

Ideas & Insights from



2008 Training Efficiency Masters Series

Survey Results

Training Efficiency: *Internal Marketing*



trainingefficiency.com

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SURVEY HIGHLIGHTS

In July 2008, Expertus launched a research study aimed at understanding how companies use marketing to promote participation in internal training programs. We found that while some organizations use marketing to improve training utilization, others do not place any importance on marketing. The survey asked corporate training professionals to discuss their internal marketing activities - including budget, formality, activities, success levels and more.

The survey was completed by 75 training leaders whose organizations vary widely in size, scope of resources, marketing budget and other factors. This brief summary highlights just a few of the major findings. You'll find the complete results and charts in the pages that follow.

KEY FINDINGS

- The average marketing budget is only about \$.43 per employee, per year. Compare this to a typical training supplier, who may spend as much as \$1,000 just to get one person to purchase a seat in a class.
- Only 15% of respondents have a formal marketing plan.
- 62% of training departments allocate no budget to marketing.
- The most frequently used marketing activities include email blasts (93%), seminars and workshops (84%) and internal training websites (81%).
- 41% of respondents only market to make employees aware of their training courses, without actively seeking to increase the size of their classes.

“60% of organizations that take the initiative to market programs don’t measure the results of their marketing campaigns”

- 36% of respondents do not use any type of targeting to market to employees; only about half (55%) of respondents target their marketing based on departments or job roles.
- 66% of respondents stated that management recommendations are effective in garnering participation in training programs and 69% of respondents stated that these recommendations are received favorably. In addition, they said that management support (either mandates or buy-in) has a tremendous impact.
- 60% of organizations that take the initiative to market programs don’t measure the reach of their marketing campaigns.
- 73% use no incentives or rewards for participating in internal training programs – but for those who do use incentives, popular examples include food, gas cards and iPods.

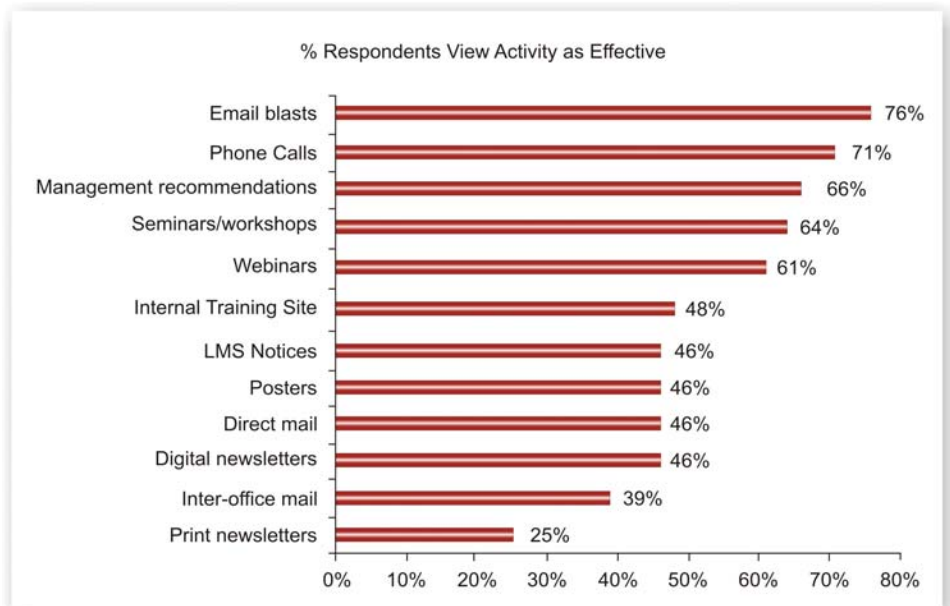
SURVEY ANALYSIS: INTERNAL MARKETING

1. Please rate the following activities for their effectiveness in garnering participation in training programs.

Email blasts have been the most effective marketing activity, followed closely by phone calls and management recommendations. The rank for management recommendations is surprising, because this isn't normally considered marketing. However, for effectiveness in marketing of training programs, it clearly has an impact.

Not too surprisingly, print newsletters and inter-office mail are at the bottom of the list, which seems to be a direct result of the increased reliance on email and websites. In fact, anything that requires paper or printing is at the bottom half of the list.

“76% of respondents indicated that email blasts are an effective marketing activity.”

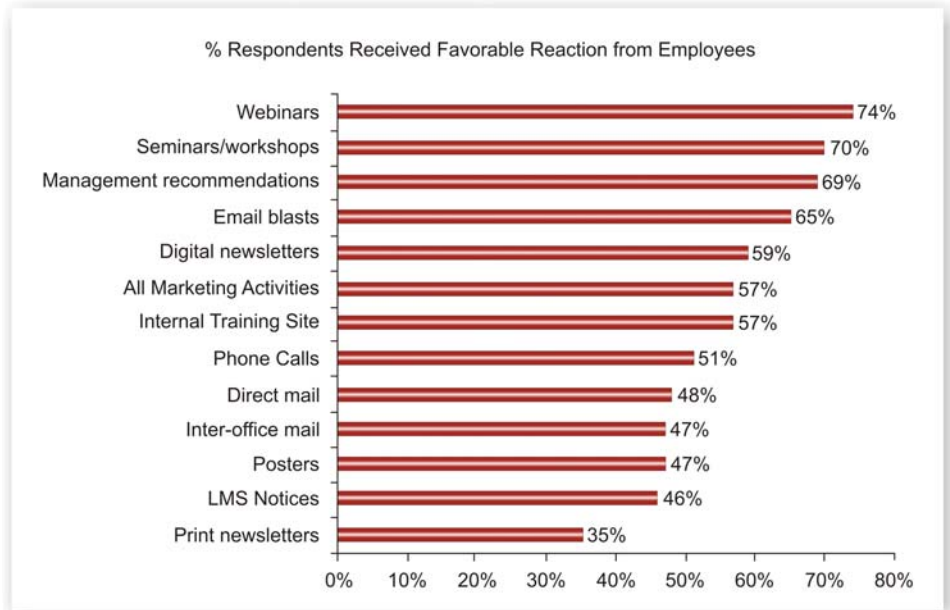


2. For all of your training department's marketing activities, what kind of reaction do you generally receive from employees?

Respondents indicated that webinars, seminars, and workshops get the most favorable reaction from employees. This is probably because these are unobtrusive activities, unlike email, phone calls and mail.

Closely behind webinars and seminars is “management recommendations,” which also ranked highly as an effective marketing activity. The added benefit of getting management to recommend training is its low cost of execution. It requires

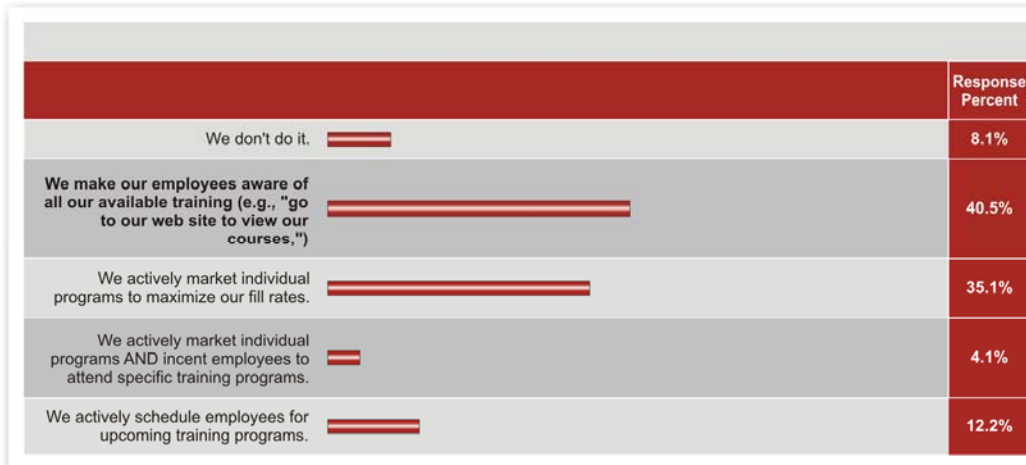
practically no budget and relatively little time, but is highly effective.



3. Please specify who handles the following marketing activities for internal training programs.

Respondents indicated that, regardless of the marketing technique (e.g. email blasts, posters, internal website updates), the majority of the marketing activities are driven directly by HR or training departments. External vendors are used less than 5% of the time for all activities.

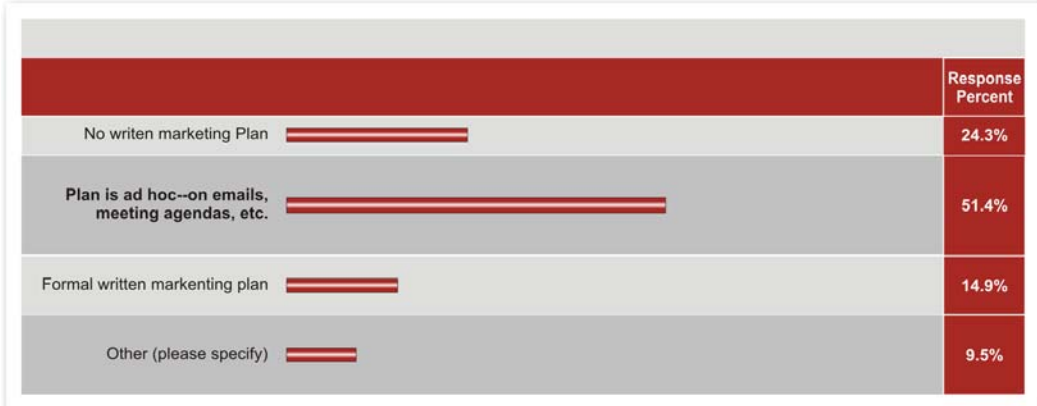
4. Which of the following best describes your training department's overall approach to internal marketing and communications about your training programs?



"41% of respondents indicated they make their employees aware of all available training."

“Only 15% of respondents have a formal written marketing plan.”

5. Which of the following best describes your corporate training department's marketing communications plan?



“Other” responses included the following:

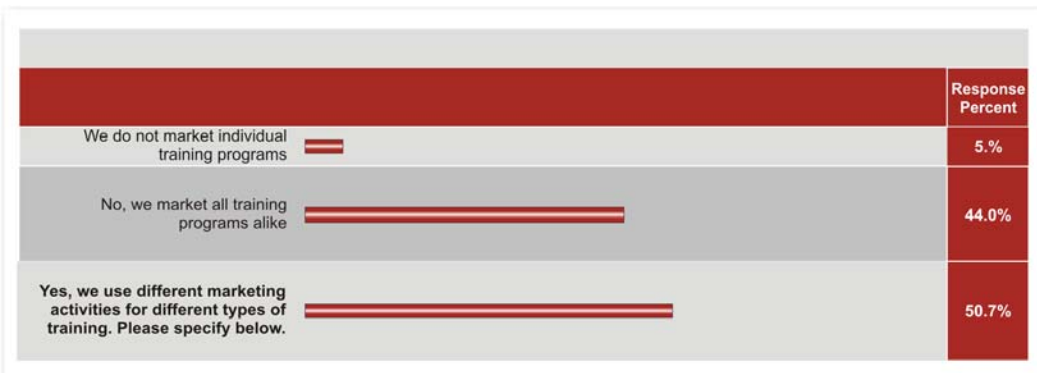
“Proven practices are followed, but not necessarily written down”

“Formal communications plan, but no formal marketing plan”

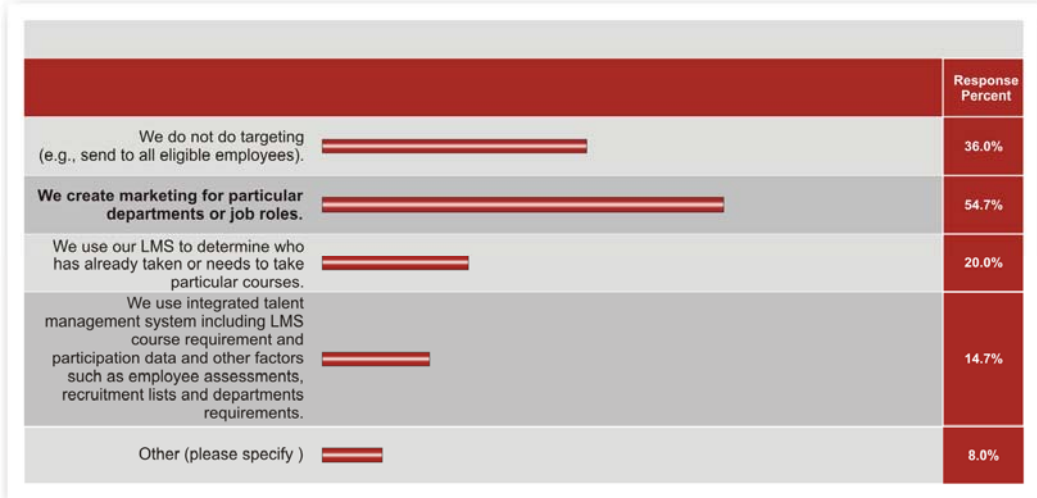
“Annual 'calendar' of events is planned, then ad hoc during rest of year”

“We have a consistent messaging plan for all of our learning offerings, as it relates to the desired performance outcome.”

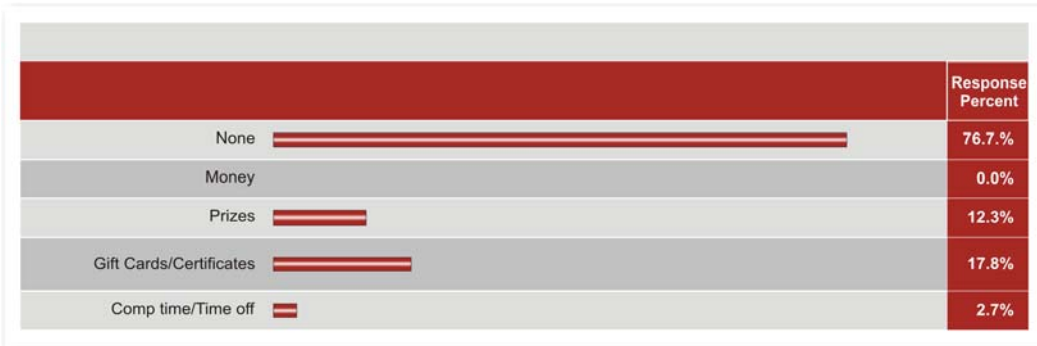
6. Does your organization change your marketing activities for different types of training programs (e.g. managerial/ supervisory, mandatory/compliance, IT & systems, sales, interpersonal skills, customer service or executive development)?



7. How does your training department generally decide who should receive your internal marketing?



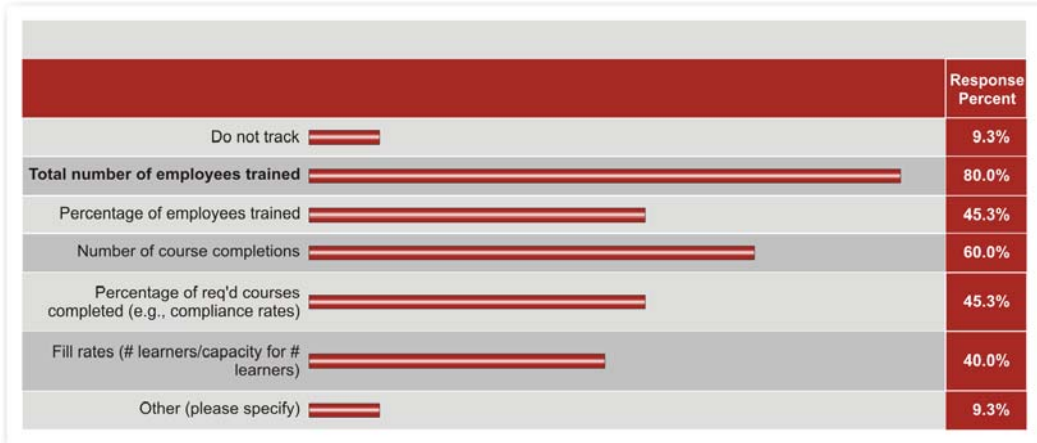
8. Which of the following incentives or rewards does your training department offer your employees for participating in internal training programs?



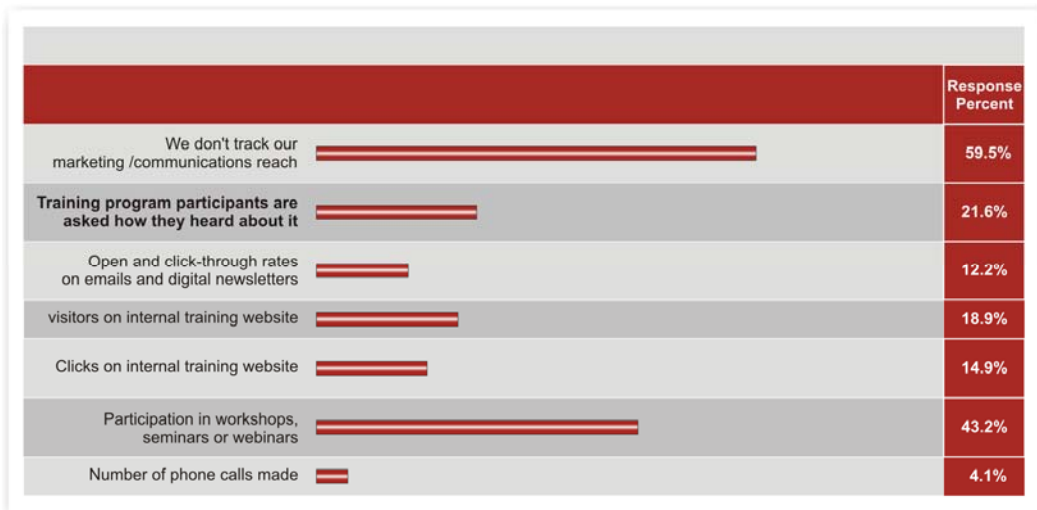
“77% of respondents use no incentives for employees to participate in training.”

“80% of respondents measure participation in internal training programs by the total number of employees trained.”

9. In what ways do you measure participation in your internal training programs?



10. Which of the following metrics does your training department track to measure the reach of your marketing activities?



ABOUT EXPERTUS

Expertus provides a variety of training outsourcing services for technology, administration, program management, and strategic initiatives. From implementing and managing LMS and learning-related technologies, to supporting major customer training initiatives, to seamlessly handling all aspects of training administration, Expertus has helped major companies such as NetApp, Cisco, ADP, EMC, Schlumberger, and Hyperion achieve efficiencies in corporate learning and development.

Expertus is headquartered in Mountain View, California and has major offices in London, Newark, and Chennai, India. Its staff of highly trained business and technical consultants, content developers, and process specialists delivers to clients the experience, skills, and knowledge that have an immediate impact on learning initiatives.

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