

Marketing and communications plan

You've built a team of stakeholders and provided access to on-demand instruction. It's time to introduce Lynda.com and encourage learners to get started.

Explore this marketing and communications plan and adapt it to your organization. Use multiple communications channels to reach your audience, mindful that people process information in different ways. A good plan will drive adoption and keep learners engaged.

Sample marketing and communications plan

	PRE-LAUNCH 1-3 WEEKS	LAUNCH WEEK	POST-LAUNCH ONGOING
EMAILS		✉	
POSTERS & FLYERS		📄	
INTRANET & LMS		💻	
LEARNING PATHS			➔
FACE-TO-FACE & WEBINARS		👤	
FUNCTIONAL LEADER SESSIONS	📢		
COMPETITIONS			🏆
CHAMPIONS & POWER USERS			🏋️

Pre-launch (1 to 3 weeks out)

Goal: Build excitement

- **Finish technical setup.** Ensure the access method you've selected (for example, upload via CSV or single sign-on) is implemented before launch.
- **Tap internal communication channels.** Explore a sample email that outlines what employees can expect.
- **Create an intranet page.** Direct learners here for more information. If you don't have an intranet page, consider creating a landing page. [Explore our "Intranet" tip sheet.](#)
- **Get partner buy-in.** Identify managers or department leaders who can help promote Lynda.com to their teams. Hold a meeting of these leaders to generate engagement. They can also help select and recommend content for their teams. Find out how to engage partners.
- **Plan learning content.** Map course and Learning Path content to core competency training and key roles in your organization.

Launch (1 to 2 weeks duration)

Goal: Formally launch Lynda.com

- **Inform learners how they can get access.** Send an email explaining how to get started—whether they're logging in through Lynda.com, single sign-on or a learning management system (LMS). [View example launch emails to learners.](#)
- **Assign a Playlist.** Learners will see it upon log in and have some content to start learning.
- **Promote Lynda.com across channels including:**
 - Intranet page
 - Company or executive newsletter announcements
 - Targeted emails to departments or teams focused on learning
 - All Hands meetings, with invites from sponsors or department heads
 - Posters and flyers
 - Internal blog posts
 - Social media blasts (for example, on Slack or Yammer)
- **Generate participation across your organization.**
 - Hold departmental in-person meetings or webcasts.
 - Launch contests (for example, a raffle for all who create accounts).
 - Ask Lynda.com champions who have taken courses to send messages to you or their department managers.
- [Visit our "Spread the word" page](#) for more details and examples.

Post-launch (ongoing)

Goal: Maintain the momentum

- **Continue building a culture of learning.** After the buzz of your launch passes, regularly engage leaders and learners to keep on-demand instruction top of mind.
- **Determine your communications cadence.** Decide how often you'll promote and inspire continuous learning (for example, it could be monthly or quarterly).
- **Keep promoting how learning helps teams.**
 - Tie Lynda.com courses to employee objectives and performance review goals.
 - Incorporate Lynda.com into existing internal promotions or events.
 - Create an attainable usage goal for each month, and recognize employees who meet or exceed the goal.
 - Ask employees to share how learning has helped them in their current roles or helped them advance to new roles, and include this in your newsletter.
 - [Check out our "Meetings and Events" tip sheet](#) and ["Contests" tip sheet](#) for more suggestions.
- **Highlight key product features including:**
 - Learning paths
 - Mobile access
 - Offline viewing
 - New courses weekly
 - Exercise files and assessments
 - Certificates of completion