



Three Techniques to Get Your Learners to Watch More

Three Techniques to Get Your Learners to Watch More Video

These Marketing Techniques Can Get Your Learners to Watch - A Case Study

Nowadays, trainers and corporate communications professionals have to think and act like marketers to drive engagement with their content. It's not enough to create great content or training programs. You need to know how to get it discovered, read/watched/viewed, and then how to measure and track success. In other words, you need to write like a content creator and advertise like a marketer!

We spoke with more than a dozen of our most successful clients in leading Fortune 1000 companies to learn why, how and what was driving their success. And we uncovered some interesting similarities, regardless of the industry they serve. One thing was common: trainers who adopted a marketing mindset to 'market' their content continued to see greater qualitative and quantitative returns on their efforts, than those that stuck with the traditional meme of 'build it and they will come'.

But before I share three common marketing techniques these brands use to engage their learners and employees, let's review the why and what is driving the mind shift.

Why it's necessary to think like a marketer.

Just like marketers, trainers, corporate learning professionals and HR communication teams are tasked with effectively communicating with a varied audience.

Cutting through the noise of information overload, finding a nano-second to grab someone's attention, and providing valuable information and insight is hard. Marketers face this dilemma every day, and luckily have a few formulas to breakthrough and reach their audiences. So why not use what works?

What's driving the shift?

The pace of change is wildly fast, and training global or distributed workforces is complex and expensive. There's onsite instructor led training to schedule, on-demand training materials to create, and live webinars to produce. As the learner population morphs from Boomers to Gen Xers to Millennials to Gen Zers, maximizing audience reach and engagement and matching learning styles to preferred content is a challenge. Although shifting, many 'boomers' prefer on-site, instructor led programs with traditional PowerPoints, and the younger generations prefer easy access to video-based content that feels personal. Finding the time, resources and budget to deliver different types of content is a balancing act. Luckily, technology is adapting to the market, and entire organizations are now adopting software and technology platforms to deliver effective and engaging blended training programs.

So that's the why and the what.

Now for the how.

Read on to see which three marketing techniques trainers are adopting to effectively reach their learners and get them to engage!

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1. Know your audience

All of our clients stated that it's so important to understand not just who is consuming their training and HR content, but what their expectations are if they gave up 10, 20, or even 60 minutes of their time. And through testing, everyone said matching the medium to the content was also very important. There's a time and place for slide decks, video presentations, and just a video.

Without exception, the younger learners and employees were more interested in short, chunks of content preferably in video format rather than just a slide deck. They also want to learn about new things when they need them, rather than all at once. The more experienced learners and employees enjoy a deeper learning experience, and are quite comfortable with slide decks, reading materials, and on-site training.

Both audiences are very tuned into **value**– is there a fair trade-off in learning something new for my time away from my job; and **content accessibility**– is content readily accessed on-the-go and from a desktop environment and mobile environments.

Understand who needs training and what they want to get from it.

Another recurring conversation with our clients is how to better understand learner expectations. For a long time, content delivery systems and attitudes have had an author or learning bias.

In other words, creating an environment where content authors or learning organizations decide what content is created, when and where it's delivered, and how to measure success. This approach is quite sensible and effective when organizations need to communicate standard or required communications such as employee onboarding, systems training, annual HR compliance training, and quarterly company meetings. But it can often fall short when employees, partners or even customers want to be in the drive seat and decide what content they need, and when they want to view it.

New employees may want to dive into soft skills training to improve a chance for early promotion; established employees may want to find courses and content to learn new technologies, and partners may want to access content whenever they need to learn or refresh knowledge about certain services, products or processes.

Your primary audience will often dictate the type of training content delivered and how it is delivered, in a learner centric format or a learning outcome centric format.

Make it personal.

Netflix, YouTube, and Amazon experiences have changed the way everyone consumes content. These experiences are seeping into corporate learning and HR communications programs forcing organizations to embrace the idea that knowledge and learning is personal.

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Individual learners want easy access to programs that 'might be right for them' based on past and present training content consumption, what peers are viewing, and even what's new now. They want personalized content notifications to tell them about new videos or materials, and some even would like personalized access to curated content just for them.

This trend and desire to make training and learning personal benefits content creators too. By incorporating push notifications and making personal recommendations for learning, content owners and authors have new methods to help viewers discover new content, and to get them to watch. And every content creator wants the same thing – **get the right viewers to watch and engage with content.**

Personalization may seem overwhelming, but it's easy to get started when you view training content from the learner perspective.

One client, a Fortune 500 payroll provider recognized this trend, and is shifting how they make content, and the way they deliver it. Specifically, they use our Knovio platform to create personalized training videos with video or voice-overs synced with PowerPoint. The feedback from viewers has been overwhelmingly positive. Each video has a nuanced story that's prescribed to each stage of the learning process.

Combined with assessment tools and customizable video players, learners have the opportunity to interact with content and go to sections in the video that pertain to them. The personalization equation is simple for ADP: enhance the learning experience beyond text and create a one-one knowledge transfer experience that is personal, approachable, and friendly.



Make it valuable. Make it relevant.

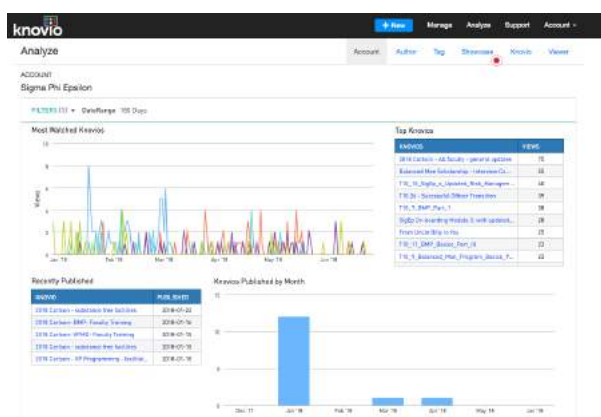
We live in an age of information overload. Okay, I stated the obvious but every one of our clients are seeing the same thing. With information overload, comes lots of noise and clutter. How do you break through?

Your training content has to be valuable. It has to be relevant to either the moment: preparing for their first customer meeting, or having their first employee review, or in their current job for example how to use MS Office, or maybe how to become a change agent. Ideally, your content has to help viewers be better at what they do.

One client, Sigma Epsilon Fraternity, realized that even though their training content was effective, it was produced and distributed in an ad hoc process. The long-term challenge was to ensure that their members, received and consumed the content they actually needed, and not only what they thought they needed. In reaction to information overload, SigEp shifted to a razor focus on making it easy to access essential training content from live events and on-demand libraries has had measurable returns in performance and professional development. This change in focus makes it possible to deliver meaningful content to the right people, at the right time and has shown results.

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Advanced analytics gives the Sigma Epsilon management team the ability to measure individual engagement and activity and provide insights into content performance and training effectiveness. The ultimate goal is to have an attribution model where the leadership team can see the impact of training content on individual professional growth and performance.



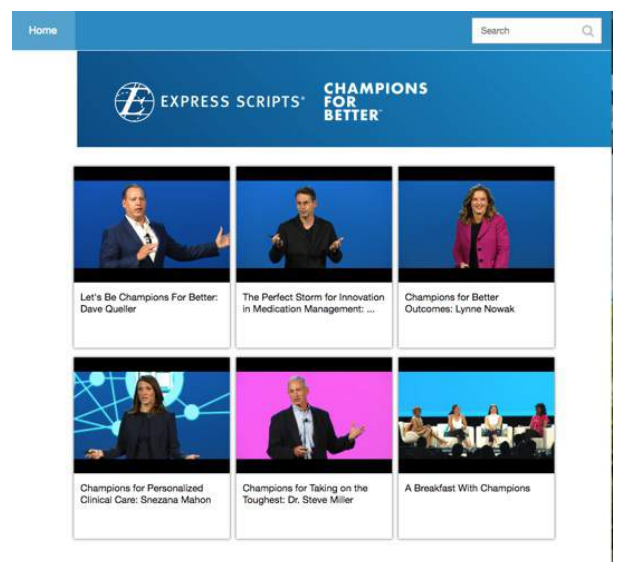
2. Understand how your audience consumes content

There was a time when effective learning came from sitting in a classroom or watching a 60 minute slide presentation. Now, it's all about 'chunking out' content, so people can get what they need immediately. There's a great need for simplifying technical and instructor led programs and delivering them in just-in-time modules in an on-demand medium. It's not to suggest that in-person classroom training isn't appropriate or effective. Rather, just-in-time modules complement classroom training and provide immediate learning.

Video is the perfect medium to deliver these 'chunks' of content. Our clients affectionately refer to this style of learning as video vignettes, snackable content, and learning nuggets. Just-in-time content is served best with one, two, or three-minute video clips. Nothing connects with audiences better than video and a story. It's fast. It's effective. It's memorable.

Some of our clients are successfully requiring employees and learners to watch video vignettes as a prerequisite to attending on-site, live classroom training. Now that's creative thinking-right? Get your viewers to consume and learn chunks of content before they attend a live instructor led session. It's just like we are back in school with homework; but the beauty is, it doesn't feel like homework.

An unexpected benefit in delivering this style of video training is real-time savings in time and money, as well as seeing faster results from training.



A leading prescription medicine provider re-purposes live training event sessions using video portals.

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Some clients create on-demand training content from live conferences so world-wide employees can watch and learn even if they can't attend the event.

Incorporate web and email tactics to get them to watch.

Reaching your target audiences and getting them interested in new content is challenging even for marketers. But when you incorporate the tried and true channels of email and web, your life can get a whole lot easier.

Encourage viewer sign-in using links and buttons on your internal and external websites and portals. Send comprehensive training or HR newsletters at least once a month and send broadcast emails to notify viewers of newly posted videos, slide decks and materials. You could even incorporate banners to let viewers know new content is posted.

Several clients have seen great success with this technique and have anecdotally shared they've seen up-ticks in viewer interest and engagement of content when email campaigns are used regularly. And more than one client uses email to promote contests to encourage viewership.

The power of using web and email channels is that everything is trackable, so you know immediately when someone is engaged with a 'first touch' email or if they've logged into your training portal.

Design video or content portals for easy anytime access.

Video portals are a fast and easy way to share special collections of content for specific audiences. Use portals for onboarding, year-end materials, employee development. Anecdotally, our clients all agree that when you incorporate video with everyday communication there's almost always a spike in engagement.

Five effective ways our clients use video portals include:

1. new hire onboarding
2. product training and reviews
3. policies & process
4. compliance materials
5. live and on-demand corporate events

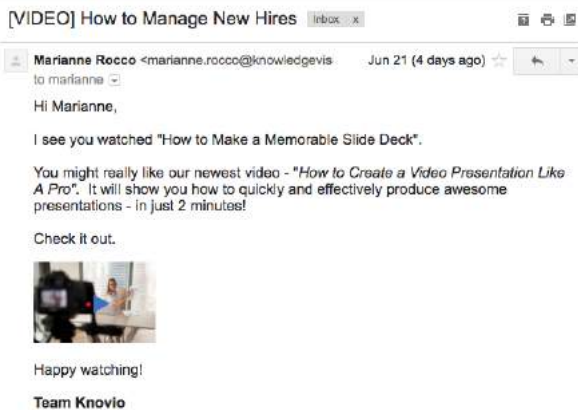
Create subscriptions and push notifications.

Every digital marketer knows the more relevant and requested content you can send to viewers, the more likely you'll keep them engaged. Take a page from the best digital marketers and offer subscriptions to your content and provide content preferences to newly signed-up subscribers.

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Personalize emails to encourage viewing.

Authenticity is essential to building trust and engagement with your viewers. One of the easiest ways to do that, is to make them believe you know and understand them. A first step? Add their first name (spelled correctly please), maybe their job function, and what they last viewed. Although this can be a little bit creepy, there are friendly and positive ways to do it and your reader will feel more connected to you and your content.



Putting the marketing steps together.

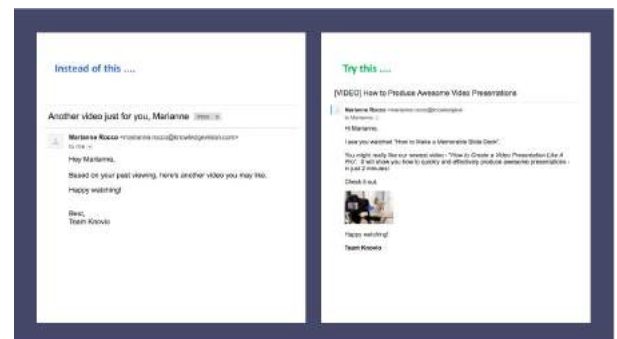
There are lots of way of putting together a web and email approach to drive viewership and engagement. Digital marketers are doing it every day. Mix and match and A/B test to find the magic mix for you because every organization has different success metrics and personalities. Your success metrics may be to increase views, while some training goals may be to decrease the number of basic calls.

One approach that might work for you:

STEP ONE: Pull together your videos, flip-decks, and presentations in a video portal or showcase. Add multi-level categories to make it easy for viewers to find the content they need. Add new content as it comes available and remind viewers that helpful content is available.

STEP TWO: Send reminders through email and/or pop-ups. Keep your message short and to the point and focus on the reason why someone should push play, rather than the availability of new content. An effective tactic is to incorporate triggered reminders to those who view certain videos. This technique is much more relevant and personal, and typically garners more clicks.

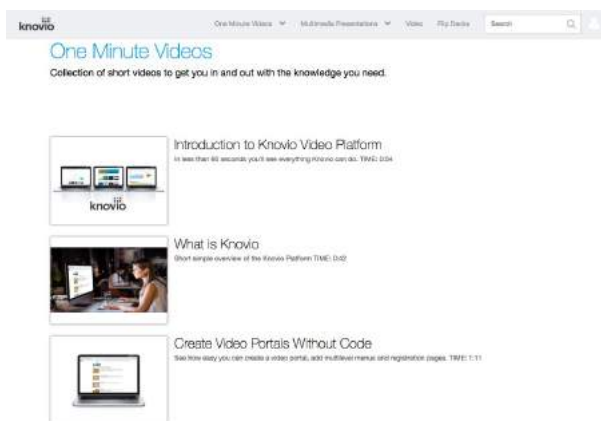
For example:



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STEP THREE: Remember to send monthly newsletters to remind your audience of new and popular content.

STEP FOUR: Consider creating a **One-Minute Viewing Portal**. The concept of just-in-time content is not new, but it's really taking off according to our customers. Chunk out content from your longer videos and presentations and make it really easy to find and watch. You may be surprised at how fast someone gets through a module because you created *relevant and snackable* content.



3. Align success metrics with organizational goals

When we asked our customers how they measure success of their programs, it varied. Most are trying to just get more viewers to engage regularly with their content. Some specifically had the goal of creating 'how-to' content that made it easy for users to figure out their basic support challenges, and thus keeping one-one customer support conversations focused on critical issues. Other training teams were more focused on measuring attribution which is a longer, more complex process.

Track where and when content is viewed.

Take your tracking and program measurement to another level, and track program success at the holistic level and at the unique viewer or content level. Consider how often content is viewed on what device, at what time, and by what groups or individuals.

There's a goldmine of insights waiting to be mined, if you know what type of metrics to consider when it comes to video. A few to consider:

1. Video Viewing Time
2. Unique Video Views
3. Views per Channel (where they find it)
4. Click thru Rate (downloads)
5. Shares

The Twilight Zone of Training

Speaking with our customers was really eye-opening. It's definitely one of the best ways to really understand your customer and their use cases for your product. More than once, I felt as though I were speaking with fellow marketers when I heard how they were using marketing tactics to, in their words "get their content watched, and track viewer engagement". It was my twilight zone experience of the week.

I hope you can incorporate these marketing techniques into your training and communications strategy and see more viewership and engagement with your content.