



dcm THE LEARNING EXPERTS

Why Internal Marketing Matters for L&D

Turn good programs into must attend experiences

Joanne O'Brien

1

Why Internal Marketing Matters For L&D

How much time do you currently spend promoting your learning programs?
None ? Minimal ? Some effort? A lot?

Great learning programs fail without promotion.
Internal marketing is what makes the difference between a course that is noticed OR one that is ignored.



dcm THE LEARNING EXPERTS

2

Why Internal Marketing Matters

Common challenges:

- ❖ Low attendance
- ❖ Lack of awareness
- ❖ Training fatigue

Today we turn to the marketing mindset:
L&D as a product → learners are your customers.



dcm THE LEARNING EXPERTS

3

The Essence of Marketing

Reaching the **Right** people and the **Right** time with the **Right** message

Today we look at:

- ❖ Your Audience
- ❖ Your Message
- ❖ Your Goals
- ❖ Your Plan
- ❖ Your Success

dcm THE LEARNING EXPERTS

4

The Marketing Strategy

Where are we
What do we want to achieve
Who are our audience
What is the key message
How will we do it
Measure and Improve



What is our Goal?

You need to have a goal: something to aim for, something to measure!

- ❖ Increase Visibility
- ❖ Boost Participants
- ❖ Create lasting engagement with your L&D offerings

Stop! Let's make this a SMART goal

- S**pecific
- M**easurable
- A**chievable
- R**elevant
- T**imely



5

6

Core Strategies: Promoting Programs

Segmenting audiences: Different messaging for new hires, managers, execs.

- ❖ Graduate - wants to develop skills to make them more valuable in workplace
- ❖ Senior Management - want training linked to organisational goals, KPIs, or strategy.

Highlighting relevance: Tie programs to business goals or upcoming events.

- ❖ Graduate - *This will help you stand out and move forward in your career*
- ❖ Senior Management - *This leadership program will help you deliver our digital transformation agenda*
- ❖ Team Leader - *Invest 2 hours, save 20 in team productivity.*

Using champions: create advocates to spread the word.

"If you don't attend you risk falling behind, that is why I attended".

"It gave me back time, took the stress away, and it was fun."



dcm THE LEARNING EXPERTS

Activity – Your Audience

Course: Using AI in the Workplace

How would you position this for

- 1) Senior Management
- 2) Team Leaders
- 3) A mix of peers in different departments
- 4) New Hires

Pick one and highlight the relevance of them attending the session



dcm THE LEARNING EXPERTS

7

8

Core Strategies: Promoting Programs

Timing & Channel Choice - When to announce, remind, and nudge.

Example 3-Week Campaign for a Training Day:

- ❖ Week -3: Save the date teaser (curiosity and before diaries fill)
- ❖ Week -2: Formal sign-up launch
- ❖ Week -1: Reminder with social proof ("Already 60% full")
- ❖ Day -2: Final push ("Few spaces left, register today")
- ❖ Day 0: Morning logistics reminder
- ❖ Day +1: Thank-you & promote next opportunity

(template example is provided)

Matching channel to purpose: email / messaging / in person

- ❖ Move between channels for impact
- ❖ Do not just repeat the same message, change it up a bit



dcm THE LEARNING EXPERTS

9

Best Formats for each Channel

Channel	Best Format	Why It Works
Email	Benefit-focused subject lines Short, scannable body (bullets, bold highlights)	People skim. Clarity and action-oriented text get clicks.
Intranet / LMS	Longer article-style posts, with visuals & links to resources	Learners may browse here for detail. Good for context and depth.
Slack / Teams	Short teaser with link or visual (emoji, image)	Fast, conversational; grabs attention in busy chat feeds.
Manager / Team Meetings	Talking points or slides managers can share	Personal endorsement from managers drives participation.
Posters / Screens (Digital or Physical)	Bold headline with image, tagline, QR code/link	Eye-catching, quick to digest, easy path to action.
Video	30–60 second teaser with "why attend" message	Human, relatable, builds excitement and trust.

dcm THE LEARNING EXPERTS

10

Timing

Best Days & Times for Training Promotion

Email: Tues–Thurs, 8:30–10am or 1–2pm → avoid Mon/Fri inbox clutter

Slack / Teams: Mid-week, 10–11:30am or 2:30–3:30pm → catch "scroll breaks"

Intranet / LMS: Mon/Tues mornings → posts stay visible all week

Manager Cascade: Use existing team meetings (Mon or Fri) → direct influence

Calendar Invites / Reminders: Send on sign-up + 1–2 hrs before → reduces no-shows

Golden rule: Early week = awareness, mid-week = nudges, day-before = urgency.



dcm THE LEARNING EXPERTS

11

What's in it for me? Benefits

A Feature is ...
what something

IS

A Benefit is ...
what something

DOES



Features

Benefits

dcm THE LEARNING EXPERTS

12

Benefits – ... which means that...

The time management course teaches practical prioritisation frameworks, **which means that** you will feel in control of your workload and reduce stress.

The presentation course includes practice with feedback, **which means that** you'll build confidence and reduce nerves when speaking.

The course introduces practical AI tools for everyday tasks, **which means that** you will save time and boost productivity.

The course includes live role-play scenarios, **which means that** you will gain confidence to negotiate in real-life situations.

The communication course provides strategies for adapting your style to different audiences, **which means that** you will connect more effectively across teams.

Your turn.....



13

Core Strategies: Promoting Programs

Compelling, Targeted Messaging

Use of benefit-focused language (**WIIFM: "What's in it for me?"**).

Headlines that grab attention, examples below.

- ❖ **Early Career:** "Turn nerves into confidence. Impress your manager and colleagues".
- ❖ **Mid-Level Professionals:** "Present with impact. Influence decisions, get your ideas heard."
- ❖ **Senior Managers & Leaders:** "Inspire with confidence. Deliver messages that move people to action."
- ❖ **Mix:** "This is not just about presenting. It is about having the confidence to represent yourself and your work."

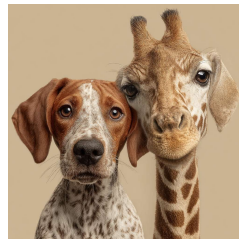


14

Core Strategies: Promoting Programs

Social Proof: We 'buy' because others influence us
Share learner testimonials, success stories, quotes.

Visual: A picture will replace a hundred words
We buy because what we see 'looks nice'
Visuals/screenshots to "tease" content.



15

Storytelling brings your message to life

Tell me a story and bring me on a journey

Problem – Solution – Benefit

- ❖ **Problem (the relatable story):** "Have you ever ended the day with a to-do list that looks just as long as when you started? You have been in back-to-back meetings, answering urgent requests, and by 5pm you realise the important tasks never got touched."
- ❖ **Solution (the course as the hero):** "Our Time Management Workshop shows you how to prioritise what really matters, manage distractions, and use proven techniques like time blocking and the Eisenhower Matrix to stay in control of your day."
- ❖ **Benefits (the happy ending):** "Which means you will finish your work with less stress, have more time for what matters most, and feel confident that you're working smarter not just harder."



16

Announcing the Course Basic v Engaging

✗ The Boring, Not Effective Version

Subject: New Course Available

A new training course on Presentation Skills will be held on November 15.

Please register on the LMS if you are interested.

✓ The Exciting, Engaging Version

Subject: Present with Confidence Masterclass Nov 15

Nervous about presenting? Want your ideas to make an impact?

Join our Presentation Skills Masterclass and learn how to:

- Overcome nerves and speak with confidence
- Structure your message so people listen
- Engage any audience with impact

📅 November 15 | 🕒 10:00am–4:00pm

Seats are limited so secure your spot today.

Give your voice the power it deserves.



17

Tools & Templates for Streamlining

We have included templates to help you, here are other tools you can use:

Planning & Organisation Tools

- ❖ Campaign Calendars (Excel / Trello / MS Planner) → map teaser, launch, reminders, follow-up
- ❖ Editorial Calendar → track what is sent where/when (email, intranet, Slack)
- ❖ Project Management (Asana, Monday.com) → assign tasks & deadlines
- ❖ Shared Folders (SharePoint, Google Drive, OneDrive) → centralise templates & assets

Content Creation Tools

- ❖ Canva / Adobe Express → posters, banners, graphics
- ❖ Loom → quick teaser videos or screen captures
- ❖ Email Templates (Outlook / HubSpot / Mailchimp) → consistent layouts
- ❖ Story/Quote Cards → testimonials or learner success highlights



18

Tools & Templates for Streamlining

We have included templates to help you, here are other tools you can use:

Communication & Distribution Tools

- Email Campaigns (Outlook Groups, Mailchimp, LMS emailer) → schedule & track
- Intranet / LMS Widgets → spotlight programs
- Slack / Teams Channels → teasers & reminders in chat
- Manager Kits (slides, talking points) → cascade via team leaders

Tracking & Feedback Tools

- LMS Analytics → registrations, completions, attendance
- Survey Tools (MS Forms, Google Forms, Jotform) → capture promo feedback
- Click Tracking (Bitly, LMS tags) → see which channel drives sign-ups



19

Template 1: Sample Campaign Plan

Stage	Timing	Example Message	Channel
Save the Date / Teaser	3 weeks before	"Something exciting is coming: Presentation Skills Masterclass Nov 15th."	Intranet / Slack/Teams
Launch (Sign-up Open)	2 weeks before	"Learn to present with confidence. Places limited register now"	Email + Intranet
Reminder	7–10 days before	"Already 60% full! Do not miss out."	Email + in person request via manager
Final Push	2–3 days before	"Last chance to sign up. Only a few spaces left"	Email + Slack/Teams + phone calls
Day-of Reminder	Morning of course	"Today is the day! Join us at 10am – link/location here."	Email/Calendar invite
Follow-up	Next day	"Thank you for attending. Here are resources & upcoming courses."	Email + LMS



20

Template 2: How to Build a Marketing Email**1. Subject Line (Hook)**

- Make it benefit-driven (what's in it for me) Keep it short (6–10 words). Use curiosity or urgency if appropriate.
 - Example prompts: 'Gain confidence in [skill]' or 'Last chance to join'

2. Opening Line (Engage Quickly)

- Acknowledge a common challenge or aspiration. Make it relatable.
 - Example prompts: 'Do you ever feel nervous when presenting?' or 'Your ideas deserve to be heard'

3. Value Proposition (Why Attend)

- Explain the specific benefits of the course. Use bullet points for clarity.
- Formula: 'By attending, you will...' Overcome [challenge] Learn [skill/technique] Achieve [desired outcome]

4. Details (The Essentials)

- When, where, duration. How to register and keep it scannable (bold or bullets)

5. Call to Action (CTA)

Clear, simple, action-oriented. Use one primary CTA (avoid clutter). Examples: 'Register now'

6. Optional Add-Ons

- Social proof: 'Already 50 colleagues signed up.' Scarcity: 'Only a few spaces left.' Recognition: 'Earn a certificate upon completion.'

Keep the learner's motivation in mind at every step - confidence, career growth, recognition, or impact."



21

Template 3: Promo Checklist**Before Launch**

- Confirm date, time, and capacity
- Draft campaign calendar (teaser → launch → reminders → follow-up)
- Prepare email/intranet/Slack copy
- Secure manager endorsement (encourage team leaders to promote)

During Campaign

- Launch email with clear CTA
- Post on intranet/newsfeed
- Share teaser on Slack/Teams
- Track sign-ups (adjust messages if slow uptake)

Final Steps

- Send last-chance reminder
- Day-of logistics reminder
- Capture attendance and feedback
- Send follow-up and resources



22

Summary

Great learning programs can fail without promotion.
Internal marketing is what makes the difference
between a course that is noticed OR one that is ignored.

Use these practical methods to promote your next
program – Good luck!



23



THANKS!

24

