



# Maximize the success of your learning with marketing from PT



World-class learning deserves world-class marketing.

[Learn why >](#)

[Pairing learning and marketing >](#)

Boost your program's impact by integrating marketing at every step.

[Key stages in a program lifecycle >](#)

PT brings a long history of success in learning and marketing.

[Strategies >](#)

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# Why you should market your learning



## Raise awareness

Learners can't take a course they don't know about. And without external motivation, employees may not immediately see the value in your training. Marketing can help ensure learners are engaged in your product from day one by raising awareness and instilling urgency.



## Improve engagement

Strategies such as advertisements, demos, and friendly competitions can motivate learners to pick up and finish your course. So why are learning teams spending just 15% of their time raising engagement through marketing?<sup>1</sup> Investing today can mean a higher return tomorrow.



## Maximize results

A successful learning program yields performance and behavior changes for its users. The more buzz around your course, the more those performance improvements will spread, and the greater the gains you'll see.

1. "2019 Workplace Learning Report," accessed April 10, 2020, <https://learning.linkedin.com/content/dam/me/business/en-us/amp/learning-solutions/images/workplace-learning-report-2019/pdf/workplace-learning-report-2019.pdf>.

Learning and marketing ▾





# Learning and marketing

## A perfect pair

How would you describe a great learning course?

Would it be immediately appealing?

A highly engaging experience?

One that resonates deeply with your chosen audience?

Would it inspire someone to take action?

**Now—how would you describe a great ad?**

PT understands that marketing and learning share the same DNA. We're experts in the core techniques that make content in both disciplines shine, and we employ these techniques to produce engaging, attention-grabbing collateral that spurs people to action.

Learning lifecycle ▾



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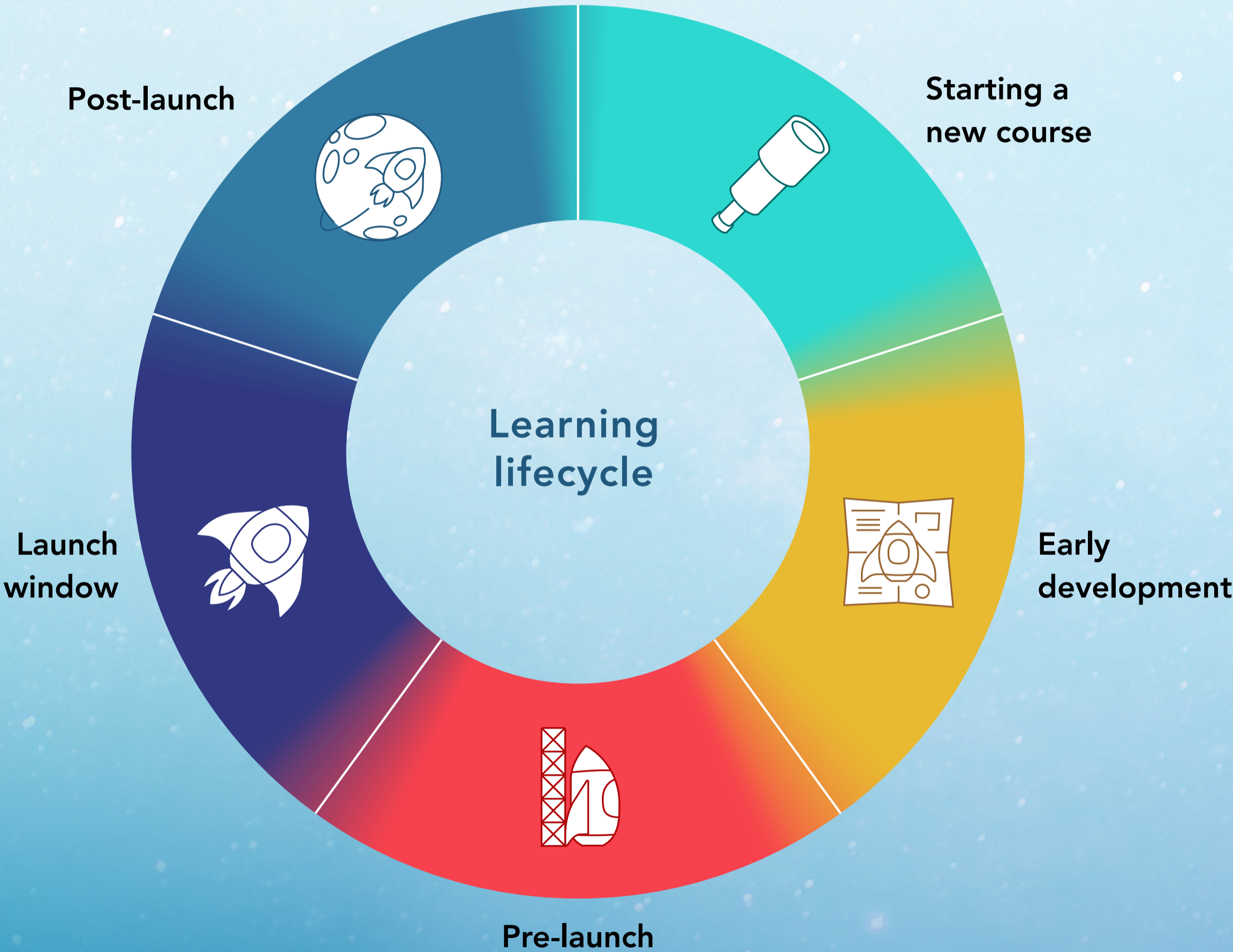
[Track record](#)

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# Marketing solutions for the life of your project

Effective marketing bolsters your learning throughout the life of the course.  
We can simultaneously produce great learning courses and the marketing to support them.



## ? Key questions



How can we use data from a previous course to develop and market your new one?



How can we help you plan your marketing strategy early?



As your launch date approaches, how can we help you inform targeted learners in advance?



What strategies can we take to maximize the number of engaged learners at launch?



How can we help you maintain excitement after launch day?

Strategies ▾





# How PT can help

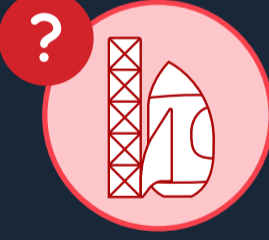
## Key questions



**Starting a new course**  
How can we use data from a previous course to develop and market your new one?



**Early development**  
How can we help you plan your marketing strategy early?



**Pre-launch**  
As your launch date approaches, how can we help you inform targeted learners in advance?

## Strategies



By analyzing user feedback and data from your LMS, we can develop tailored marketing solutions to change minds and extend your reach.



Creating learning and marketing materials simultaneously is no problem—we devote staff resources to both early on in the project timeline. We can work with you to create a strategy that relays the benefits of your course to your audience.



Now's the time to execute the customized plan that we developed together. Start using applicable marketing strategies under your schedule. For example, include course ads and teaser videos in your internal communications.

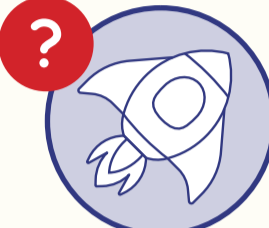
[More strategies](#) ▾





# How PT can help

## Key questions



### Launch window

What strategies can we take to maximize the number of engaged learners at launch?



### Post-launch

How we help you maintain excitement after launch day?

## Strategies



Congratulations on launch! By now, your targeted learners should be seeing collateral from your marketing strategy, and you'll likely want more solutions to herald your latest release. We'll develop creative ways to encourage learners to take part in your experience.



We're glad our learning and marketing services delivered results. It's time to reassess your learning goals as your organization plans for the future—we can help you reflect on where you are and amend your goals accordingly.

Solutions ▾



# Win with custom marketing solutions

Our marketing strategies include graphics, text, video, and social engineering to reach learners wherever they are.

## Outreach



Newsletters



Emails



Social media campaign kit



Press releases



Takeaway sheets

## Incentives



Points



Badges



Leaderboards

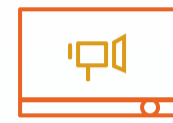


Performance graphs

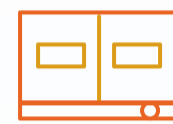


Team-based play

## Videos



Teasers



Side-by-side comparisons



Launch trailers



Testimonials

## Advertisements



Office posters



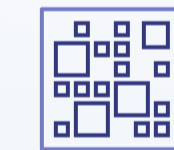
Infographics



Web graphics



Print ads



QR codes

## Analytics



LMS reports



Marketing results

## Demos



Sample modules



Demo videos

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# How our resources make your courses succeed

Our in-house creative resources make it easy for us to produce great marketing solutions while developing your learning experience. This simultaneous workflow ensures learning and marketing materials feel consistent and work together.

[Track record](#) ▾

Robust planning ensures we meet your deadlines

A fast, professional video pipeline

Attention-grabbing advertisement designs

Writing that pulls in learners

Interactive content that engages your audience



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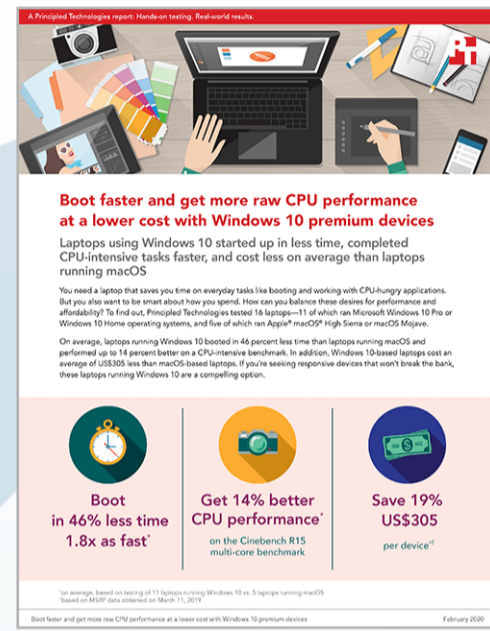
# Our track record

For more than 17 years, some of the world's largest companies have relied on our marketing services to surpass their business goals. Contact us today to join them.

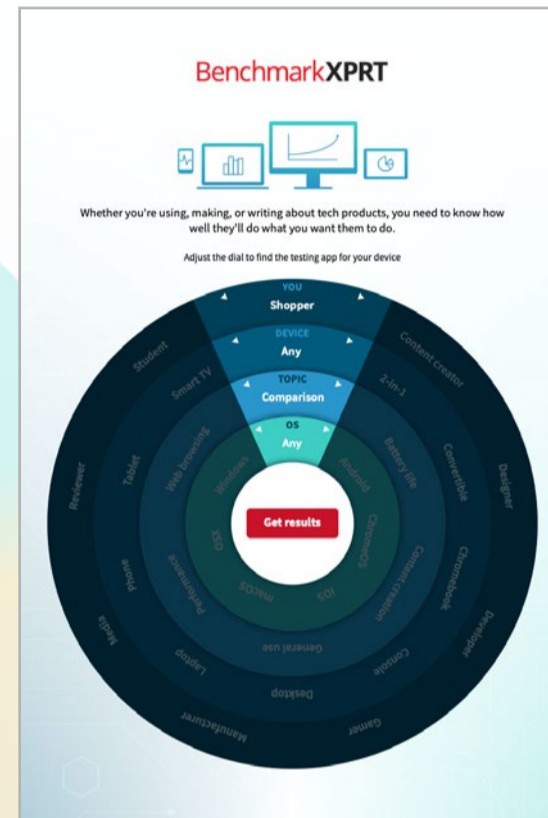
## Collateral



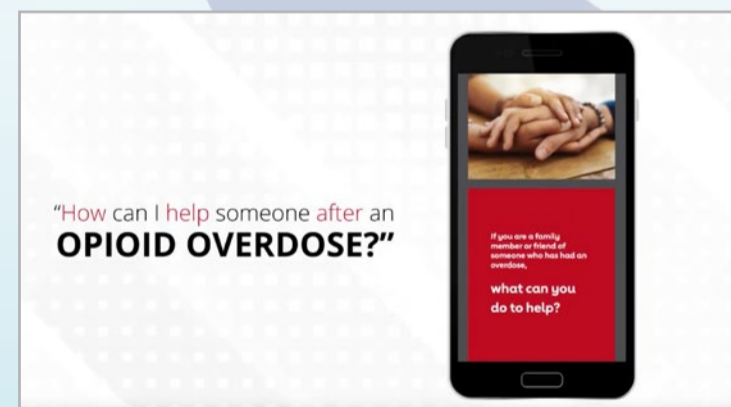
Infographics



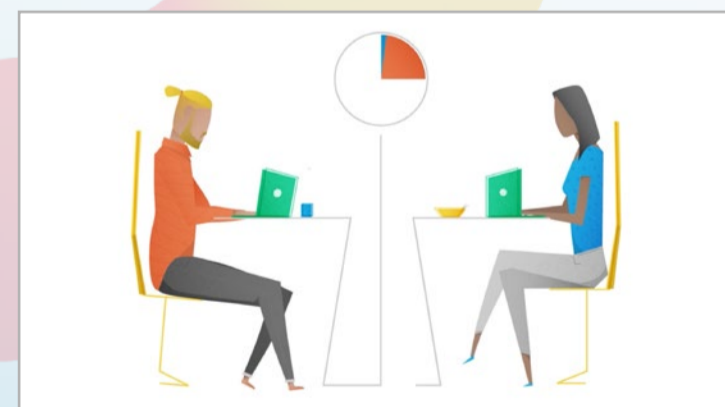
Digital and print PDFs



Interactive content



Course teasers



Videos

## Awards

Our work has received top honors from MarCom Awards, American Advertising Awards, Brandon Hall Group, and more.



## Clients

Our hard work, professionalism, and results ensure our clients keep coming back for more. Partner with PT—you'll be in good company.

A small sample of our clients:

- American Heart Association
- American Red Cross
- Dell Technologies
- Intel
- Spotify
- U.S. Poultry & Egg Association

Want more? Check out our [learning](#) and [marketing](#) portfolios.



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