



WHITEPAPER

# Crafting an effective content strategy with Skillhabit

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## Introduction

Build smarter learning ecosystems that engage, scale and grow with your business.

With Skillhabit's intuitive interface, creating custom courses, curating expert content, blending formats and structuring microlearning is refreshingly simple – even if you're new to content creation – with the flexibility to build, deliver or sell content that fits your learners, your goals and your strategy.

## Why strategy matters in modern learning

Content is everywhere – but strategy is what makes it meaningful. A well-crafted content strategy turns learning into something engaging, effective and scalable while keeping it aligned with business goals.

This whitepaper **explores four core content strategy approaches** – Create, Curate/Buy, Blend, Microlearning – and shows how Skillhabit supports each one. You'll also find practical tips on naming conventions, learning portfolio management and structuring for retention.

## What is a content strategy?

A content strategy defines how an organization creates, manages and delivers learning content. It also ensures that the content serves a clear purpose – helping employees grow, stay engaged and contribute to business goals.

But it's not just about structure. A strong strategy centres on your learners: their roles, challenges, context and motivations. The goal is to make learning relevant, accessible and inspiring.

### Key questions your strategy should answer:

- What are our learning goals?
- Who are we designing for – and what do they need?
- How will we manage, update and measure success?
- Can we monetize our content internally or externally?
- How should content be structured for impact?
- Which formats deliver the content best?

A strong content strategy builds a learning journey that makes sense, sticks and scales – with learners at the heart of every step.



## Skillhabit in action: 4 content strategy approaches

1.

### Create: Build high-impact, in-house learning

Skillhabit makes it easy to create custom courses tailored to your needs – without needing third-party tools or SCORM files.

#### How Skillhabit supports content creation:

- **Intuitive by nature:** With Skillhabit's smart interface, building and updating content is refreshingly easy – even for those new to content creation.
- **Built-in authoring tool:** Create, update and manage courses directly within the platform.
- **AI-powered course generation:** Use prompts or PDFs to quickly build structured content that can be easily edited.
- **Personalized experience:** Use *Programs* to create modular learning journeys that reflect individual needs – by assigning content based on role, skill level or team focus. This flexibility allows administrators to personalize the experience. Publish to specific groups in *Learn* or open to all in your *Academy*.
- **Branding:** Design course structure and style elements to align with your brand and learning goals.
- **Proof of progress:** Track performance, deliver certificates and gather actionable insights.
- **Portfolio management:** Appoint Learning Portfolio Managers to keep content updated, relevant and strategically aligned.

**Pro tip:** Skillhabit's built-in editor makes managing content refreshingly easy. Update text, visuals or structure in seconds – no re-uploads, no formatting headaches.

2.

### Curate or buy: Cost-efficient content that fits

Not everything needs to be built from scratch. Skillhabit lets you blend existing, trusted content with your own source material to deliver fast, high-quality learning experiences.

#### Why use existing content?

Save time, reduce costs and maintain credibility with proven resources – whether from industry experts or off-the-shelf providers. Then, add your own modules to reflect your organization's strategy, values and context.

- **Curate strategically:** Mix internal content with external sources (like industry reports or expert videos) to create rich, relevant learning.
- **Buy and go:** For common needs like compliance or leadership, ready-made courses offer speed and reliability. Use them as-is or add layers of your own context.

#### How Skillhabit makes it easy:

- Add any content – curated or bought – into *Programs*.
- Track progress and report impact, even for third-party materials.
- Organize everything in your central library.

**Pro tip:** Start with solid content, then tailor it to your audience where it counts.





## 3.

**Blend: Combine digital and live learning**

Blended learning brings the best of both worlds – combining self-paced modules with live collaboration.

**Why blend formats?**

Variety drives engagement – and engagement drives results. By combining different formats and activities, learning becomes more motivating and accessible to a wider range of learners. This supports diverse learning styles, offers flexibility and creates a more inclusive experience.

Live **Meetups** and collaborative moments also foster peer-to-peer learning. This helps participants deepen their understanding and apply knowledge in context.

**What you can do with Skillhabit:**

- Combine digital and live content in structured **Programs**.
- Use **Meetups** (virtual or in-person) for real-time interaction.
- Track both digital and live activities for a complete learning picture.

**Pro tip:** Make **Meetups** part of the journey, not just an add-on – use them to deepen understanding and share insights.

## 4.

**Microlearning: Deliver knowledge in bite-sized bursts**

Microlearning breaks content into small, focused units that are easy to absorb – ideal for busy learners or just-in-time training moments. This approach supports better knowledge retention and makes it easier to access relevant information exactly when it's needed.

Whether on the go or between tasks, learners can engage with content exactly when they need it – seamlessly within the flow of their daily work.

**Skillhabit supports microlearning with:**

- Scheduling tools: Deliver content over time to reduce overload.
- Mobile access: Learn on the go.
- Integrated tracking: Monitor progress and course completion.

**Pro tip:** Use microlearning with spaced repetition to reinforce, remember and retain for long-term results. Skillhabit lets you automate spaced repetition – revisiting key content over time to improve retention.





## Conclusion: Build a content strategy that grows with you

- A flexible, well-structured content strategy is essential for scaling learning across your organization. Skillhabit gives you the tools to create, curate, buy, blend and deliver content in ways that make sense – for your people and your business.
- With built-in AI, structured programs, certificates, feedback and seamless scheduling, you're set up to build a learning ecosystem that's dynamic, strategic and impactful – one that supports microlearning and learning in the flow of work.
- Whether you're starting small or scaling fast, Skillhabit helps you create learning that works – because when learning works, everything grows.

## Ready to transform your content strategy?

Let's build something brilliant – together!

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## **All digital learning solutions in one place** – and the help you need to make it work

TicTac Learn is the leading provider of digital learning solutions in Northern Europe – helping people, businesses and organisations grow is in our DNA. We're committed to making an impact.

We offer digital learning solutions for companies and organisations of all sizes, regardless of the stage of digital transformation.

We have hands-on experience from most industries. Whether you need complete project solutions or just parts thereof – we're here to help. Always offering you the most efficient and user-friendly software to achieve your educational goals.

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