

4 Marketing Ideas to Borrow for Better Learning Experiences



01

Understand your learners

Use learner personas to solidify your learning strategy.



02

Leverage multi-channeled media

Offer training in the format your learner prefers and when they're receptive.



Ask for feedback

Refine based on learner feedback.

04



Use a consistent and appealing theme

Ensure the "brand personality" of your course fits the topic.

03