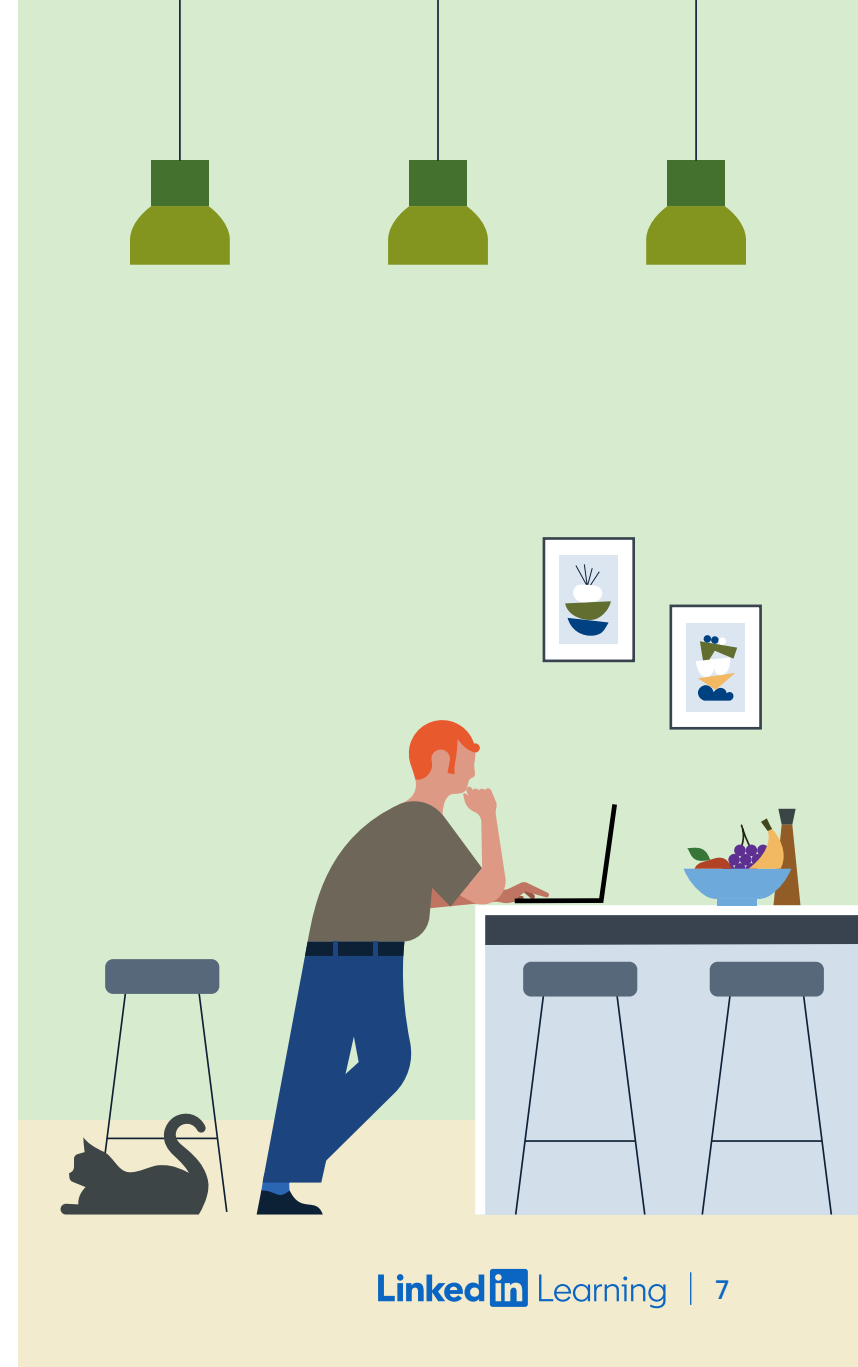


## PRE-LAUNCH

### 3. Launch a teaser campaign to build awareness and anticipation

Start building excitement ahead of your launch with a teaser campaign using the channels you've mapped out in your communications plan. Your learners will soon have access to over 16,000 courses from real-world experts and that's pretty exciting!

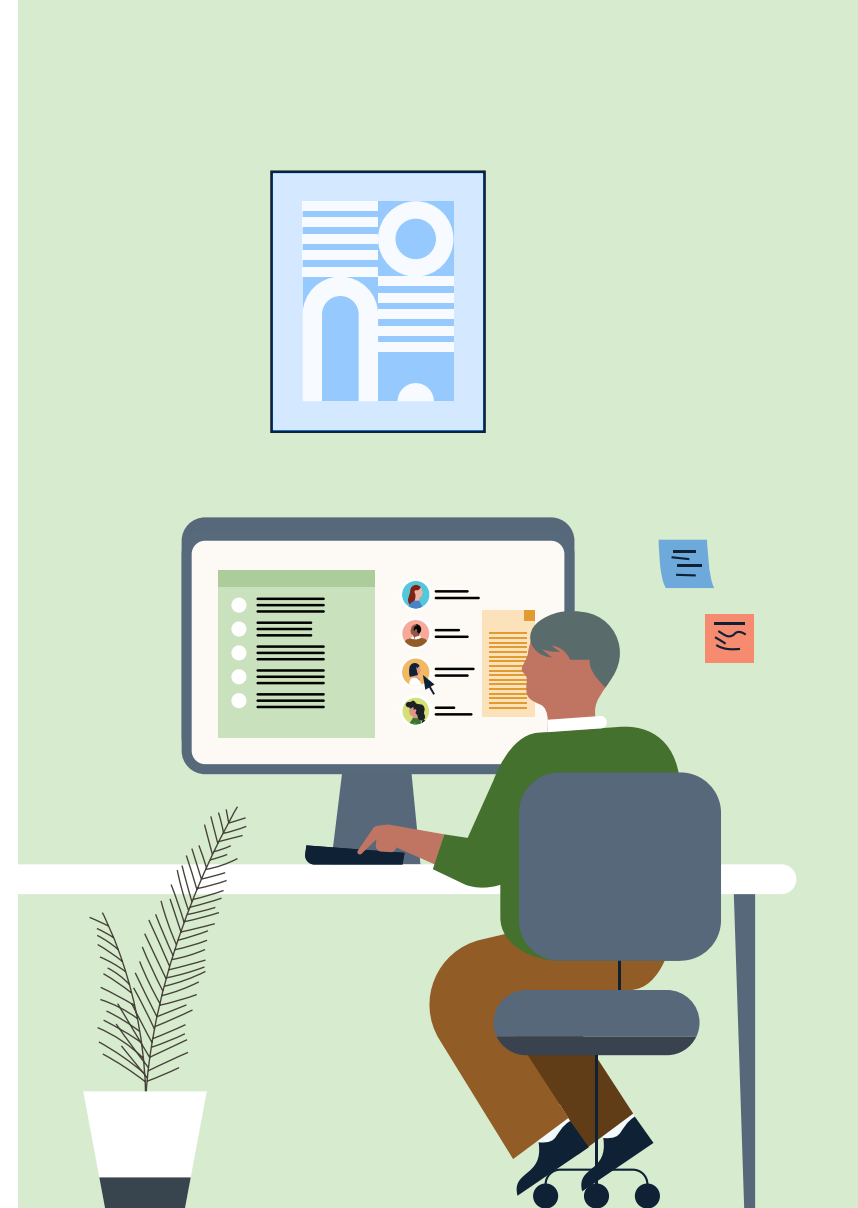
- [Use these customizable promotional assets and campaign calendars](#) to build your teaser campaign across your chosen channels.



## 4. Create sub-admins

You can grant sub-admin permissions to other LinkedIn Learning users, like the ability to manage, curate and recommend content, create groups, assign licenses, or view reports. Assign these permissions to people who can help you drive learner engagement – like learning partners and champions, team leaders, or people managers.

- [Learn more here](#) about sub-admin permissions and how to assign them.
- [Customize this email template](#) to encourage sub-admins to use the permissions you've granted them.





# Launch:

## Announce, invite and excite learners

Get learners engaged right from the start with strong launch comms ranging from broad messaging to personal invitations.



Customers that send  
email invitations see

50%

more activated  
learners



## LAUNCH

# 1. Send email invitations to learners

An email invitation is the most effective tool for driving learners to access LinkedIn Learning for the first time. Customers that send email invitations see 50% more activated learners, so even if your learners automatically have access to LinkedIn Learning through a separate platform, use email to get them active and engaged.

- [Follow these steps](#) to upload a list of learners in a CSV file to trigger email invitations and LinkedIn notifications for those learners. Re-send invites with one click as a reminder to non-activated learners.
- Use [example email 1](#) or [example email 2](#) as a template to invite all learners in an organization-wide email invitation from your L&D team or your executive sponsor. If you have an SSO platform, include your org's invitation link or SSO platform link.
- [Share your invitation link](#) if you have an SSO platform in existing internal emails like L&D newsletters, and ask people managers to share it in team update emails.

## LAUNCH

# 2. Raise awareness through internal channels and meetings

Use internal channels that your learners engage with regularly to make sure they're aware of their access to LinkedIn Learning, and to encourage them to get started.

- Ask your executive sponsor to highlight the launch of LinkedIn Learning at your company all-hands or another large-scale meeting.
- [Post our customizable promotional assets](#) in internal social channels like Microsoft Teams or Slack, or on intranet pages like your L&D homepage.
- Ask learning champions to share their learning goals and favorite course content via email [with this template](#), in social posts or team meetings to motivate their peers to join their learning journey.



## LAUNCH

### 3. Curate and assign content to learners

Identify the most relevant content for your organization's needs by aligning it to your company's priorities, and ask functional leads to do the same at the team level.

- [Use our top competencies content maps](#) to find the most relevant courses to build the skill sets your learners need to address company priorities.
- [Assign courses](#) – or [upload custom content](#) if you have a LIL PRO license – as pre-work ahead of instructor-led training.
- [Assign the How to use LinkedIn Learning course](#) to new hires and existing learners to kick-start their journey.

## Post-launch:

# Establish and embed a learning culture in your organization

Embed learning as a core part of people's regular routine by helping them understand the role it plays in their professional development, continuing to highlight relevant course content, and embracing your inner marketer to promote engagement and encourage long-term learning habits.



# 1. Embed learning in performance management to reinforce its importance

People who commit to a goal in writing are **42%** more likely to succeed<sup>1</sup>, so encourage people managers to discuss skill development during performance conversations and encourage employees to set learning goals as part of their development plan.

- [Follow these 5 steps](#) to help managers put learning at the center of performance reviews.
- [Use templates to share posts](#) in internal channels that encourage learners to set goals.
- [Share these instructions](#) with learners to set learning goals in the LinkedIn Learning platform.

<sup>1</sup>Source: <http://mmb-s3.s3.amazonaws.com/2015/11/goals-study-gail-matthews.pdf>

<sup>2</sup>Source: Survey of 600 LinkedIn Learning Learners, August 2020

Progress against learning goals  
is the top motivator for

**62%**  
of learners<sup>2</sup>



## 2. Keep learning top of mind with new course content recommendations

Share content recommendations regularly to help learners face new challenges as their roles and working lives – as well as your organization’s priorities – continue to evolve.

- [Find the latest courses here](#) to share with team leaders or directly with learners.
- [Use this template](#) for a regular learning newsletter, sent by L&D, functional team leaders, or learning champions, to highlight recommended courses and other learning news.
- Ask learning champions and team managers to highlight helpful courses or learning paths to their team in regular meetings.

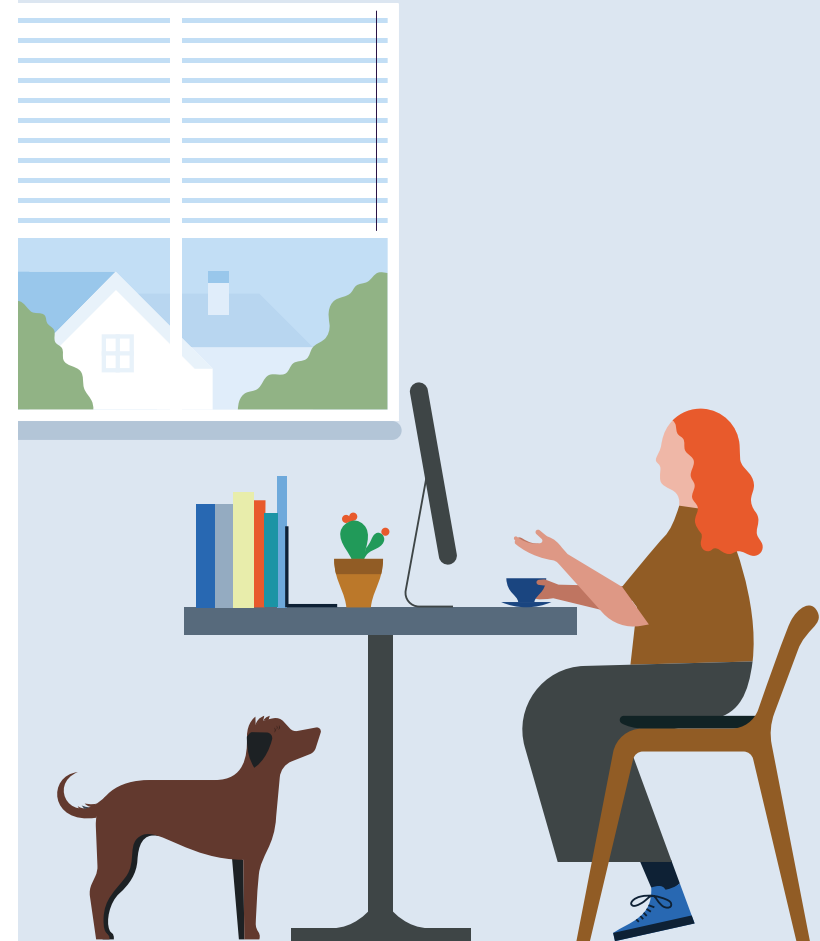




### 3. Engage and motivate learners with promotional campaigns

Motivate learners to kick-start or build a habit of learning by grabbing their attention with campaigns like themed learning challenges, “lunch & learn” events, or social impact programs that benefit both your learners and the wider community.

[Visit our Promotional Resources page](#) for the latest promotional ideas, customizable assets, and planning templates for your promo campaigns.



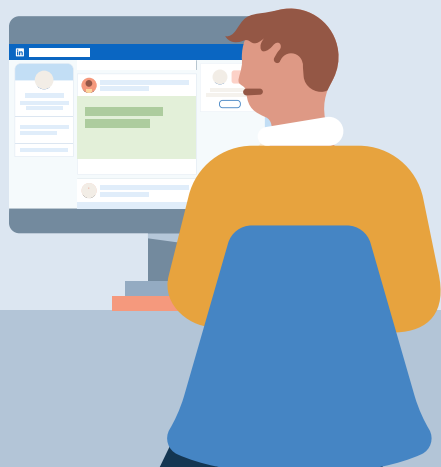
## POST-LAUNCH

### 3. Engage and motivate learners with promotional campaigns

#### Launch a Learning for a Cause initiative

Build a bridge between employee development and your organization's social initiatives to drive both learner engagement and positive social impact.

- [Use this step-by-step guide](#) to launch your own campaign.
- [See how Allianz used this approach](#) to drive 26,000+ hours of learner engagement.



#### Build a calendar of themed seasonal campaigns

Identify high-profile dates in the national or international calendar as thematic anchors for seasonal campaigns to capitalize on existing awareness and enthusiasm around those themes.

[Find templates here](#) to customize for any campaign.

- A *New Year, New You* campaign to set goals and kick-start good learning habits in January.
- A *Fall in Love with Learning* campaign to piggyback on Valentine's Day excitement.
- Or take a more targeted approach by highlighting content related to your theme, e.g. a Mother's or Father's Day campaign promoting courses on how to manage work/life balance.

#### Harness the power of gamification

Tap into learners' competitive spirit to boost engagement at a team level, or across your whole organization, with a gamified approach to learning.

- [Download our gamification guide](#) for game ideas and inspiration.
- Ask your executive sponsors or learning partners to take part – or even lead a game – to encourage participation!
- Create learning challenges that go hand-in-hand with your themed seasonal campaigns by creating leaderboards to celebrate learning engagement at an individual or team level.

## POST-LAUNCH

### 3. Engage and motivate learners with promotional campaigns

#### Host Lunch & Learn events

Set up a recurring series of virtual or in-person Lunch & Learn events hosted by your L&D team or leadership to boost momentum around learning. Or empower your learning champions and other employees to organise their own lunchtime learning sessions!

- Sessions can feature live presenters like senior leaders or subject matter experts sharing their knowledge on a topic.
- Schedule “course club” sessions where attendees can have a live discussion about a specified course or learning path.
- [Use this sample Lunch & Learn schedule](#) for inspiration on topics to cover, align topics to company priorities, or survey your learners on the topics and speakers they’re interested in.

#### Learner of the Month campaign

Each month, interview a learner in your org who has made the most of LinkedIn Learning to aid their professional development, and share the interview through your internal comms channels.

- [Get started with these sample interview questions](#), or use them as inspiration to create your own.
- Use video to grab learners’ attention, by asking your interviewee to record their responses on their phone, or record the full interview in a video conference session.

92%

of learners would participate in a group discussion after learning on their own<sup>1</sup>



<sup>1</sup>Source: Survey of 600 LinkedIn Learning Learners, August 2020

## 4. Measure the impact of your tactics

Use LinkedIn Learning's in-depth reporting features and qualitative methods to understand learner behavior over time, so you can identify the impact of your comms tactics and promotional campaigns. You can then use your learnings to inform to inform your future strategy.

- [Watch this course](#) to explore all the reporting features LinkedIn Learning has to offer
- Run an impact survey among your learners 3 – 6 months after your LinkedIn Learning launch for qualitative feedback.



# Templates and resources recap

Here's a reminder of all the templates and other resources mentioned in this guide, plus some additional material you might find useful.



### Planning templates

- [Partner/sponsor roles & responsibilities template](#)
- [Customizable planning template](#)
- [Customizable planning template \(excel version\)](#)
- [Top competencies content maps](#)
- [Sample Lunch & Learn template](#)



### Promotional templates

- [Customizable promotional assets and campaign calendars](#)
- [Sub-admin permissions email template](#)
- [Invite example email 1](#)
- [Invite example email 2](#)
- [Learning champions email template/learning newsletter template](#)
- [Sample Learner of the Month questions](#)
- [Promotional resources page](#)

### Best practices and how-tos

- [Sub-admin permissions and how to assign them](#)
- [Email invites using CSV upload](#)
- [Sharing your invitation link](#)
- [Assigning courses](#)
- [Uploading custom content](#)
- [How to use LinkedIn Learning course](#)
- [5 steps to help managers put learning at the center of performance reviews](#)
- [Instructions for setting learning goals](#)
- [Latest LinkedIn Learning courses](#)
- [Tips to launch your own learning for a good cause campaign](#)
- [Allianz's learning for a good cause campaign](#)
- [Gamification guide](#)
- [LinkedIn Learning reporting & analytics features](#)