Develop a Marketing Communication Guide to Launch Kallidus

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Introduction

To help guide you through this process, we've consolidated the best practices that we've learned from rolling out the Kallidus product set to over 1000 clients. Our step by step guide, 'Develop a Marketing Communication Plan to Launch Kallidus' will give you the key concepts and suggestions needed to successfully role out your platform at your organisation.

Although it may not have felt it, you've done the easy bit, selecting the platform that you feel is going to deliver the most value to your organisation. As we've previously discussed, sadly our audience (learners) do not turn up to work to do compliance learning or use the platform. We've tried to make the system as easy to use as possible, but we still need to let people know it's there! The value it's going to drive for them and this guide will help get you thinking about what you need to do to create a successful learning culture.

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Marketing Kallidus

- Congratulations on your selection of Kallidus, we are really excited about working with you and key to our partnership is ensuring you are getting the value you want. Soon we'll be well on our way to configuring your platform based on your organisation's unique criteria, with the ultimate goal of "launching" the system to all of your learning participants.

- As with any technology investment, the sooner you promote and encourage adoption of the new system, the faster you can accelerate your return on investment and enhance your business performance. The key to effectively promoting your new platform for user adoption is through strategic marketing communications. This comprehensive guide will start to form the key components and concepts to create your learning culture.

- **TOP TIP:** *Ease of use, simplicity of the system and engaging, punchy content are key to supporting adoption and engagement, but adoption is more about people factors and effective communication. They need to know it is there.*

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Marketing communication plan

Analysis: First, you must determine your target audience, those internal or external users that will use your platform. During the analysis phase you are tasked with defining your organisation's culture, identifying key stakeholders, target audience groups and understanding each group's unique needs.

Strategy Development: Once you've identified your target audience, you can start developing marketing objectives, messaging, and identifying the appropriate communication channels in which to distribute your messages.

Implementation: Upon completion of your marketing communications strategy you'll be able to create an implementation plan. This covers the tactical aspects that put your plan in motion.

Monitoring: Setting benchmarks is an important part of your plan. Ultimately, initiating feedback and two-way communication will be really useful in monitoring your plan's success.

Top Tip: *Engaging a senior key stakeholder e.g. CEO is always a really great starting point. Think about them emailing about using the system, Tweeting, sharing on your internal social platform or intranet. Success is often seen from top down, bottom up and middle out strategies.*

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6 steps to launch Kallidus

Analysis

Step 1.

Identify and Understand Your Target Audiences

Strategy

Step 2.

Identify Appropriate Communication Channels

Strategy

Step 3.

Identify Support Initiatives

Strategy

Step 4.

Develop Global & Key Messaging

Implementation

Step 5.

Plan and Schedule Communications

Monitoring

Step 6.

Encourage Two-Way Communication and Monitor Progress

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6 steps to launch Kallidus

Users are typically segmented into four categories:

Strategic Project leaders, Administrators (for the purposes of marketing communications planning – we assume whoever is reading this is part of the Strategic Project Leaders and or Administrators team), Instructors, and Learners. Each of these user groups has different needs and require

customised targeted messages based on those needs. When developing your needs analysis you should have an understanding of how implementing the new system will impact each user group so that you can develop messaging that is simple yet impactful and relevant to their needs.

Another aspect we would suggest is for the key target audience group to be made up of your Key Influencers/ Stakeholders. Key influencers are the thought leaders or managers in your organisation that have influence over others and that can assist you in spreading your message; particularly when brought on board early in your communication process (the earlier the better).

It's also important to have an understanding of your organisation's culture, particularly as it relates to learning and development. Focusing in on

"cultural change" as part of your user adoption communication plan can be beneficial. Users are more apt to adopt their new system when their

organisation's culture supports and promotes professional development.

There are two parts to this culture, it is about the value of having all of the learning at their finger tips (think mobile) and it is about the value of the content strategy that you employ – more on this later.

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1. Target audience

Target Audience	Implementation Needs
Key Influencers/ Stakeholders	• Implementation plans/expectations • System overview – let them see it and get to grips with what it does • Business value of system – be clear on what value the system will drive for the organisation • Role in adoption process – get them onboard – they are key to the success
Strategic Project Leaders	• Implementation planning/set-up expectations • Detailed system training – if needed • Access to technical help • System benefits as opposed to current process – Administrator level
Administrators	• Implementation plans/design expectations • Detailed system training • Access to technical help • Compatibility with existing content • High level functionality description • Blended learning options
Instructors	• Implementation plans/instructor expectations • Detailed system training • Access to technical help • High level functionality pertaining to Instructor-led courses • System benefits as opposed to current process – Instructor level
Learners	• Launch date/training expectations • Access to technical help • Accessibility options • Confidence in system • Ease of use • System benefits as opposed to current process – Learner level

2. Communication channels

We believe it is first necessary to ask yourself, based on your understanding of the infrastructure, culture and communication style of your organisation, what will be the best way to deliver your marketing communications? There are so many options available these days, consider what will work best for your organisation.

The path of least resistance will be to use the channels that your organisation currently has available – and we recommend a multi-channel approach. Some communication channels are obvious like email or your corporate intranet, but perhaps the following list will provide you with some additional ideas!

Top Tip: *Don't rely on a single form of communication, one size does not fit all with communication – this can have a massive impact on the success of your project.*

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2. Communication channels

Email

Mass email distribution allows you to tailor your messaging to your specific target audience groups. Make them informative, fun and visually appealing think video content, if your bandwidth supports it!

Intranet

Intranets can be used to communicate your initiative globally throughout your organisation. If your organisation has different intranet sites for different divisions, etc. then you can customise your messaging even further

Top Tip: *Create a poll to name your 'Academy', 'University', 'Hub'*

Screensavers

Developing visually appealing corporate screensavers/wallpaper/signage generates awareness and reinforces your messaging without interrupting your staff. It's a great way to get your point across – it's repetitive and subtle.

Top Tip: *Use this to advertise your course of the week or month*

Newsletters

Do you have an internal (e)newsletter? Not only would they help during the pre-launch of your system, but newsletters can be used to communicate system updates, success stories and new content!

Blog

Got a blog? Not only can you get your messaging out there but you'll get feedback! Blogs are collaborative in nature – you can post a message about the launch and employees can respond with questions, comments, or concerns.

F2F Meetings

Do you have an AGM – get your CEO to talk about your new system and it's value. Give you managers the tools to promote key courses and the system in generally in their team meetings. Give people the chance to ask questions and give feedback and use this to drive new content to support your learners.

Top Tip: *Try introducing user groups, workshops and roadshows to let users see and use the system before it's released*

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3. Identify support initiatives

You and your team will be working steadfast to ensure that Kallidus is implemented appropriately alongside your Kallidus consultants. Your implementation can take anywhere from 6 – 12 weeks depending on the size, complexity and scale of your organisation. There are a variety of steps that need to take place to implement your system; from scoping, configuration, training, report build, data upload and content upload. Although there's work ahead for your team – there won't be a lot of time to get your messages out there so "time will be of the essence." The better prepared you are in advance, the quicker you can put your plan into action.

To help prepare you for the next step, developing key messages, we've created a "Support Initiatives Checklist." Most organisations find it beneficial to develop a tiered training schedule.

This means that your Administrators and Instructors need to be trained prior to you make you learners aware of the system and the value it is going to drive.

Although we feel confident that the system is so easy to use, your learners will not need any training. You know that once you let your staff know that they will have a new system to work with their first question will be – when will I be trained on it? So starting to share video content and demonstrating the ease of use of the system to the end user will support you in getting that initial buy-in.

The following Support Initiatives Checklist will walk you through what should be considered for support in advance of the launch.

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3. Identify support initiatives

Name of system - What is the Name?	Get your staff involved in naming the training and performance areas, make it fun, build up the suspense around its release.		
Initial Launch Date What is the 'Official Launch Date' for access to the platform	Working with your Kallidus Consultants work back from a start date – is it realistic, do you have enough time, resource and ultimately are going to get it right?		
Initial Launch Department Will you be launching to a department, a division or the entire organisation at once?	We would always suggest a pilot, but do you have some evangelists, that you can kick start the project with?		
Training Schedule/ Workshops/ Roadshows	**Administrators** Any additional system admins (no single points of failure)	**Instructors** Do you have face to face trainers who need training on the system?	**Learner** This may not be needed, we are so confident in the ease of use of our system. But a roadshows are a great way to support adoption
Frequency			
Days/Dates			
Times			
Locations			

4. Global & key messaging

Depending on the size of your organisation, you may need to first develop some general global messaging before moving on to your key messages. This is the only part of your campaign where you should take the "one size fits all" approach. Your messaging should be generic and cover high-level points about your launch. Below are some example questions you should be asking yourself in order to develop your global messaging, with a few hints.

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4. Global & key messaging

- **What are your overall Corporate Goals?**
    - We are an organisation focused on excellence in design and manufacturing.
    - Within the next 3 years we want to increase our market share and our profitability by X amount.

- **1. What are your goal(s) for implementing your system? (the goal should align with your corporate goals)**
    - Our goal for implementing Kallidus is to expand our focus of excellence to include Learning & Development. We need to empower our employees with the tools and knowledge they need in order to meet our goals of increasing market share and profitability. We will ensure our success if we speed up our design and development cycles to bring products to market faster. We will need a knowledgeable and well trained staff to achieve this.

- **2. What are some high-level benefits associated with implementing the new system? What value are you going to drive?**
    - Kallidus provides an engaging and learning-rich environment that can be accessed anytime and anywhere through the Internet. It's simple, fast and effective. All of our training and reference materials will be stored in a centralised area so we can ensure our employees have the most up-to-date information at their fingertips.

- **3. How do you want your users to react? Incorporate those feelings into some "feel good" messages.**
    - We're really excited to launch this new training & development initiative and we're here to support you every step of the way.
    - We're invested in giving you the tools that empower you to achieve.

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4. Global & key messaging

Your key messaging will be the focus throughout the rest of your marketing communications. These messages are critical in support of user adoption. Key messaging is your "elevator pitch" and it should answer the question "what do you really want your employees to know?" Clearly define your objectives and tailor your messaging according to your target audience groups. You should be acutely aware of how they will receive and perceive the information. Only then will you truly be effective in getting your message across. It sounds fairly simple, however there are a few guidelines that you should follow when developing your key messages.

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4. Global & key messaging

- **Consistency –** Consistency in your messaging will help to put your employees at ease during your Kallidus launch. Consistent messages help to build trust, solicit buy-in, and adoption of your new system. Be sure that your messaging is consistent across all materials that you distribute, to each target audience, and within each communication channel.

- **Concise -** Concise messages are simple, fast and effective. Key messages should be easy to understand and limited in nature – don't over explain anything. Additionally, when developing your strategy keep in mind that less is more – key messaging should be limited to 3-4 messages per target audience group. Too much will be overwhelming, and too little may be too confusing – it's a fine line , test and iterate before you release.

- **Relevant -** Relevant key messages are engaging and informative. They connect with the target audience group, capture their interest and have great appeal. Ultimately, the messaging needs to resonate well and be relevant with your target audience or it may be ignored. Your audience will be receiving lots of information daily, you have to capture their attention.

- **Tailored -** This guideline cannot be stressed enough – if you haven't picked up on it already, it's been a common theme throughout this toolkit. Tailoring your messages based on your target audience needs is extremely important – it's all about the audience! Show you understand your learner, test and test again, make sure you get this right!

- **Strategic -** Your key messaging should be strategically deployed. Think timely and often. It's just as important to begin communicating your platform launch upon signature of the contract as it is up to and throughout the launch and forever after! Create that culture!

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5. Plan and schedule

- By now you've identified your target audience groups, developed key messaging for each group, and have decided upon which communication channels best suit your organisational needs. The next step is to plan for and schedule your communications. Again, it's important to emphasise that the earlier you begin your communications, the more apt you are to increase user adoption rates. Establishing a weekly schedule based on pre and post launch communications is ideal. Plotting your activities on a spreadsheet can be quite helpful.

- For example:

Target Audience	Week 1	Week 2	Week 3	Week 4	Week 5
Key Influencers/ Stakeholders	Key Message Email	Key Message Reminder	Workshop Schedule	Workshop	Video Message
Strategic Project Leaders	Key Message Email	Key Message Reminder	Training Schedule Email	Training Workshop	Training Workshop
Administrators	Key Message Email	Key Message Reminder	Training Schedule Email	Training Workshop	Training Workshop
Instructors	Key Message Email	Key Message Reminder	Training Schedule Email	Training Workshop	Video Message
Learners		Key Message Email	System Video Teaser	Roadshow Departments	Manager Workshops

6. Encourage 2-way communication

- **Monitor -** You've finally launched Kallidus! Just when you think your job is over – it really isn't, we cannot iterate this enough. This is where you can really make a difference. It's very important that you offer a solid support system during system adoption. That means encouraging feedback and monitoring participation levels within the system. If you see that participation is not at the level you think it should be, you need to find out why.

- **Ask questions** - The learner is your customer – get their feedback! You need to reach out to your users to see what might be the problem. Do they know about the system? Have they seen your communications? Are they having problems setting the time aside to start their courses?

- **Communicate your successes -** Once you've started to receive feedback it's an ideal time to start communicating the successes. You've earned it and your learners have earnt it. Share success stories from different departments; facilitate positive communications between system adopters. Host a post-launch get together, start a competition to encourage faster adoption rates. Share positive comments about the system and make it fun. Start to demonstrate your ROI and the value you are bringing into your organisation as a result of rolling out your platform.

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