

Describe the product or portfolio being marketed

Briefly explain the learning product or portfolio in 2-3 sentences.

Create a collaborative digital program to support ongoing transition to remote work

Value Proposition

What value does the solution bring? Why is this relevant? What problem does it solve?

This solution will provide ideas, resources and collaboration on how to more effectively structure their day, their work and connect with/lead teams. It will give people a means to connect and collaborate with others and learn from each other.

Target Audience

Who is your key customer? Learning Personas? Customer Segments?

Employee (Trader/Evolving expert)

Manager (Rising leader)

Customer Insights

How does the key customer / learner persona inform your marketing approach? What else has your customer's attention

Customers are all newly working remote and will have varying set ups, schedules, and time constraints due to individual needs and circumstances during the pandemic.

Marketing Tactic Storming

Brainstorm a list of solutions that help meet your goals. Consider customer segments, customer insights, metrics channels, benchmarks. Then, prioritize your top 3.

Ideas...

- MyLearning announcement (Tentative: December 2020)
- Link/communication in existing programs
- HR partners
- Connect with GHRS who currently offer team development sessions to market this as an opportunity
- Video and/or infographic (where would this live/how would this be shared?)

Barriers / Boundaries

What roadblocks are you facing? What parameters are you working within? How do these impact results?

- It's such a wide audience which may limit our ability to get directly in front of customers (i.e. the classic trap of an approach for all is an approach for none)
- It may be hard to break through the noise of family/personal demands, work priorities, and other commitments to get customers to dedicate time – being succinct and engaging will be critical.

Key Resources Needed

What specific (non-monetary) resources and support do you need? Who do you need to execute on this idea (person / department / company)?

- Digital Learning Design and Development (DLDD) Team
- Target language speakers to translate content
- Program Management (Lisa Eichten)

Requirements

Considering the customer segments, what are the critical requirements in a marketing strategy. E.g., mobile ready, time commitments, media types.

- Mobile ready
- Design (brand/design style)

TOP POTENTIAL TACTICS

BHR Connections GHRS Connections MyLearning Announcement

Success Metrics

How will success be measured? Leverage the Impact Measures Dashboard. Consider current state and ideal future state. To complete this section, start by entering the Target Metric and then work left to right starting with Current Status.

CURRENT STATUS	ASSUMPTIONS	INTERIM GOAL #1	INTERIM GOAL #2	TARGET METRIC
Not Started		75% pilot participants "Follow" Plan	300 Plan Followers	500 Plan Followers
No Members		100 Members	300 Members	500 Members
No posts		10% of members post	20% of members post	30-50% of members post

Next Steps

What are the different steps to take from where you are today? Include timing. Examples, connect with Success Coach, vetting canvas with college lead, engage capability owner / SMEs, partner with Digital Design Team

- Share with L&D COE Leaders to ensure we're on the right direction
- Share with GHRS and BHR colleagues to get their feedback and initial ideas on how / which teams to market to
- Work with DLDD to create a brand to leverage in development of learning assets and marketing assets

Marketing / Communications Plan

What specific activities will you employ to meet your success metrics?

TACTIC	KEY MESSAGE	CHANNEL	TARGET AUDIENCE	PUSH/PULL?	TIMING
BHR	New experience available	Email	BHR	Pull	December 2020
GHRS	New experience available	Email	GHRS	Pull	December 2020
MyLearning Announcement	New experience available	MyLearning Announcement	All employees	Pull	December 2020