

4 Ways A Marketing Team Can Help L&D Efforts

Streamline Communication

Marketing L&D can help develop messaging around a training program, explain its importance, and help generate organizational buzz. Communication materials sent across an organization are streamlined best when organizations assign a point person, utilize a project management system, and set clear communication goals.



Create Consistency

Marketing can help L&D deliver clear, consistent messaging across communication channels. Training content itself should appear consistent and professional. This content could include branded slide decks, participant guides, and videos to name a few.



Supply SWAG

Branded **SWAG** (stuff we all get) is no longer just for trade shows, but can also be a great way to personalize L&D and onboard new employees. SWAG items can include mugs, shirts, notebooks, and pens.



Fully Harness Marketing Practices

With all the essential work that your L&D department completes, it deserves excellent marketing. A marketing team can help your organization harness the power of marketing technologies through emails, newsletters, apps, blogging, intranet posts, and websites.



55%

of employees discover learning programs via the employee intranet



65%

of L&D teams use email marketing to promote learning opportunities

