

How learning brands can cut through the noise in 2024

Practical strategies to make your learning brand stand out from the crowd.

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Martin Couzins
Director
Insights Media

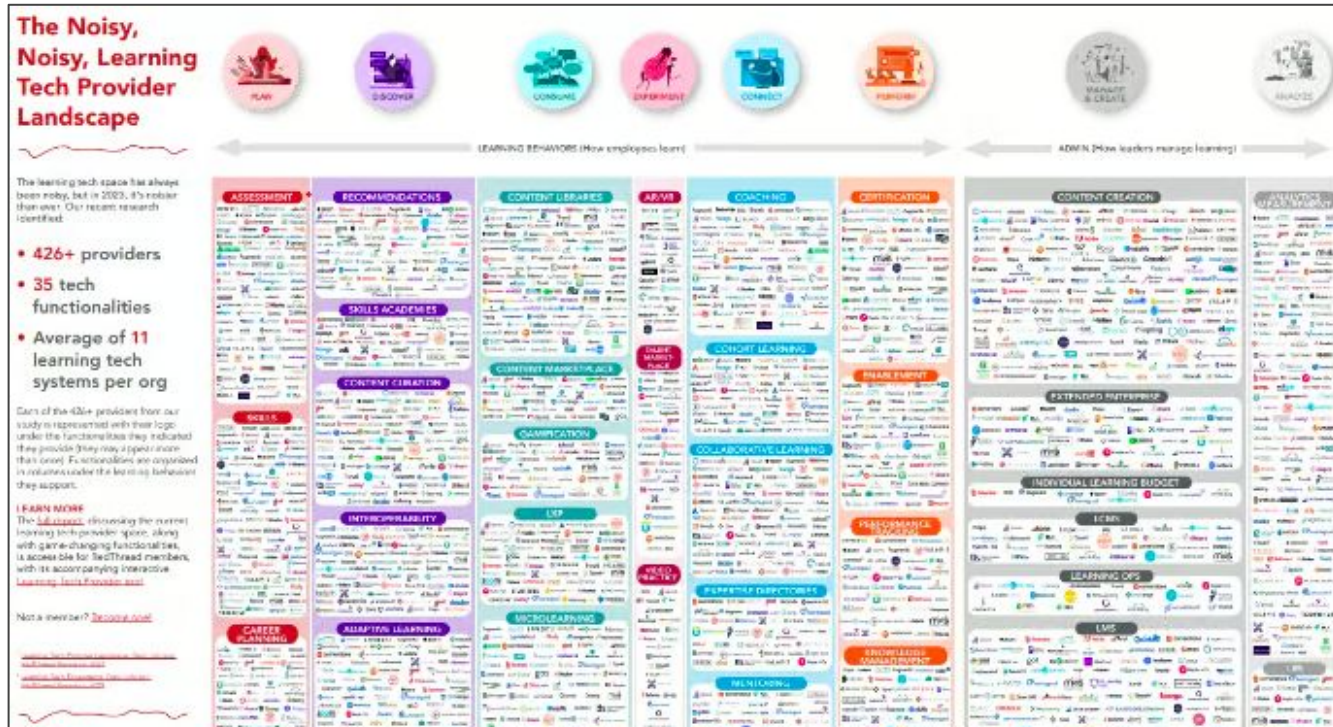


Rob Clarke
Editor
Learning News



Our world

A crowded, noisy space



Let's say the same things 60 different ways

— — —

Powering the future of work with AI

The flexible and advanced LMS

Leading the way in talent and learning

Welcome to the skills-first revolution

Train more with less

Modern learning is adaptive

People learn better when they learn together

Workplace learning industry leaders love

The evolution of knowledge

The best coach for your team

Software for learning, education and HR

Make meaningful learning a part of everyday work.

Your only learning platform, innovative and social

Industry leading learning technology

AI powered skills academy

Transformative learning experiences

Connect learning to your business outcomes

How workforces learn, connect and get things done

The #1 global learning platform

How to solve it?

#1 Segment

Market positioning

SUPERMARKET

Range



TESCO

Sainsbury's

ASDA

Morrisons



Waitrose

M&S

Quality



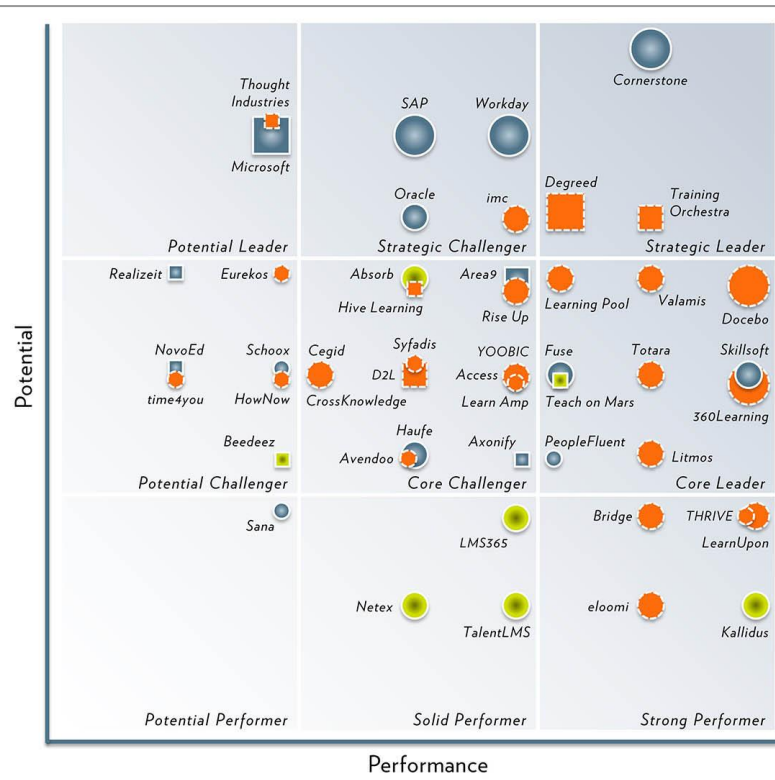
Market positioning

LEARNING

Fosway 9-Grid™

Learning Systems

2023

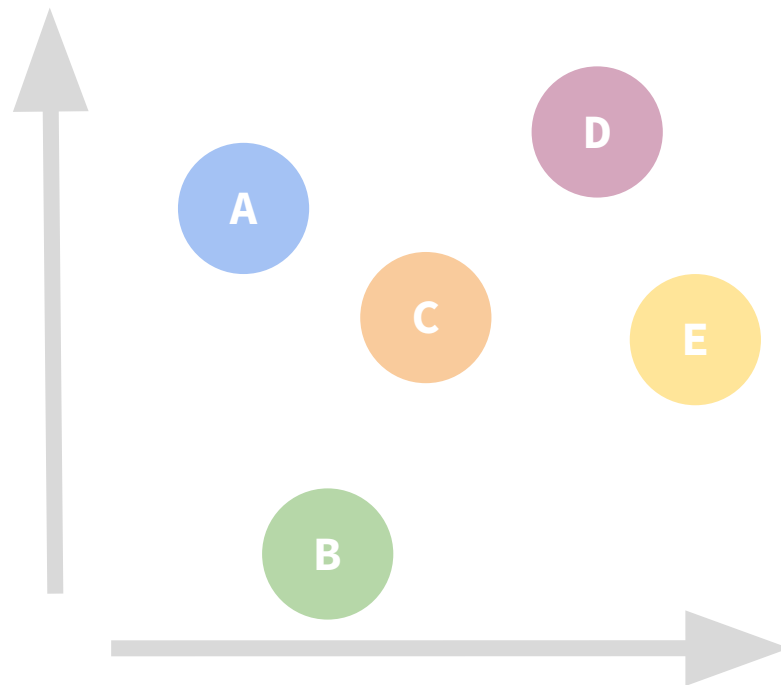


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Market positioning

LEARNING

Customer size
Sector, etc, etc



Features / services

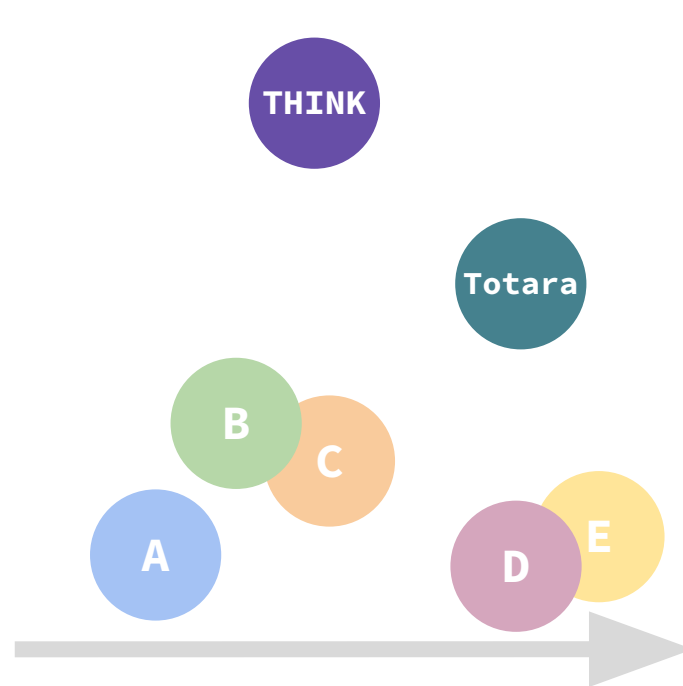
Market positioning

LEARNING

Sector

NHS

General



Market positioning

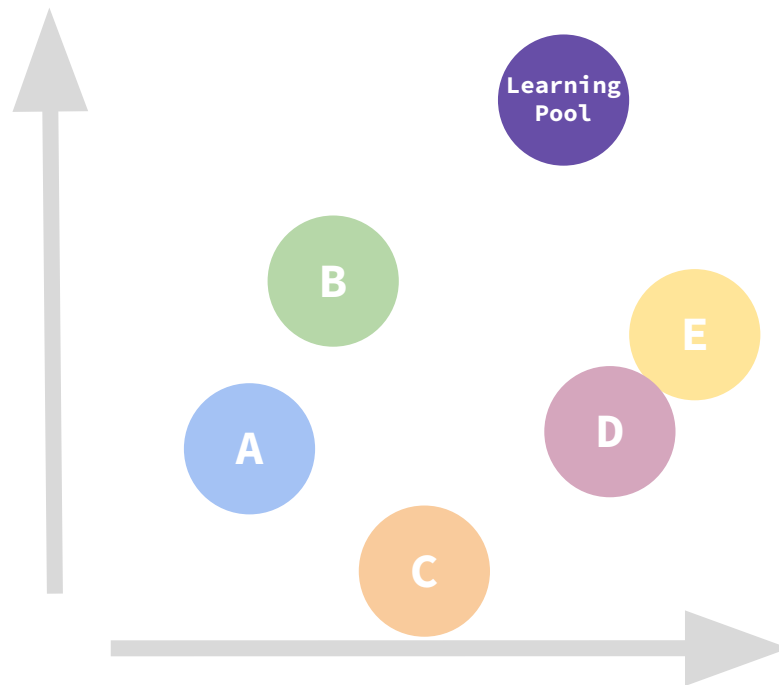
Keep in mind

1. What do you do?
2. Who do you do this for?
3. How are you different?
(not necessarily 'better')

Market positioning

LEARNING

ESG values

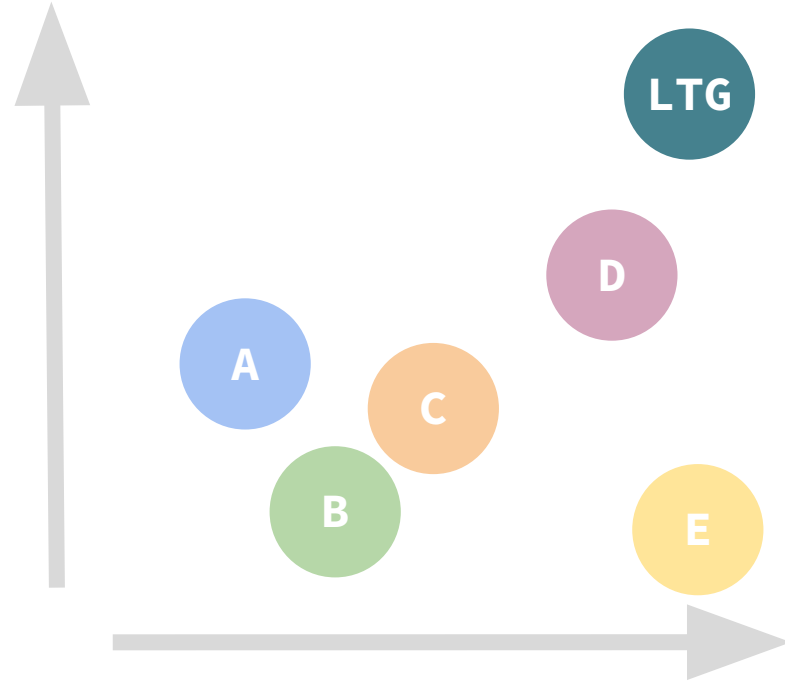


Features / services

Market positioning

LEARNING

Analytics values



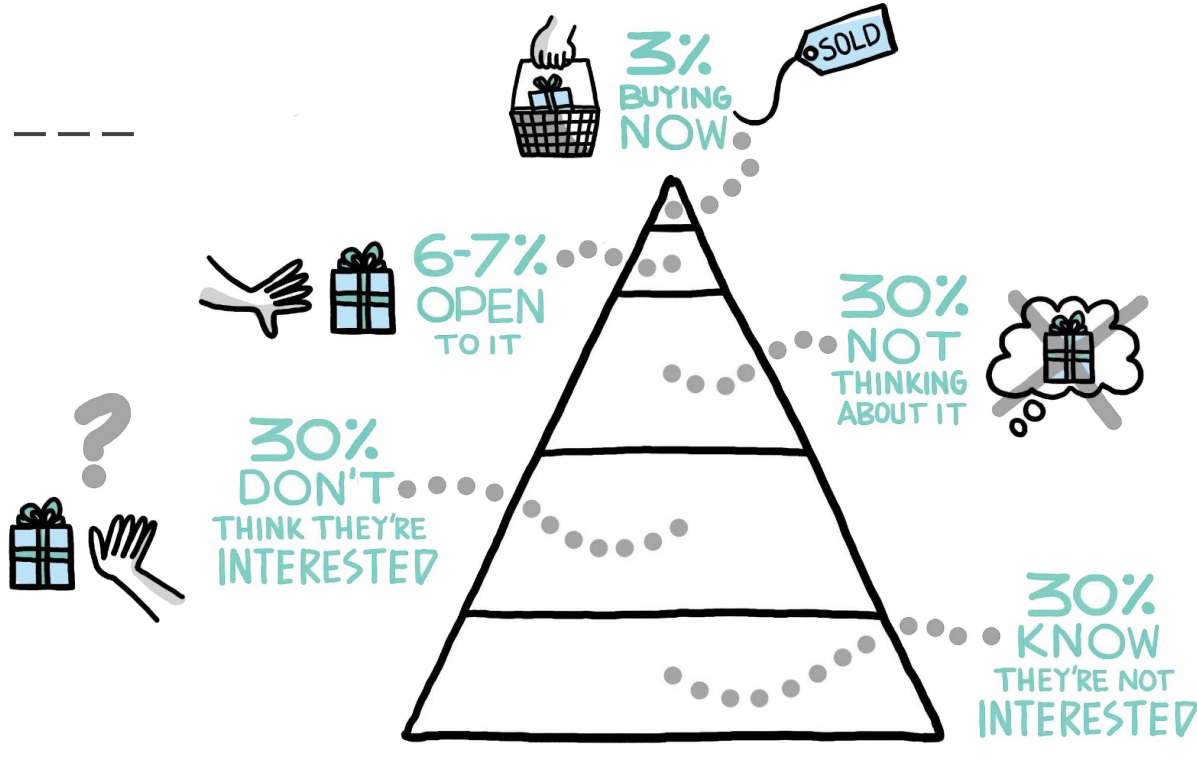
Features / services



Need for content marketing

Quick poll:

Do you have a content marketing strategy?



Buying Pyramid

Source: Chet Holmes

Marketers know content is key...

— — —

They say it helps with :

Creating brand awareness 83%

Building/growing credibility/trust 77%

Educating audience (s) 72%

Building loyalty with existing clients/customers 63%

Generating demand/leads 67%

Nurturing subscribers/audiences/leads 54%



...but the content needs to be credible and evidence-based

— — —

When asked what makes content memorable and would trigger a sales call, B2B buyers say that research matters. They are looking for content that:

Uses data and research to support claims – 51%

Tells a strong story that resonates with my stakeholders responsible for the purchase – 49%

Is packed with shareable stats and quick-hitting insights – 41%

Is research based – 41%

Appeals to our values – 34%

Source: [2022 Content Preferences Survey Report](#).

Thought leadership delivers this value

61% of decision-makers think an organisation's thought leadership is effective at demonstrating the **value of its products/services** vs product-oriented marketing

78% say that if they read intelligent thought leadership, they are more likely to trust or listen to that company in the future

76% say that it helps them make better business decisions

55% of decision-makers say that during an economic downturn, it's more important than ever that suppliers produce high-quality thought leadership in order to win their business

3 reasons content marketing matters in 2024

1

It is a vital part of the buying process

B2B buyers spend **45%** of their time researching suppliers (vs 17% of their time meeting them).

2

It helps show your brand knows the market

71% of HR managers say they are more likely to buy products or services from a brand that knows the market.

3

It helps win business in a downturn

55% of decision-makers say that during an economic downturn, it is more important than ever for suppliers who do not offer products/services that are essential to operations to produce high-quality thought leadership if they want to win their business.

Sources

1. The New B2b Buying Journey, Gartner
2. HR Strategies & Buying decisions 2023-2024, PRinHR
3. 2022 B2B Thought Leadership Impact Report - Breaking Through to Buyers in Economic Uncertainty, Edelman



Opportunity knocks

— — —

Learning technology: who/what influences your thinking?

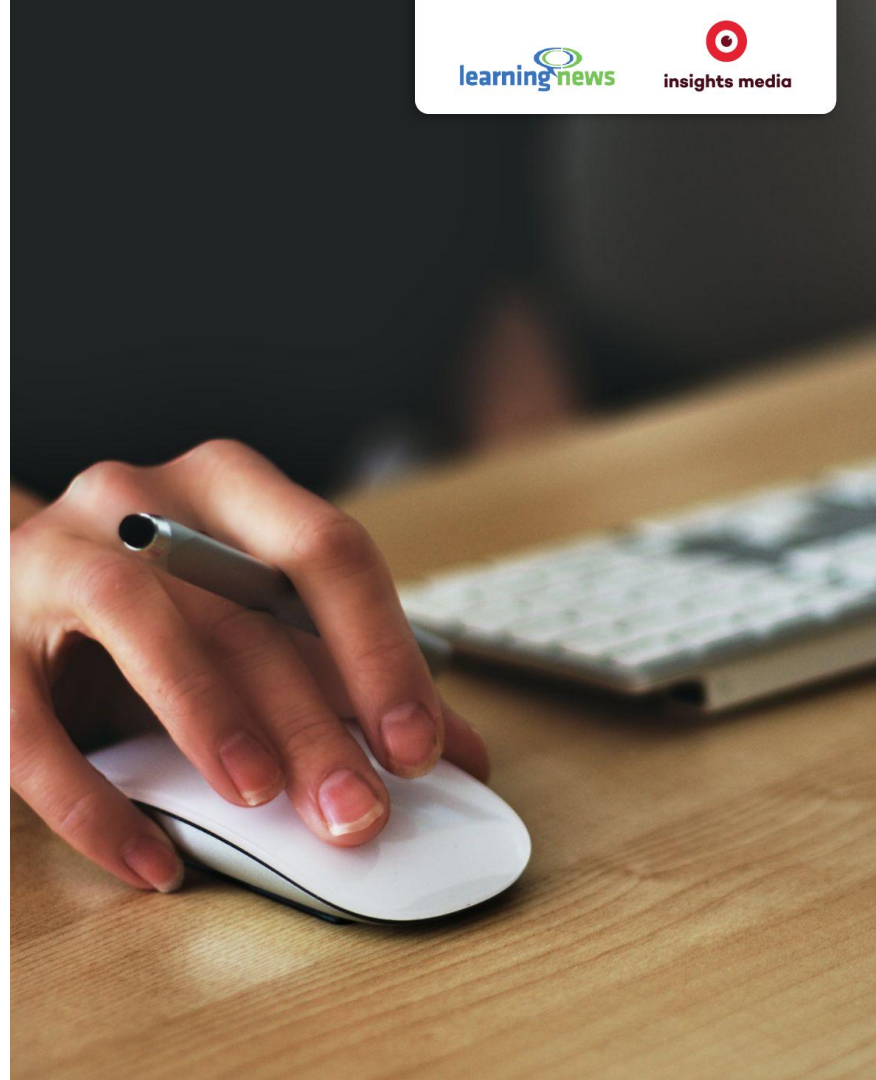
- 1 Colleagues
- 2 Professional institutes
- 3 Peers
- 4 Industry analysts
- 5 Learning suppliers

Source: Insights Media Research 2024



A checklist for getting started with thought leadership content

- Identify your areas of distinctiveness in the market
- Align your areas of distinctiveness to customers/prospects' pain points
- Ensure the topic/angle is distinctive vs competitors
- Build consensus internally around your areas of distinctiveness
- Find voices to articulate your thought leadership in the market



It's all in the campaign:

Ingredients for creating value
and impact over time

PR

Articles

Podcasts

Reports

Webinars

Video

Infographics

Case studies

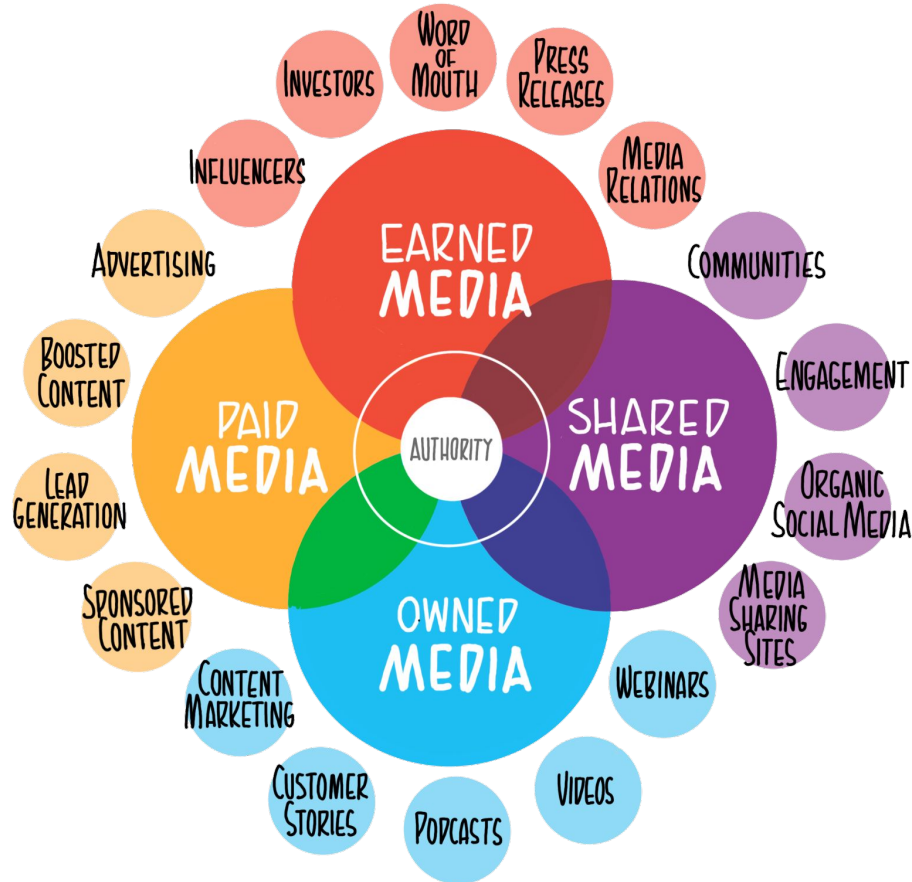
Opinions

Awards

Events

Partnerships

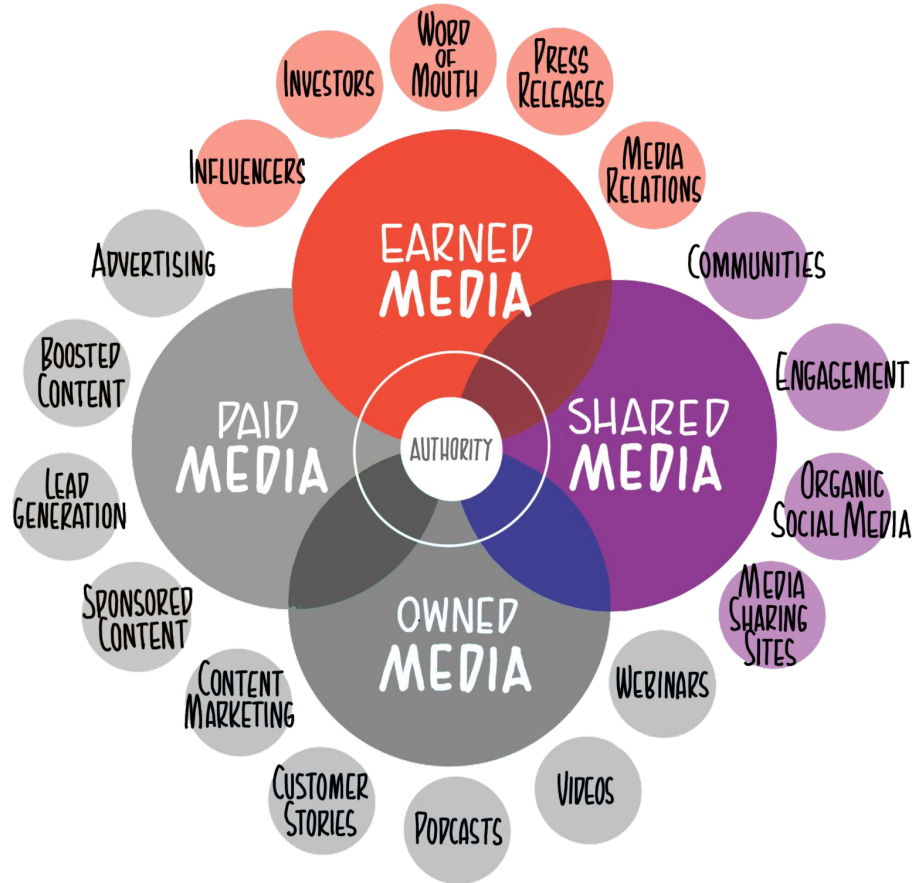




PESO: Paid, Earned, Shared, Owned

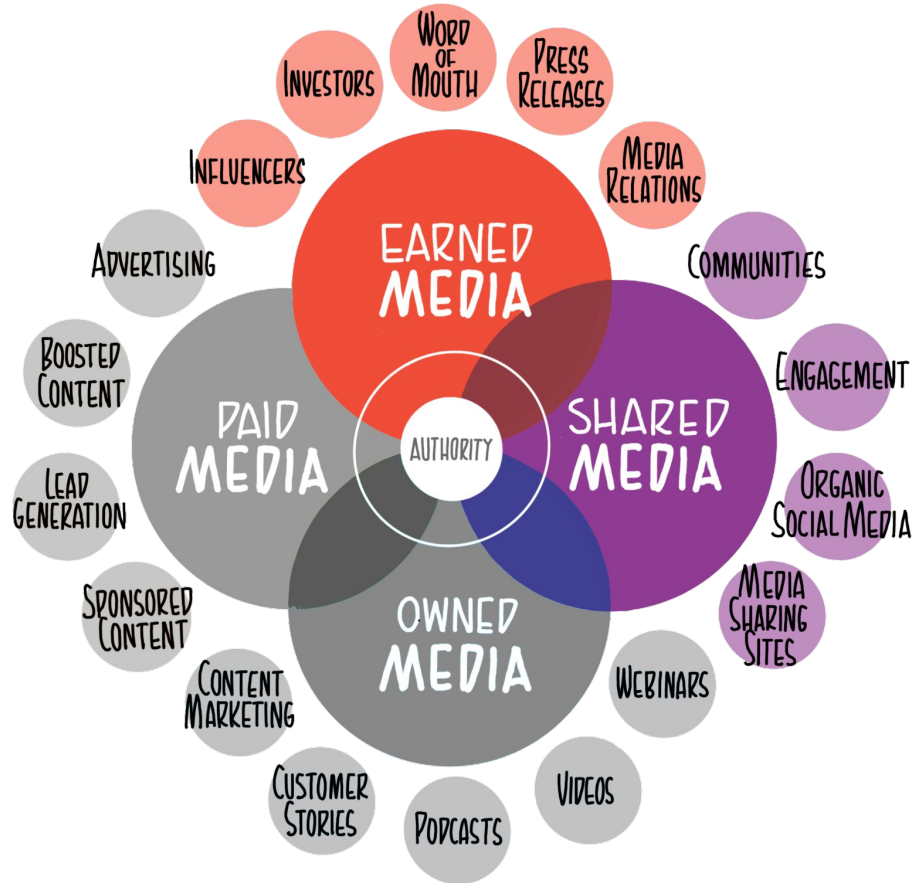
Source: Gina Dietrich, Spin Sucks

Why use news?



PESO: Earned and Shared

Upside
Credibility
Authority
Cuts through

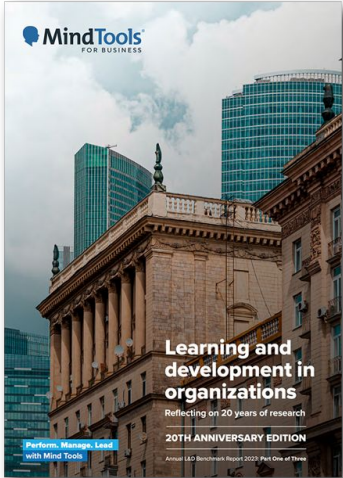


PESO:
Earned and Shared

Downside
Short life-cycle



Blue Eskimo Workplace Salary Survey

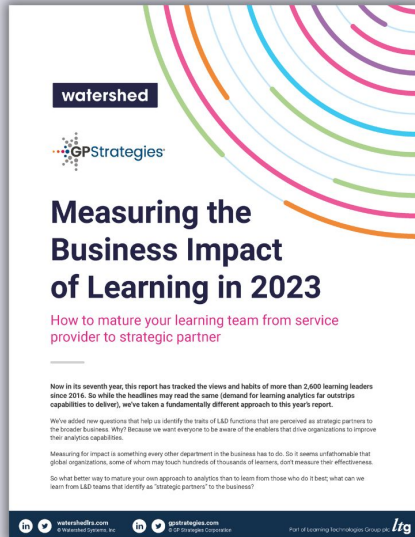


Mind Tools

L&D Benchmark Report

LTG

Measuring Business Impact of Learning



watershed

GPStrategies

Measuring the Business Impact of Learning in 2023

How to mature your learning team from service provider to strategic partner

Now in its seventh year, this report has tracked the views and habits of more than 2,600 learning leaders since 2016. So while the headlines may read the same (demand for learning analytics for outstrip capabilities to deliver), we've taken a fundamentally different approach to this year's report.

We've added new questions that help us identify the traits of L&D functions that are perceived as strategic partners to the broader business. Why? Because we want everyone to be aware of the enablers that drive organizations to improve their analytics capabilities.

Measuring for impact is something every other department in the business has to do. So it seems unfortunate that global organizations, some of whom may touch hundreds of thousands of learners, don't measure their effectiveness.

So what better way to mature your own approach to analytics than to learn from those who do it best: what can we learn from L&D teams that identify as "strategic partners" to the business?

watershed.com
Watershed Learning Inc.

gpstrategies.com
GP Strategic Consulting

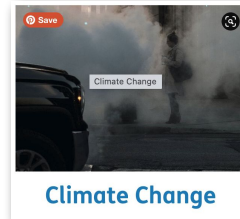
Part of Learning Technologies Group, Inc. **ltg**

A COMPREHENSIVE REPORT

Measuring the Business Impact of Learning in 2023



Learning Pool ESG values



How to make news?

News happens

awards: giving, receiving and sponsoring
business milestones: important ones, such as your one millionth customer
business rebranding
business wins, such as a significant new contract
celebrity or public figure appearances
company anniversaries
company reorganisations
crowdfunding campaigns
customer advisory groups being set up or reporting results
customer giveaways
ecological improvements
employment creation
endorsements: received or given
event sponsorship or support
financial or stock updates
internships, apprenticeships or scholarships
investments
market expansion: by sector or geography
mergers and acquisitions
new hires, for senior or critical roles
new teams, or business units being established
partnering programmes or new partnerships
patent awards
premises changes and moves
public speaking/speaking at an event
response to a major event
seminars and webinars
service delivery changes
social interaction: successes and examples of fun interaction
social responsibility activities or charitable work
training, certification or credentials achieved

...or you make it happen

case studies
commenting contentiously on major events
content: e-books, podcasts, tutorials, training courses and videos
customer interviews
debunking a common myth or providing proof that accepted thinking is wrong
expert opinion
helpful tips
inspirational stories: how customers have overcome challenges
local business support
new uses for products
political support and affiliation
predictions of products, services or markets for the coming year
requesting people/media outlets to review your products or services
revealing scams
surveys or polls: gathering and publishing data and analysis
taking a stand on an issue
trend analysis
what is selling best and why



What makes something newsworthy?

How to make something newsworthy?

#1

Not just what's happening!
Rather it's the **impact** of what's
happening.



How to make something newsworthy?

#2

The story and not the author.



How to make
something
newsworthy?

#3

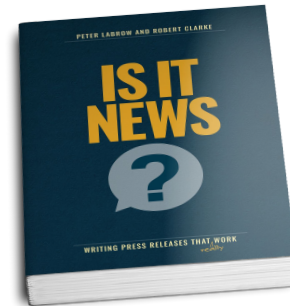
Good SEO



**How to make
something
newsworthy?**

#4

Headlines



Headlines

- 80% only read the headline, so once you've written it you've spent 80% of your client's budget.
David Olgilvy
- Should contain **'what people care about'**
- A creative **process**



Headlines

- ACME Learning wins Innovation Technology Gold Award
- ACME Learning launches Product X to maximise growth
- Join ACME Learning's new survey study

Poor SEO

- Widget innovation at ABC Customer creates XYZ; secures Gold
- ACME Learning launches Product X to solve XYZ
- ACME Learning's survey into XYZ opens

Better SEO

Headlines:

Example - a new senior appointment

— — —

- Joe Hill joins ACME Learning as Head of Widgets
- Joe Hill has joined ACME Learning, from ABC Competitor
- Lead sales of widgets in ASIA, build team and expand products
- 15 years experience
- Widgets market growth forecast is 20% next year
- We are investing £1.5 Million in widgets research
- Widgets solve the XYZ problem, faster and cheaper
- Widgets use ACME Learning's AI technology
- Opportunities for partners to sell more and make better margin

- New widgets chief to tackle XYZ

Joe Hill joins ACME Learning to expand range of widgets in ASIA and give customers faster and cheaper XYZ.

DOES THE CUSTOMER CARE?

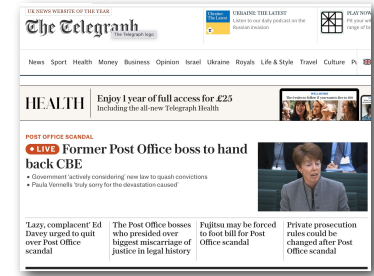
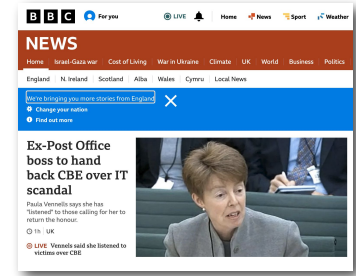
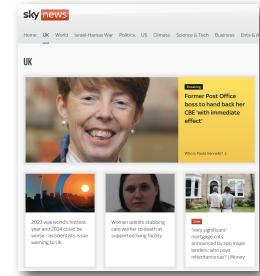


Getting the word out

What constitutes the media for learning providers' news?



Forget the big outlets!



What constitutes the media for learning providers' news?

You must differentiate

These outlets want something different

Think our industry's media



Staff, investors, partners, competitors



10 reasons to invest in thought leadership content

- 1** It provides decision makers with actionable insights and practical solutions to business challenges
- 2** Decision makers prefer consuming case studies and research-based articles
- 3** Credible research is highly valued
- 4** It helps differentiate your brand
- 5** It is more effective than product-oriented marketing at showing the value of products/services
- 6** It helps win business in a downturn
- 7** Helps improve prospects/customers' knowledge
- 8** Builds credibility and trust in your brand
- 9** It helps decision makers make better decisions
- 10** You are more likely to be listened to



Let's talk



calendly.com/meetinsightsmedia/30min

Questions?

Thank you.