The Real Marketing Tactics L&D Needs to Borrow

Try these →

Stop Announcing Learning. Start Embedding It.

Marketing is about getting the right message to the right person at the right time.

Instead of promoting a course in an email:

✅ Learning embedded into decision-making points.

✅ Microlearning inside tools employees already use.

✅ Spaced nudges when mistakes happen.

Example: A salesperson makes an error in a pitch.

- A 7taps microlearning tip is sent via MS Teams.
- 3 days later, they get a follow-up challenge.
- 1 week later, they practice with a real-world scenario.

Iterate, Test, Scale.

No marketer launches a full product without testing. L&D shouldn't either.

Instead of spending months developing a full-blown course...

⚡ Do this instead:

- Test a 5-minute microlearning module.
- Run a 1-hour live session first and gather questions.
- Offer a tiny opt-in resource before building something huge.

💡 Measure reaction, adjust, then scale.

If something isn't working in small form, a full course won't fix it.

Adoption > Engagement

Marketers know that visibility isn't success. Success = becoming part of someone's routine.

📊 **3 ways to measure real adoption in L&D:**

✅ Decision-making shifts: before-and-after assessments, self-reported behavior change, manager feedback.

✅ Reduction in errors, rework, or escalations. Look at trends in support tickets, customer complaints, safety incidents.

✅ Knowledge spreads informally. Are employees sharing insights in team meetings? Are managers reinforcing learning without being prompted? Use pulse surveys or peer feedback.

Microlearning Unlocks the Power of Marketing for L&D

Marketing works when the right solution meets the right moment. Microlearning (done right) delivers learning exactly when and where it's needed.

Effective microlearning:

✅ Surfaces inside the workflow, not buried in an LMS.

✅ Reinforces learning over time, not in a one-time session.

✅ Drives real behavior change, not just engagement.

When learning is relevant, immediate, and actionable, it doesn't need to be 'marketed' — people just use it.