

program **11**

Instructional Marketing™

Using story + learning science to grow your brand

Upgrade your marketing game with audience-focused
content at these six touchpoints

PROGRAM11.COM



What is Instructional Marketing™?







By combining the scientific disciplines of instructional design with human-centered storytelling, we've created a more powerful way for you to connect with your audiences. We call our methodology Instructional Marketing – and we're the only agency that does it this way.

As creators of high-quality, high-impact B2B and B2C content, we studied brain science principles to understand the most effective techniques that help people learn and remember.

And our clients saw results.



Our proven techniques:

-  Engage the brain
-  Help people be more receptive to learning
-  Improve content recall
-  Give content meaning
-  Increase positive connections
-  Make the complex clear (our superpower!)

Done right, Instructional Marketing gives you powerful tools to grow your business.

Inside this eBook, you'll find ways Instructional Marketing can transform six of your most important content touchpoints.

- 01** Blogs and articles
- 02** Email newsletters
- 03** Annual, ESG, and sustainability reports
- 04** Explainer videos and webinars
- 05** Training and culture-building events and materials
- 06** Product toolkits and how-to guides

+ Where AI can help!



Touchpoint #1

Blogs and articles

BIG IDEA

Reframe the offering. They're not just blogs anymore; they're *expert guides*.

Problem:

Google hasn't prioritized your keyword-laden content for years, and your blog isn't establishing you as a thought leader.

Our Instructional Marketing Solution:

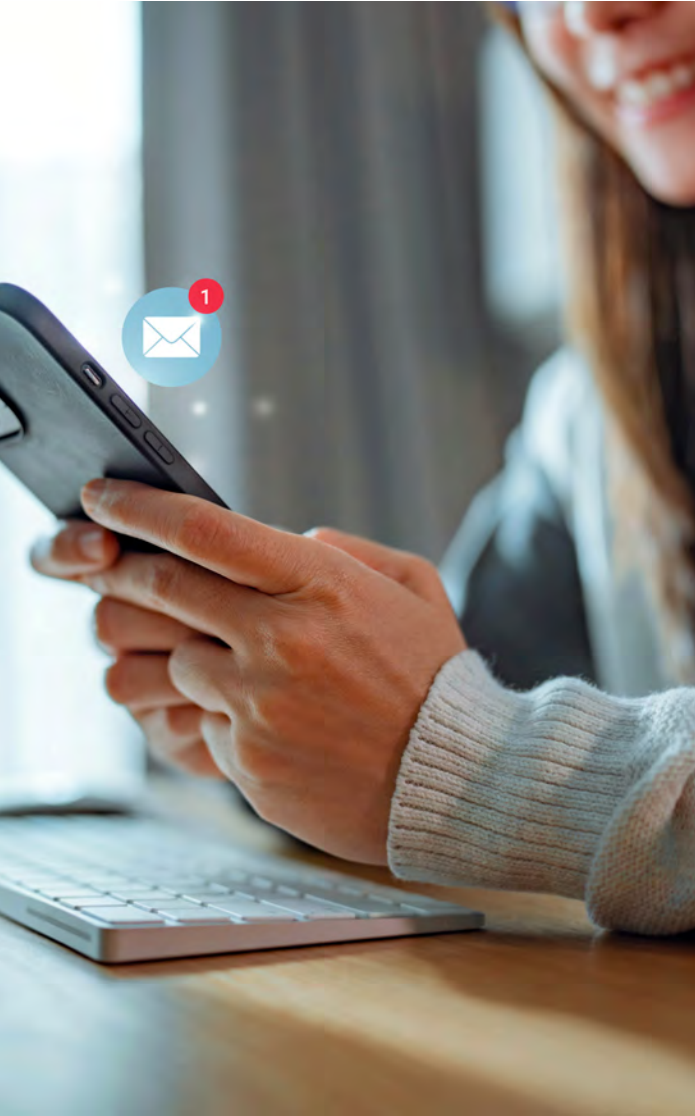
When you cut down the cadence of your content, focusing on quality over quantity, you increase its value. Do this by interviewing subject matter experts and end users – providing advice and context that only your people, or a trusted customer, can give. Also, avoid using the same stock photography your audience has seen dozens of times. Instead, incorporate unique visuals (finding or creating distinctive photography, illustrations, and data visualizations) punctuated with quotes, anecdotes, testimonials, and success stories.

EPSON®

How Epson Does It:

Epson makes excellent inkjet printers, yes, but they also make robots, projectors, microdevices, and even smart glasses. These specialized products have a longer sales cycle and more demanding, sophisticated buyers. To that end, Epson creates “expert guides” that are truly unique to Epson, and targeted to each reader (the life sciences lab manager is seeking a different robot than the automotive lab manager!). These guides provide in-depth information and advice, and experts vet them – a huge value for prospects looking for solutions.





Touchpoint #2

Email newsletters

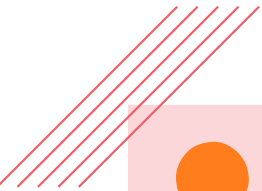
BIG IDEA Every newsletter is an opportunity to teach something new.

Problem:

Email is a valuable tool to spread your messaging and maintain brand awareness, but if your customers don't see value in their inbox, they'll ignore you – or worse. It's now easier than ever for consumers to send your emails to spam, block, and unsubscribe.

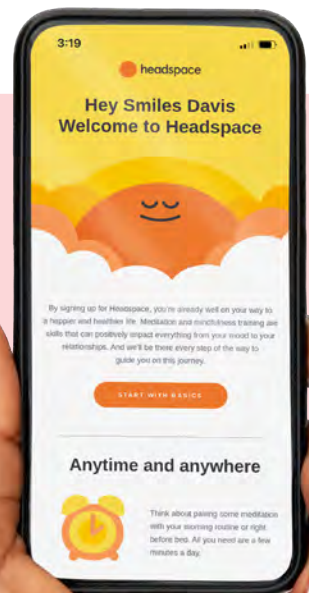
Our Instructional Marketing Solution:

Train your audiences to expect to learn something novel, interesting, and relevant when your email hits their inbox. By creating an email strategy that builds knowledge instead of merely selling goods and services, you're turning customers into ambassadors and brand facilitators who go on to help others, too.



headspace

How Headspace Does It: Headspace works with organizations around the world to offer industry-leading mental health resources, including employee assistance program (EAP) services, therapy, medication management, coaching, and mindfulness. Headspace exponentially amplifies its impact through its popular email newsletter courses that teach leaders how to model mindfulness in ways that improve the work lives of millions of employees.



Touchpoint #3

Annual, ESG, and sustainability reports

BIG IDEA

Set up learning objectives to make your company’s reports both memorable and actionable.

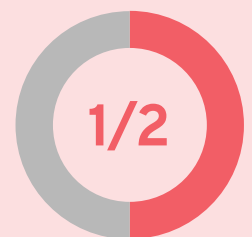
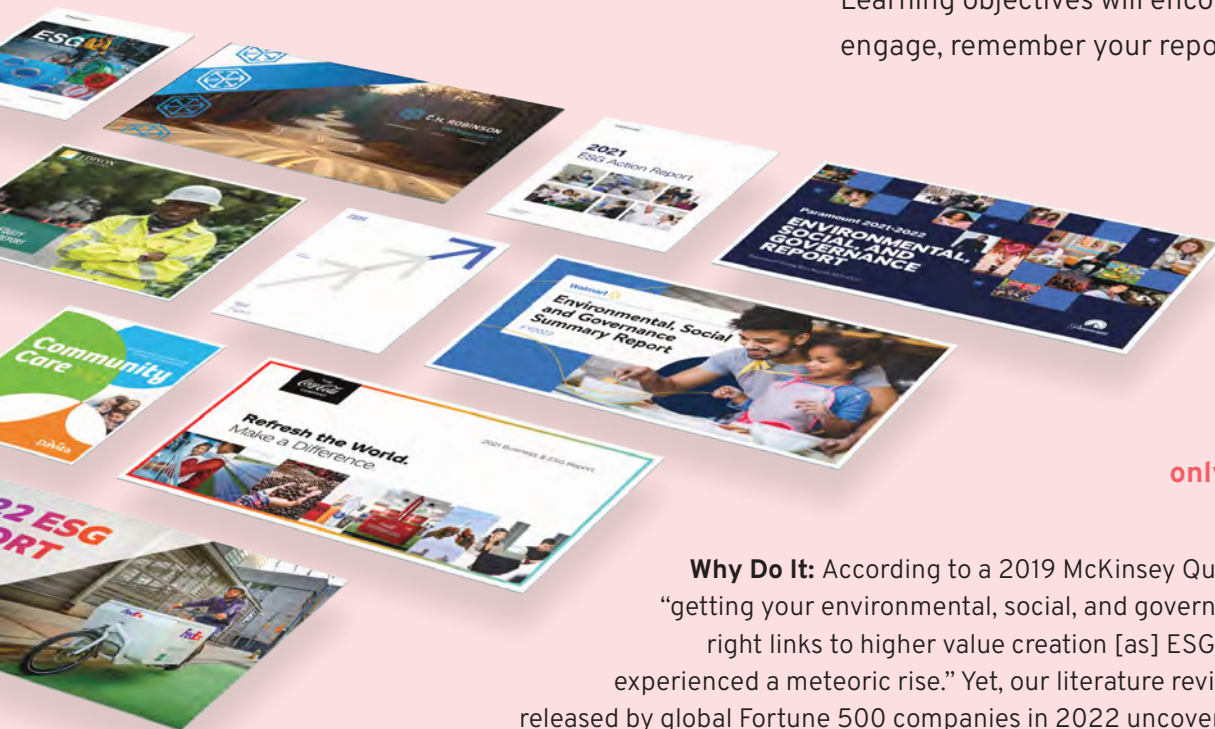
Problem:

Most company annual, ESG, and sustainability reports remain a high-touch, expensive “one and done” piece of content – but they aren’t widely read and embraced by consumers. Why? Because they come across as self-congratulatory and investor-focused.

Our Instructional Marketing Solution:

Add value to your reports with learning objectives. The most powerful Instructional Marketing content, like the most powerful lessons, include specific, action-oriented goals that clearly define what the audience is supposed to do with the information they’ve learned. These learning objectives help you define what you want your audience to take away from the content and encourage your audience to engage, remember, and act on what you’ve presented.

Use this prompt to guide your purpose before creating your reports: “After reading this report, the audience will be able to make X positive change after implementing the values we’ve shared.” Learning objectives will encourage readers to engage, remember your report, and *act on it*.



only 1/2 of ESG reports encourage action

Why Do It: According to a 2019 McKinsey Quarterly article on ESGs, “getting your environmental, social, and governance (ESG) proposition right links to higher value creation [as] ESG-oriented investing has experienced a meteoric rise.” Yet, our literature review of 145 ESG reports* released by global Fortune 500 companies in 2022 uncovered that fewer than half provided readers with ways to lead more sustainable or inclusive lives.

*reports available via purposebrand.com

Touchpoint #4

Explainer videos and webinars

BIG IDEA

Offer a more immersive experience through interaction.

Problem:

Many organizations think it's easy to create video presentations – simply enlist a key executive to give a virtual lecture and let the content speak for itself. But this approach isn't designed for long-term learning or application, especially for diverse audiences. Attending a presentation – live or recorded – is a big investment of time and money. And, when participants don't feel they got their ROI, they often turn on the brand.

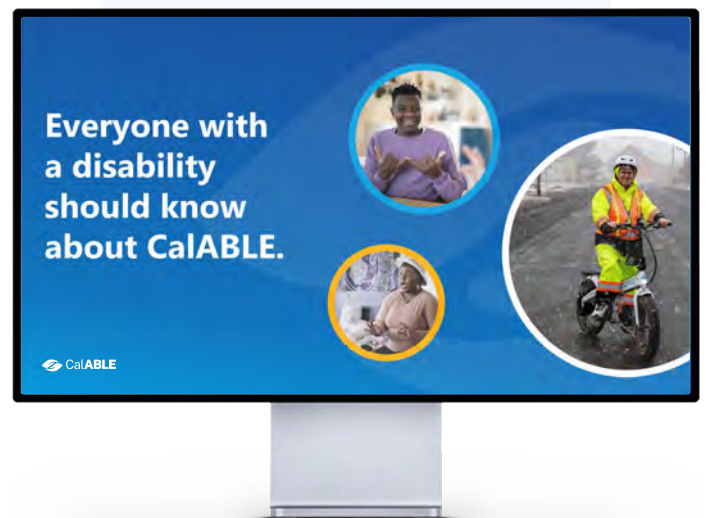
Our Instructional Marketing Solution:

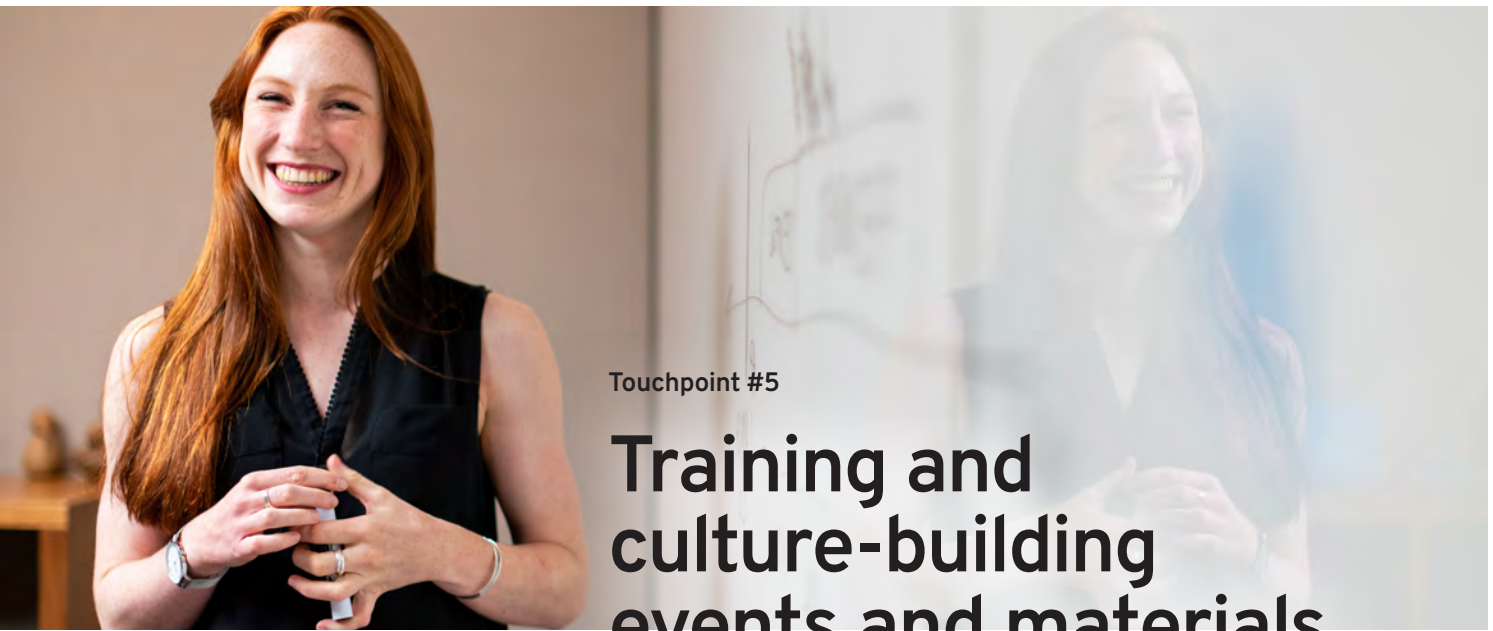
An explainer video or webinar that educates should be a valuable experience. The presenter should act as a facilitator or guide to learning – not a lecturer. The presentation should include various content types to appeal to a variety of learning preferences such as videos, photos, testimonials, graphics, and data. There should be opportunities for the learner to interact with the material through activities like reflections and discussions and ways to apply what they've learned when the lesson is over so they're eager to share it with others. And, as with all your content, your presentations should always be accessible and inclusive so everyone can benefit from the experience.



How CalABLE Does It:

CalABLE is a financial savings program offered by the state of California for people living with disabilities. Its interactive monthly webinars teach current and prospective account holders ways to grow their tax advantage accounts. CalABLE uses transitions and beautifully designed slides to avoid cognitive overload and ensures every webinar is accessible for anyone living with a disability. These webinars have helped make CalABLE the fastest-growing ABLE program in the United States.





Touchpoint #5

Training and culture-building events and materials



How Microsoft Does It:

Microsoft Education – a leader in technology solutions for schools – has long turned to K-12 teachers to help develop learning modules for using its software in classrooms. Teachers who take Microsoft trainings are encouraged and incentivized to enable others in their schools and districts to transform learning with Microsoft. *The result?* Teachers around the world are not only certified as Microsoft experts, but they are also evangelists to their peers.

BIG IDEA

Give employers opportunities to learn from one another.

Problem:

Just like in education, the trusted messenger is one of the key elements of Instructional Marketing. The audience needs to be convinced that the messenger is an expert. And they are more likely to listen if they feel connected to the messenger. Unfortunately, when it comes to corporate training, the person often presenting the information is an executive or someone not associated with the organization at all.

Our Instructional Marketing Solution:

Find and feature the people who actively do the work to train others in best practices. Then, create an opportunity for those who take the trainings to share knowledge with their peers. When real people share their expertise with others, the information is more authentically given and received. These employee subject matter experts will succeed as trainers with the support of Instructional Marketers who help design the learning experience. And the bonus opportunity for learners to teach others not only creates more peer-to-peer learning, but also cements what they've learned into longer-term memory.

Touchpoint #6

Product toolkits and how-to guides

BIG IDEA Instructional Marketers + product managers = better how-to content.

Problem:

Brands pay a great deal of attention to (and money for) their awareness, consideration, and conversion content. Expert marketers who understand how to earn attention and make a sale create this content. But the post-sale “how to use this” content is often an afterthought. It’s created and distributed by product managers or others who have deep subject matter expertise in the product or service but not necessarily in customer – or learner – psychology.

Our Instructional Marketing Solution:

Partner Instructional Marketers with your product managers to teach your customers the best ways to interact with your product or service. As you develop this how-to content, blend compelling copy, design, and learning best practices with the expertise of those closest to that product. The result? Successful adoption, fewer calls to customer support, and better outcomes.



How Banner Health Does It:

Banner Health, in an effort to deliver better patient outcomes across all of its service lines, conducted a content audit to find opportunities to improve patient education materials. The health system found that, due to its fast growth, its pre- and post-treatment materials were inconsistent across facilities. Redeveloping these materials using Instructional Marketing best practices means more patients and their loved ones will read and act on their healthcare provider’s advice.





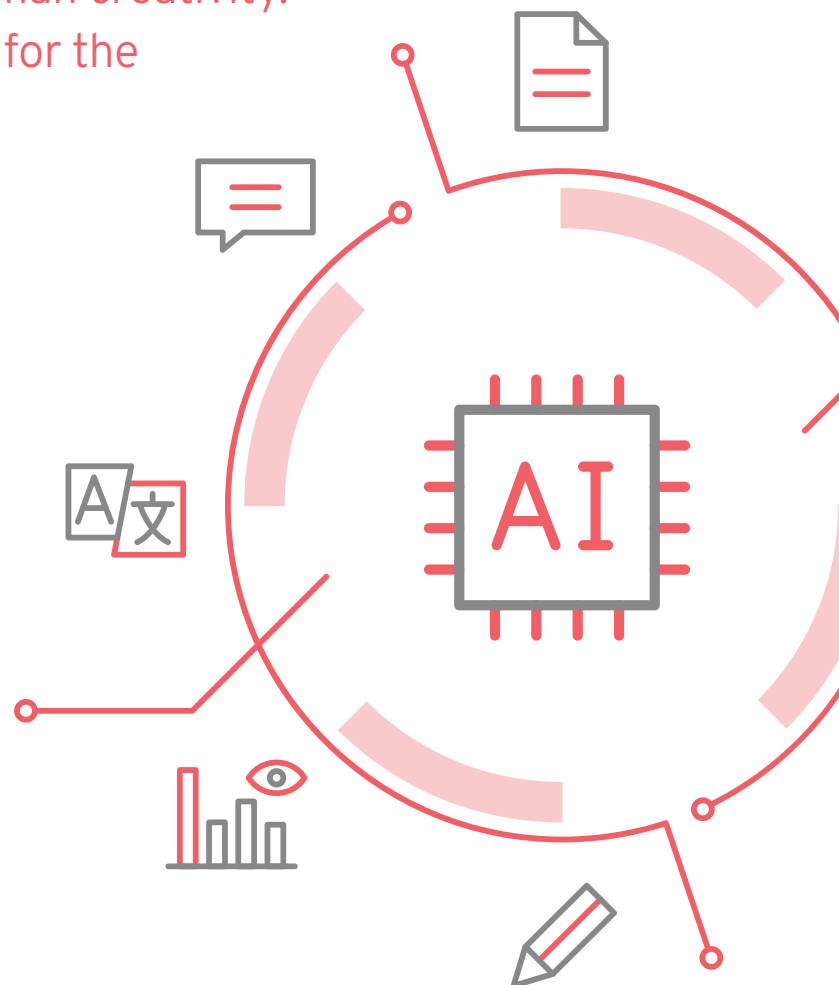
Bonus

AI consideration

How can you leverage AI for Instructional Marketing content? Typically, AI is safest to test with lower-traffic, less-engaged-with content, repeatable and trainable content, and general content that's not specific to a brand. An Instructional Marketer should use AI as a framework, not as a source of truth. When using AI, verify any information presented as fact with a trusted source. AI isn't infallible, and it can't replace human creativity. What it can do is kickstart ideas for the touchpoints listed in this ebook.

This can include:

- 1 Idea generation
- 2 Example outlines
- 3 Definitions
- 4 Transcriptions
- 5 Translations
- 6 Data visualizations and custom visuals



The principles in this ebook are consistent across all Instructional Marketing content. When you make the decision to shift your perspective from selling to teaching, you'll discover the following:



It's measurable.

When you make specific learning objectives, you actually create a method through which you can track your content's success.



It's customer-focused.

Instructional Marketing content invests in and reflects your prospects and customers so they invest in you.



It's more strategic.

Instructional Marketing content may be part of a campaign, or it may be the entire campaign. Regardless of the role it plays, it's always planned, and it's always designed to reach a specific audience segment.



It's trustworthy.

Instructional Marketing content is research-based, so your customers can trust it to be factual and reliable.



It builds loyalty.

Good Instructional Marketing content is designed to stick with your audience. It may even move into the working part of the brain and stick with them for life.



It just feels smarter.

Instructional Marketing content is guided by real people who have real expertise. There's input from subject matter experts, including experts in learning and behavior.

Resource library

Want to learn more about how Instructional Marketing can help you better connect with your audience? Check out these articles written by our experts.

- > **11 Tenets for Instructional Marketing Content**
www.program11.com/articles/11-tenets-of-instructional-marketing
- > **11 Elements of a Successful Online Workshop**
www.program11.com/articles/11-elements-successful-online-workshop
- > **Want to Grab the Attention of the Widest Audience? Think Like a Professor**
www.program11.com/articles/grab-attention-by-thinking-like-a-professor
- > **The Secret to Better Personas? Adding in “Learning Preferences”**
www.program11.com/articles/the-secret-to-better-personas-adding-in-learning-preferences



Program 11 is a women-owned strategic content company in Los Angeles specializing in B2B content with B2C impact. We deliver big agency expertise with boutique agency service, and our work moves audiences to action.

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