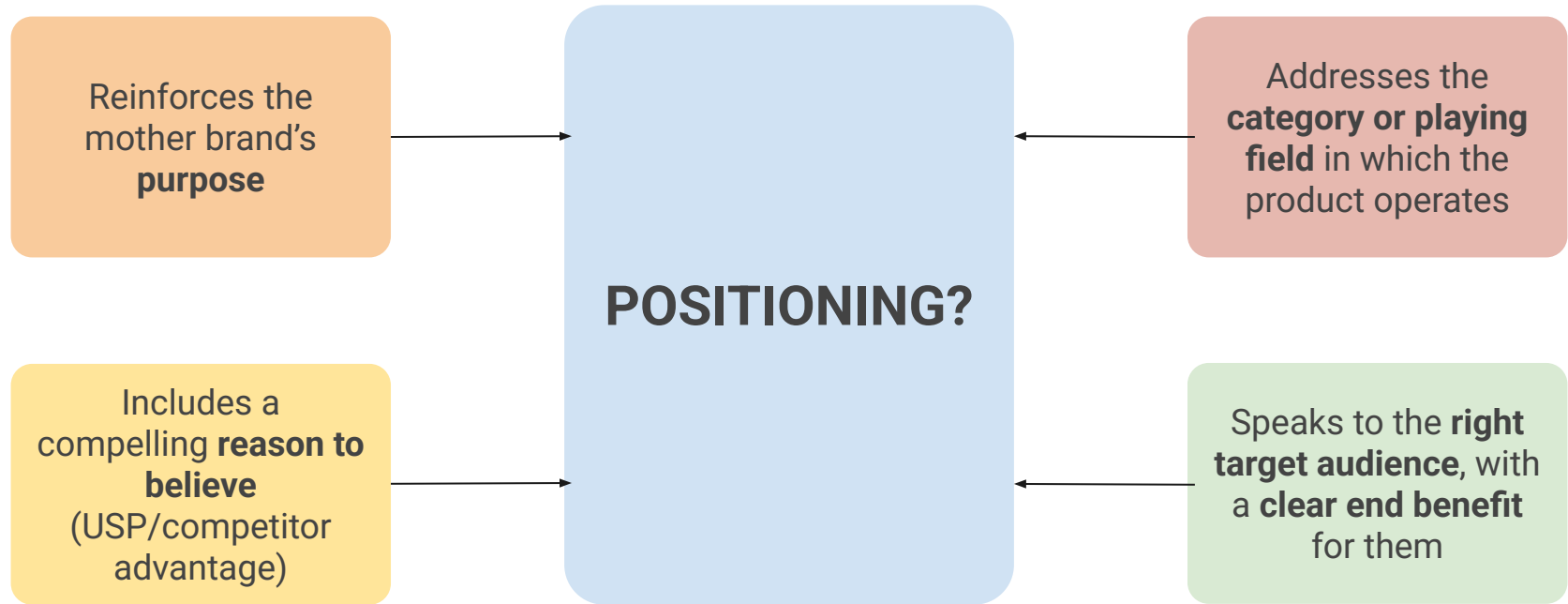


Free LMS

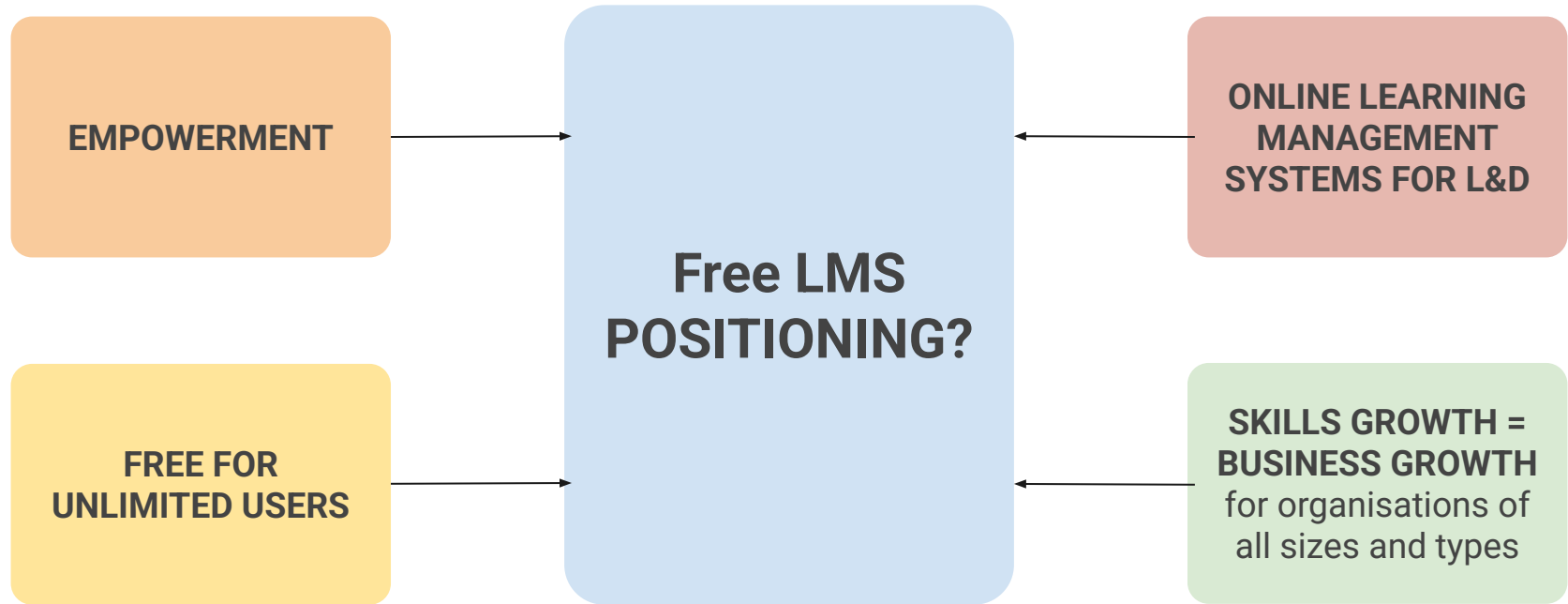
Marketing Launch Plan



But first, let's arrive at our positioning



How it's relevant for Free LMS

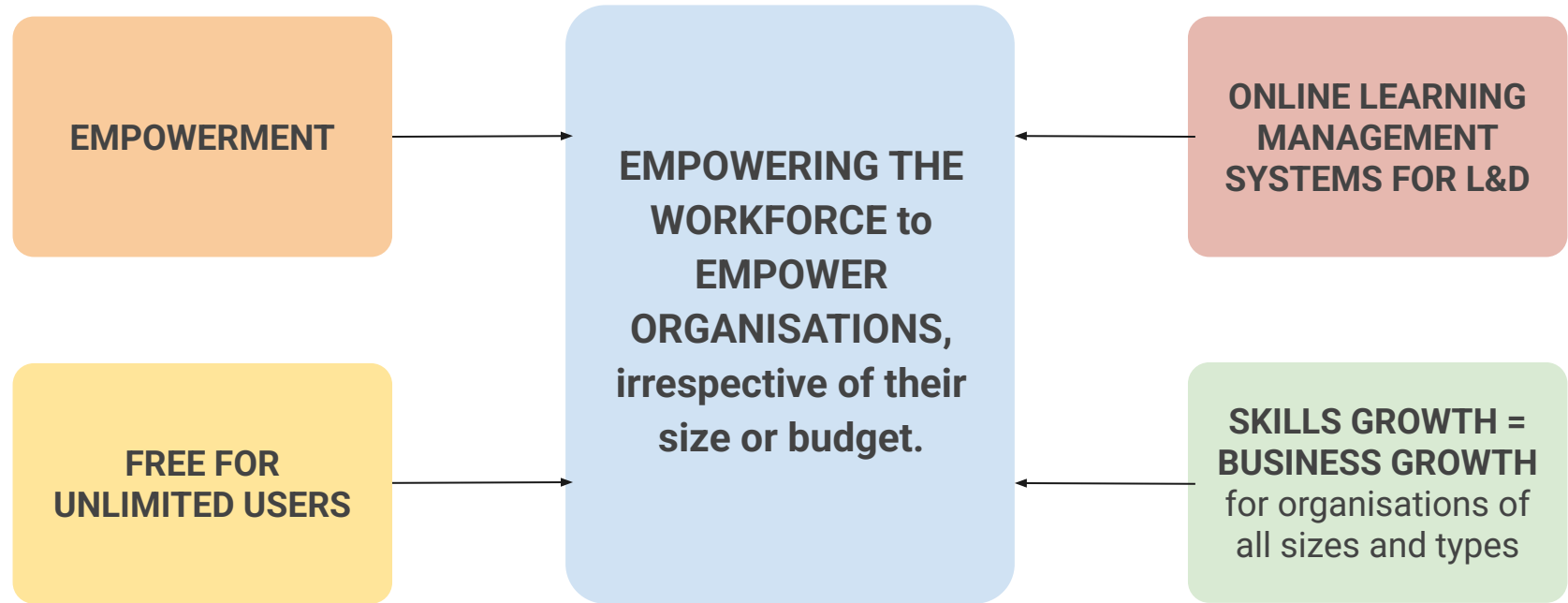


The brand positioning formula

For *(insert target audience)*, *(insert company name)*, is the best means to/for *(insert consumer benefit)*, among all *(insert category/competition)*, because *(insert reason to believe)*.

For *leaner organisations with limited training budgets*, *Alison's Free LMS*, is the best means for *clients to upskill their workforce/volunteers/students for their organisation's/business' growth*, among *all other online learning management systems*, because *Free LMS is free for unlimited users, offering 4,000+ quality courses*.

Concluding our brand positioning



The importance of a clear brand positioning

Differentiation

- Helps the brand stand out in the crowded marketplace
- Defines what makes the brand unique and why customers should choose us

Consistency

- Ensures cohesiveness across all communication touchpoints
- Becomes the springboard for different narratives
- Builds trust and recognition

Customer Loyalty

- Builds relatability to brand's values and promises
- Enables brand advocacy
- Encourages repeat usage
- Increases NPS, contributing towards organic growth

Long term sustainability

- Builds adaptability to changing market conditions
- Builds memorability and recall in the long-run



Comms channels to translate positioning

PPC (Display, YouTube, Paid Social Media)

Automated emails

Business Brochures

Website Banners

SEO

Bulk Emails

Proposal Slide Decks

Product Explainer Videos

Organic Social Media

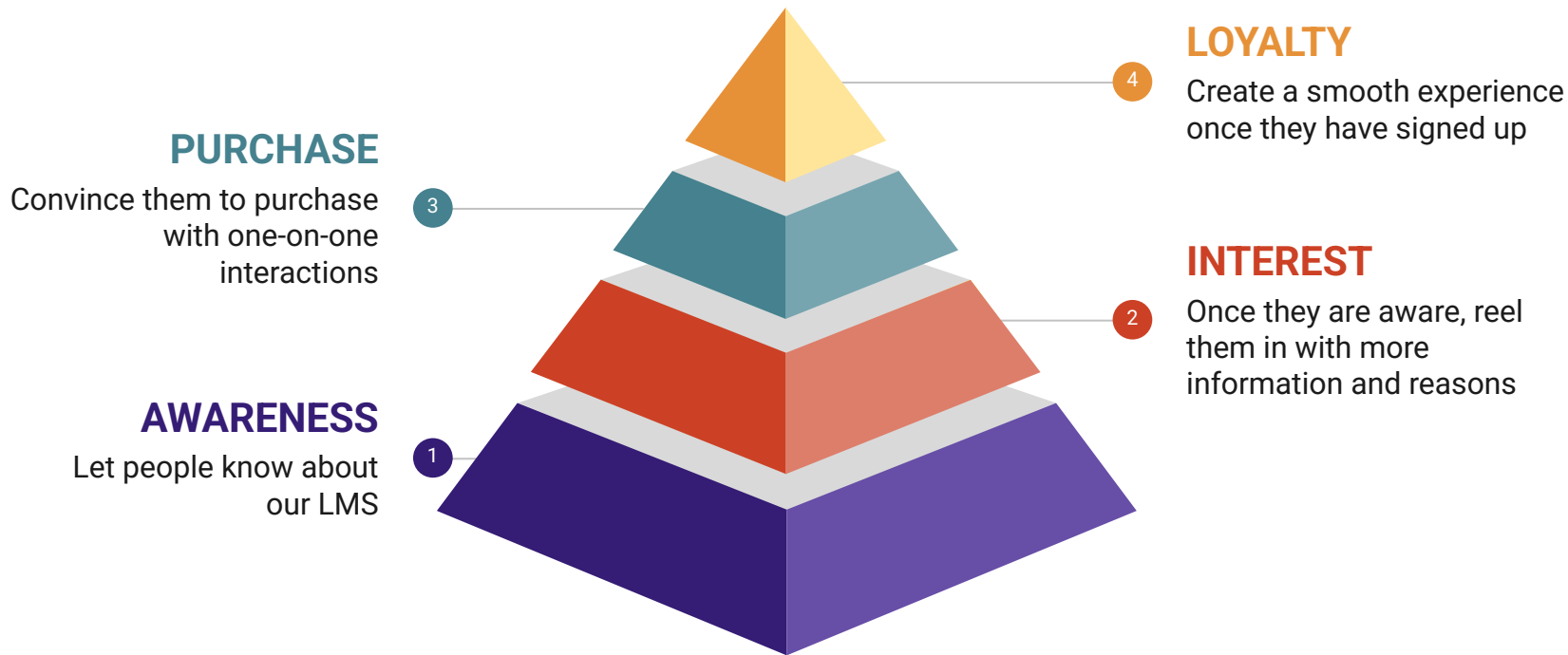
Blogs

Webinars

Preview Videos

Investment heavy channels: PR articles and participating in/sponsoring on-ground events

The launch strategy (the AIPL model)



Awareness

Launching the conversation

Channels to activate

Google Search ads

Performance Max
(YT & Display)

Additional PPC
(Bing)

Paid LinkedIn

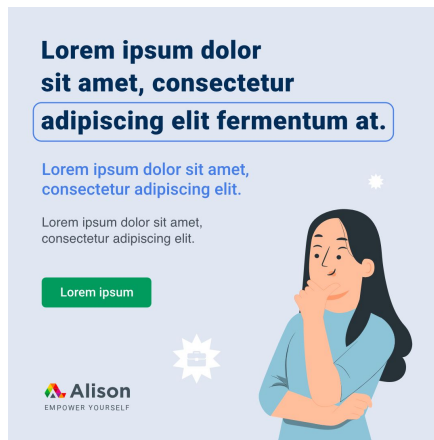
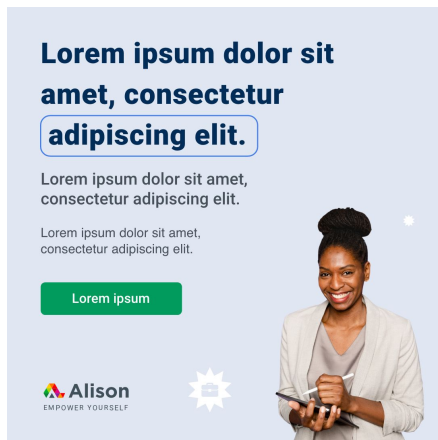
Things to note in this phase:

- Targeting the right people.
- This will primarily be done through PPC and will involve the most marketing spend.

YT, Display and additional ads will fold in together as a performance max (PMAx) campaign. Overall spend on B2B will need to increase, specific figures TBD. Budget in addition to the possible PPC budget increase in the SEPT spend test

Before proceeding, a dive into our design options

We dropped these options for multiple reasons



The design we will go ahead with

- The colour palette matches the product, which helps with recall for our customers
- Light and dark background variations have been created for a level of contrast
- The clean style helps in delivering clarity of the message for the launch, drawing attention to bold, specific points
- The imagery is set in working environments. Since this is a B2B product targeting working professionals, the design has a professional feel to it
- The photos are colourful instead of black and white, making them look more lively
- Image selection reflects to show diverse people so as to reflect the inclusivity of our worldwide audience

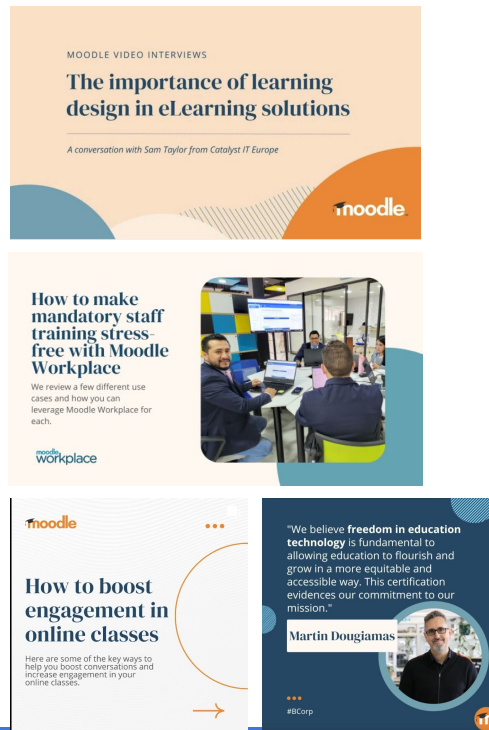


Competitor Free LMS design identities

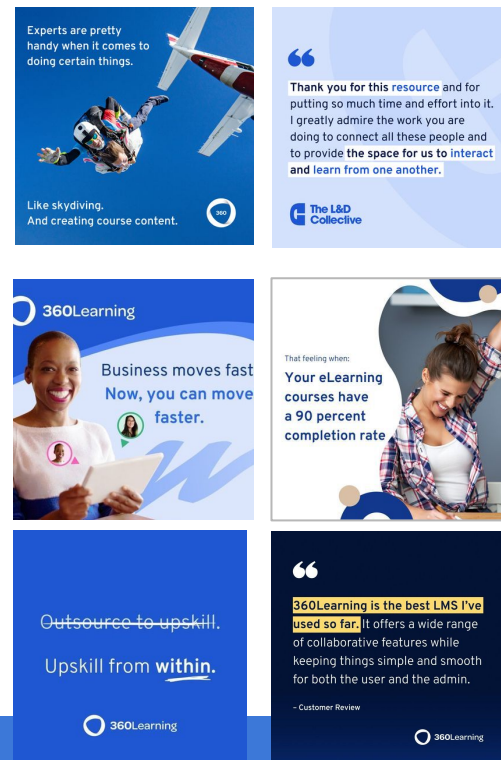
Salt Lake LMS ads:



Moodle LMS ads:

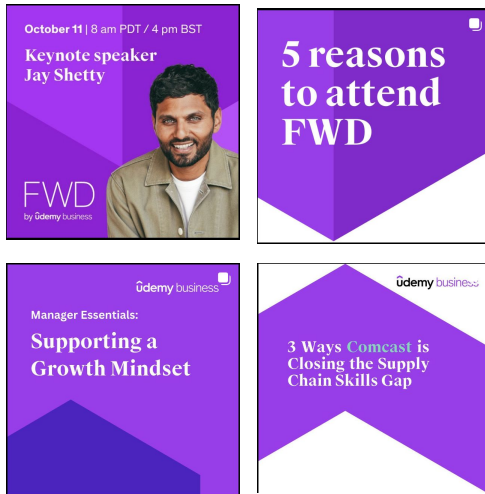


360 Learning LMS ads:

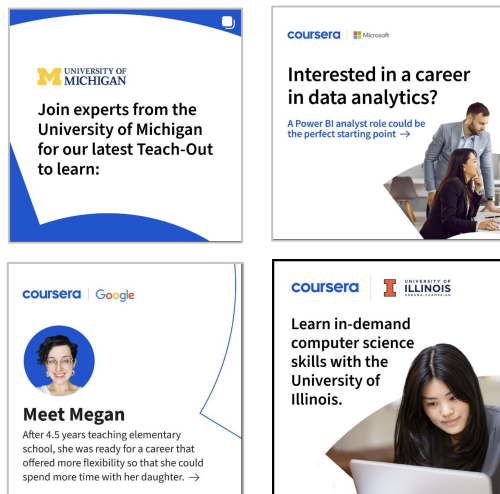


Competitor Free LMS design identities

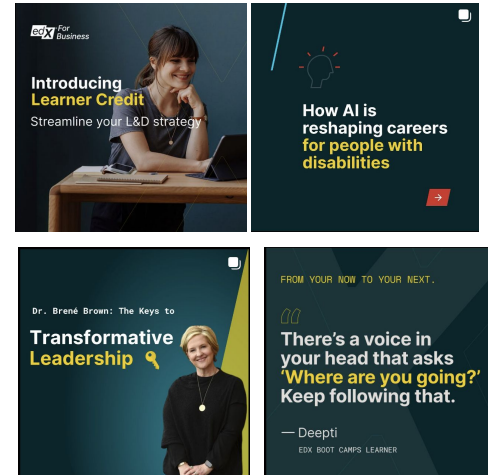
Udemy LMS ads:

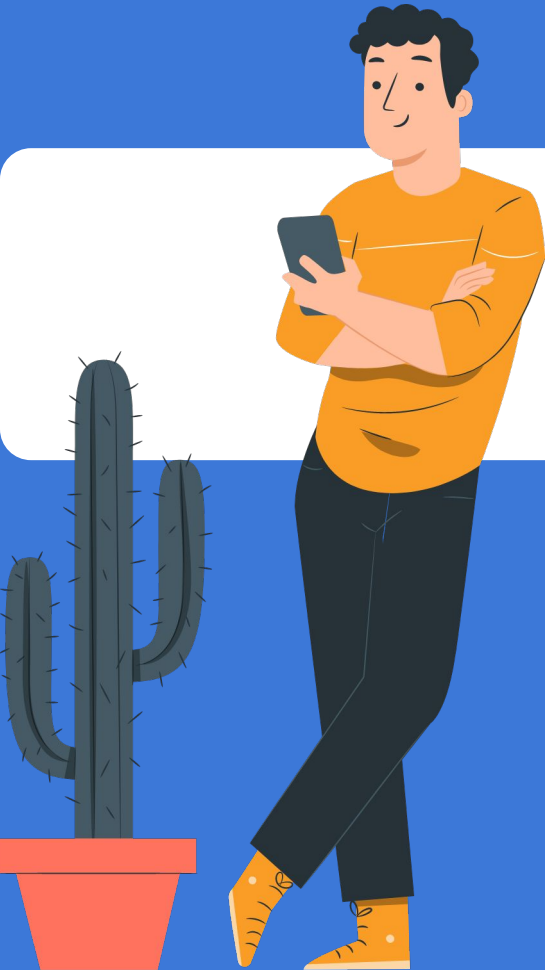


Coursera LMS ads:



EdX LMS ads:





Paid LI ads (LMS+ only) (Organisations)

Ad 1:

The cost of empowering your workforce with education? Nothing.

Create a Free Learning Management System for unlimited users.

Launch Your Free LMS



Ad 2:

Upskill unlimited team members, even on a limited budget.

Create a free personalised learning space for your team.

Activate Your Free LMS



Ad 3:

Don't let a limited training budget come in the way of your team's growth.

Create a free personalised learning space for your team.

Activate Your Free LMS



Ad 4:

What your business wants: Profits.
**What your business needs:
Upskilled employees.**

Create a Free Learning Management System for unlimited users.

Launch Your Free LMS



Ad 5:

**Your business performs
better when your employees'
skills get better.**

Create a personalised
learning space for your
team and upskill them
for free.

Launch Your Free LMS

 **Alison** FREE
LMS



Ad 6:

**What you do for your
team today, they'll
remember forever.**

Create a Free Learning Management
System for unlimited users.
Upskill your team.

Launch Your Free LMS

 **Alison** FREE
LMS



Ad 7:

Presenting the world's first Free Learning Management System for unlimited users.

Upskill your entire workforce
with free courses. Transform
your business.

Activate Your Free LMS



Ad 8:

A revolution in Learning Management Systems is here. It's free.

Upskill your entire workforce
with free courses. Transform
your business.

Activate Your Free LMS





Paid social media (NGOs)

Ad 1:

**If your community
needs your support,
you may need ours.**

Create a personalised learning
space on Alison for free and make
skills training accessible to all.

Launch Your Free LMS



Ad 2:

**The cost of empowering
your community with
education? Nothing.**

Create a Free Learning Management System
for unlimited users and make skills training
accessible to all.

Launch Your Free LMS



Ad 3:

**If education has the power
to change the world, imagine
what free education could do.**

Create a free training portal on
Alison and make skills training
accessible to all.

Launch Your Free LMS



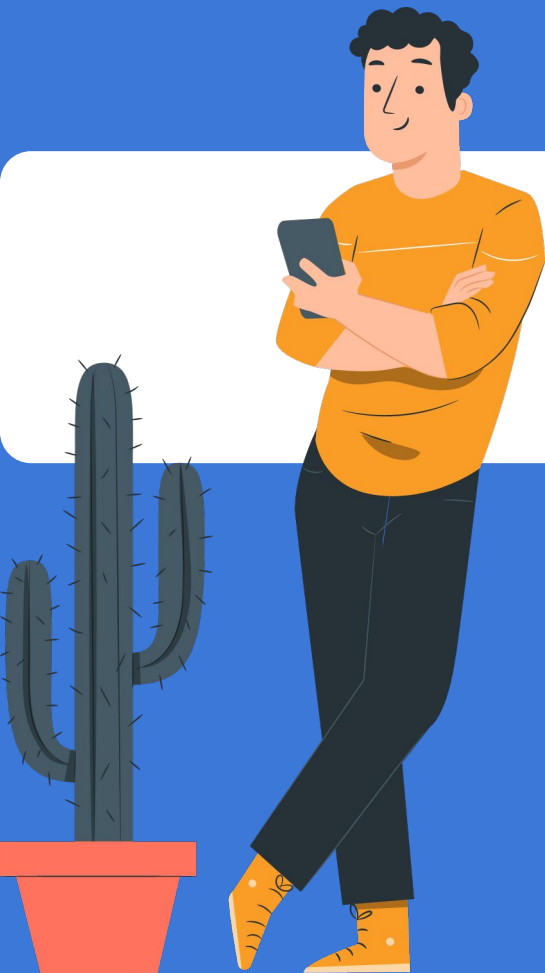
Ad 4:

**Empower your community
with free education.
Empower the world.**

Upskill your community with our
Free Learning Management
System for unlimited users.

Launch Your Free LMS





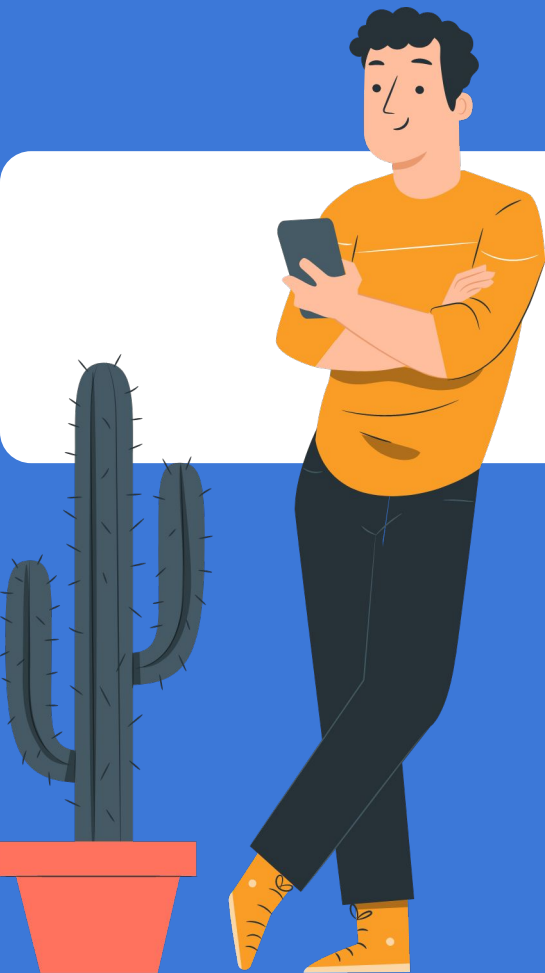
Paid Search (PPC)

Tracking

- Optimize and expand PPC marketing with New keywords and New Ad Copy
- Test new bid strategies made possible thanks to new conversion tracking.

Details

- Optimize and Re-Launch Bing
- Approve additional budget for expansion - €3000 per month



Promoted Video & Image Material

- Video, Display and Updated Copy will fold in together as Performance Max (PMAX) campaigns
- Video Material: A 30-second ad will be created. [Link](#) to script.
- Display Material: [Link](#) to marketing copy. [Link](#) to marketing images.

Interest

Sustaining the conversation

Channels to activate

Organic LinkedIn posts

Bulk launch emails to our user base

Blogs to highlight the importance of LMS

In-website banners

Things to note in this phase:

- This will involve our existing user base and social media following



Organic LI posts

The paid ads will be repurposed here

Ad 1:

The cost of empowering your workforce with education? Nothing.

Create a Free Learning Management
System for unlimited users.



Post caption

If the pinch of tight learning and development budgets are holding back your team's potential, you're not alone.

In a world where upskilling is key, costs shouldn't be the barrier. With Alison's Free Learning Management System, say goodbye to pricey training and hello to limitless learning.

Empower every member of your team, from the intern to the CEO, without dipping into your budget. Create a free training portal for your business and have your organisation learning within minutes.

Redefine learning and create your Free LMS on Alison today - <https://alison.com/free-lms-programme>.

#AlisonFLMS #EmpowerWithAlison
#BudgetFriendlyLearning #UpskillingUnlimited
#FreeEducationForAll #BusinessGrowth #LMS

Ad 2:

Upskill unlimited team members, even on a limited budget.

Create a free personalised learning space for your team.



Post copy

Size shouldn't determine success, and budgets shouldn't dictate learning. Whether you're a budding startup, a dedicated NGO, or an established corporation, equal access to learning should be a given.

Alison's Free Free Learning Management System makes this possible, allowing you to upskill every member of your team or community by creating a vast, personalised learning space that fits every budget.

Want to empower and uplift regardless of the size of your workforce and flexibility of your budget? Create your Free LMS on Alison today - <https://alison.com/free-lms-programme>.

#AlisonFLMS #EmpowerWithAlison #LearningForAll
#UpskillWithoutLimits #ValueDrivenEducation
#NGOsEmpowered #CorporateTraining #LMS

Ad 3:

Don't let a limited training budget come in the way of your team's growth.

Create a personalised learning space for your team for free.



Post caption

Growth shouldn't be an exclusive privilege for businesses with expansive budgets. With Alison's Free LMS, businesses, NGOs, and corporations alike can provide quality workforce training without fretting over the costs.

Break through budget barriers and fuel your team's potential by creating a vast, personalised learning space, for free.

Ready to change the way you approach team development? Create your Free Free Learning Management System on Alison today - <https://alison.com/free-lms-programme>.

#AlisonFLMS #EmpowerWithAlison
#BudgetBarriersBroken #TrainingForAll
#FreeLearningRevolution #TeamPotentialUnleashed
#LMS

Ad 4:

What your business wants: Profits.
What your business needs:
Upskilled employees.

Create a Free Learning Management
System for unlimited users.



Post caption:

Every business leader knows: profits soar when teams thrive. But upskilling shouldn't drain your financial reserves.

With Alison's Free Free Learning Management System, you can keep your team's skills up to date by creating a free, personalised training portal.

Elevate your team's skills and watch as it reflects in your bottom line. Invest in knowledge without the hefty price tag. Create your Free Learning Management System on Alison today - <https://alison.com/free-lms-programme>.

#AlisonFLMS #EmpowerWithAlison #UpskillForProfit
#InvestInKnowledge #FreeTrainingRevolution
#BusinessGrowth #LMS

Ad 5:

Your business performs better when your employees' skills get better.

Create a personalised learning space for your team and upskill them for free.

 **Alison** FREE LMS



Post caption:

Boosting your team's capabilities is the smartest move for sustained business growth. It's not just about the short-term wins but setting up for success in the long haul.

With Alison's Free Learning Management System, you're not just improving performance; you're building a legacy. Create a free training portal and upskill your workforce for free.

Witness firsthand the transformative power of continuous learning. Because as they grow, your business soars. Create your Free Free Learning Management System on Alison today - <https://alison.com/free-lms-programme>.

#AlisonFLMS #EmpowerWithAlison #SkillGrowth #FutureProofing #LearnWithAlison #LMS

Ad 6:

**What you do for your
team today, they'll
remember forever.**

Create a Free Learning Management
System for unlimited users.
Upskill your team.



Post caption:

In the business world, short-term wins are great, but it's the long-term investment in skills development that sets truly successful companies apart.

As your employees grow, so does your business. Alison's Free Learning Management System isn't just a quick solution – it's your partner in sustained excellence.

Start your journey in long-term upskilling today and see lasting benefits. Create a free training portal for your organisation on Alison - <https://alison.com/free-lms-programme>.

#AlisonFLMS #EmpowerWithAlison #LongTermSuccess
#SkillDrivenFuture #SustainedExcellence #LMS

Ad 7:

Presenting the world's first Free Learning Management System for unlimited users.

Upskill your entire workforce
with free courses. Transform
your business.



Post caption:

An investment in knowledge always pays the best dividends. And now, it doesn't have to cost a thing.

Introducing the game-changer in the world of learning: Alison's Free Learning Management System. Whether you've got a team of 10 or 10,000, empower them all with tailored, top-notch courses at zero cost.

The future of professional development is here, and it's unlimited. Let's redefine what growth looks like, together.

Learn more - <https://alison.com/free-lms-programme>.

#AlisonFLMS #EmpowerWithAlison #LongTermSuccess
#SkillDrivenFuture #SustainedExcellence #LMS

Ad 8:

A revolution in Learning Management Systems is here. It's free.

Upskill your entire workforce with free courses. Transform your business.



Post caption

Evolve, grow, and thrive in today's competitive market.

Introducing Alison's Free Learning Management System, a new ground-breaking approach to workforce development. Create a training portal and tailor it to your team's learning needs.

Equip your team with the skills they need and set new benchmarks in your industry.

Learn more - <https://alison.com/free-lms-programme>.

#AlisonFLMS #EmpowerWithAlison #UpskillForFree
#FutureReadyBusiness #RevolutioniseLearning
#ThriveInBusiness #LMS



LinkedIn Showcase Page

We will create a separate LinkedIn showcase page called “Alison For Business”, specifically for B2B content

LinkedIn Showcase Page

- Our main LinkedIn page will still have a B2C focus because that is the audience we have built on that page. However, once a month, we can focus on Free LMS content on this page, because we don't want to confuse our existing follower base
- With the launch of the product, our LinkedIn Showcase page will go live too
- The LinkedIn showcase page will have its own content plan, where we will post content every week. These will cover creative posts, polls, newsletters, product info, industry trends and much more. Detailed content plan to be linked soon
- To populate this page, we will have banners across the website, use the link to this page on website footers, and include the link in our automated emails

For a detailed explanation of what Showcase Pages are and why we are doing this, find a [deck here](#).

Some more ideas

- Case studies for social proof. We have one interview with a current user, but we content with substance.
- Video interviews with satisfied customers.
- Training webinars on how to use the FLMS, from set up to completion
- How to video content - long and short form.
- Possibility to create separate product on TrustPilot to build reviews and ratings
- Influencer collabs
- Guests articles on our blog - we get many offers, but they're always B2B orientated and we had to decline them, but could be something to look into as we build this side of the business
- Polls - we will do this - can be on Groups, can be on the main page, or on any page or group we decide to create.

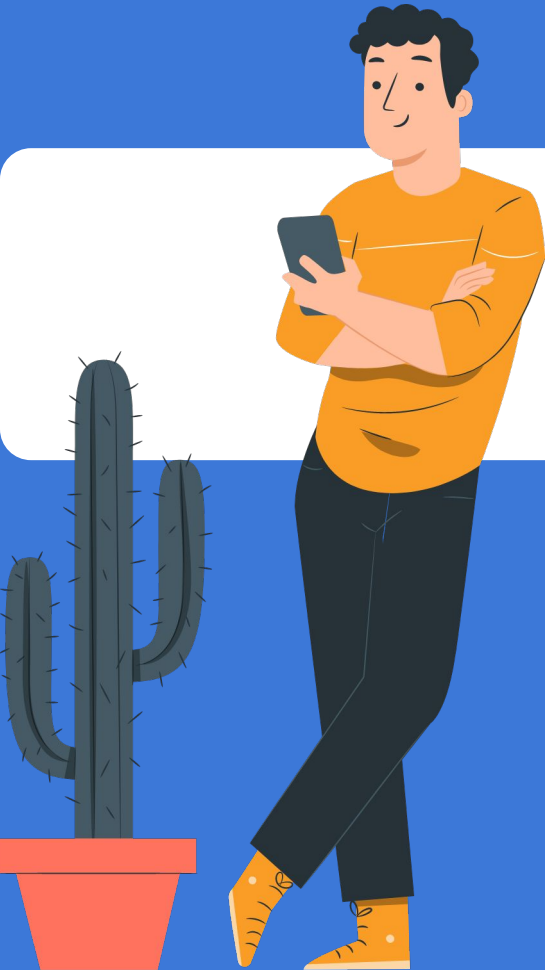


Email (Bulk Launch)

Please find the copy for the 2 emails - launch and follow-up [here](#)
This has the headers, the infographic sections etc.

For design of the headers, we will follow the ones used for social media for organisations - dark blue.

They are yet to be built.



Blog

[Link](#) to released blog topics

Blogs already published

1. Agile Learning: What It Is and How to Use It Effectively
2. Benefits of an LMS for Upskilling Your Employees
3. Continuous Learning: What Your Business Needs to Know
4. Cost-Effective Training: Ways to Develop Your Employees
5. Gamification in LMS: Engaging and Motivating Users
6. How LMS Improve Employee Onboarding Process
7. How to Choose the Right LMS for Your Business
8. How to Create an Effective Employee Training Programme
9. How to Improve Leadership Skills in an Organisation
10. Knowledge Sharing in the Workplace: How to Do It Right

1. LMS Challenges and How to Avoid Them
2. LMS Implementation: A Guide to a Successful Launch
3. Maximising ROI: Using LMS to Train Cost-Effectively
4. Measuring Training Effectiveness: The Ultimate Guide
5. The Benefits of Microlearning for Employee Training
6. Types of Learning Management Systems
7. What is an LMS and How to Use It for Employee Training
8. What is E-Learning and How to Use In Your Business
9. Free LMS Interview with Gulf View Medical Centre
10. How to Convince Your Employer to Invest in a Training Budget
11. Template for an Email Requesting a Training Budget



Website Countdown Banners (on top)

Copy ready. Design WIP.

Countdown banner (teaser):

A revolutionary new Free LMS launching in (xx hours:xx mins)

Launch banner:

Our Free LMS, free for unlimited users, is live!

OR

Unleash your team's potential with Free LMS!



In-site banners

Copy ready. Design WIP.

Banner 1 (Teaser), Option 1:

Headline:

The cost of empowering your entire workforce with education? Nothing.

Sub:

Free LMS, coming soon to help you boost your business' productivity.

Banner 1 (Teaser), Option 2:

Headline:

Upskill unlimited team members, even on a limited budget.

Sub:

Free LMS, coming soon to help you boost your business' performance.



Banner 2 (Launch):

Headline:

Unleash your team's potential: Free LMS, free for unlimited users.

Pointers:

- 5 minute set-up
- 4,000+ free courses
- Easy to use
- No implementation fees
- Pre-curated learning paths
- Tracking & reporting on performance

CTA: Activate Your Free LMS Now!

Banner 3 (Steps to sign up):

Headline:

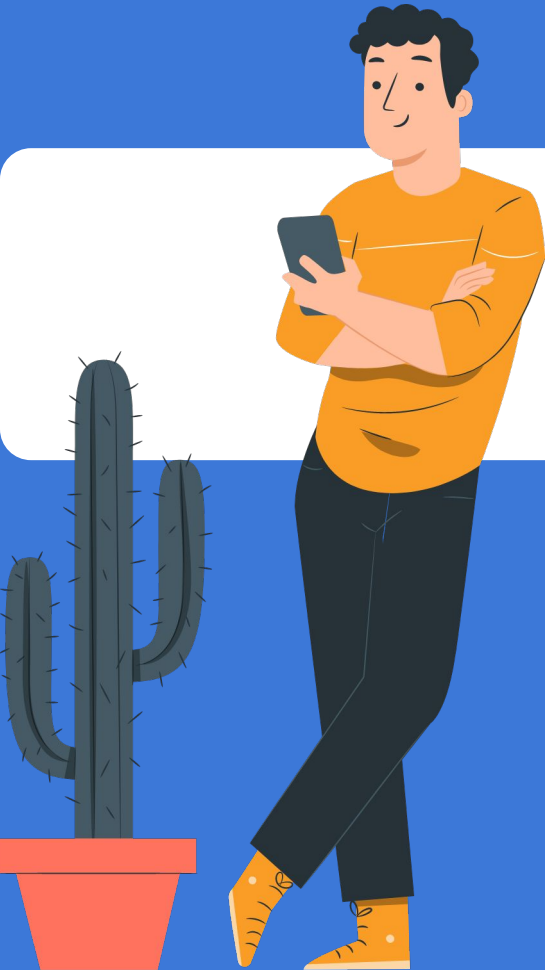
Upskill unlimited team members for free.

Sub:

Build your Free LMS in 3 easy steps:

- Select courses and build learning paths
- Add team members
- Assign learning to your teams

CTA: Upskill Your Team Now



SEO friendly copy

This has been done for all the new Free LMS pages, as per Blue Array's suggestions

Purchase

Converting the conversation

Channels to activate

One-on-one conversations

Product explainer videos

New Free LMS brochure

Custom Business Proposal decks

Follow-up by our sales team

Webinars

Things to note in this phase:

- Our sales team plays a key role here
- No additional marketing spends



Product Explainer Videos

No.	Video	Purpose	Status
1	Manager onboarding	Educate managers how to use Free LMS	Video ready. Link
2	Preview video:	Short video to run as PPC ads highlighting the USPs	Video ready. Link
3	Free LMS Sales Video	To be used on website primarily. Can be used for PPC too for a more in-depth ad.	Horizontal - link . Vertical - link
4	Learner onboarding - Claiming Certs	Educate learners how to claim certs	Video ready. Link
5	Learner onboarding - Assigned courses	Educate learners how to start courses that are assigned	Video ready. Link
6	Learner onboarding - Unassigned courses	Educate learners how to start courses that are not assigned	Video ready. Link
5	Custom Certificate Allocation	Educate managers how to assign certs	On hold till LMS+ is ready
6	LMS+ onboarding	Educate managers how to use LMS+	To begin once product is ready



Brochure & Custom Business Proposals

Other Collateral

No.	Collateral	Purpose	Status
1	Business Brochure	Inform potential clients about Free LMS	Done. Figma link PDF Link
2	Custom Proposal Deck	Inform potential clients about Free LMS	Done. link
3	Business Course Catalogue	Show clients all courses	To begin once we have final list of courses

Loyalty

Building the relationship

Channels to activate

Product explainer videos

Smooth email onboarding flow

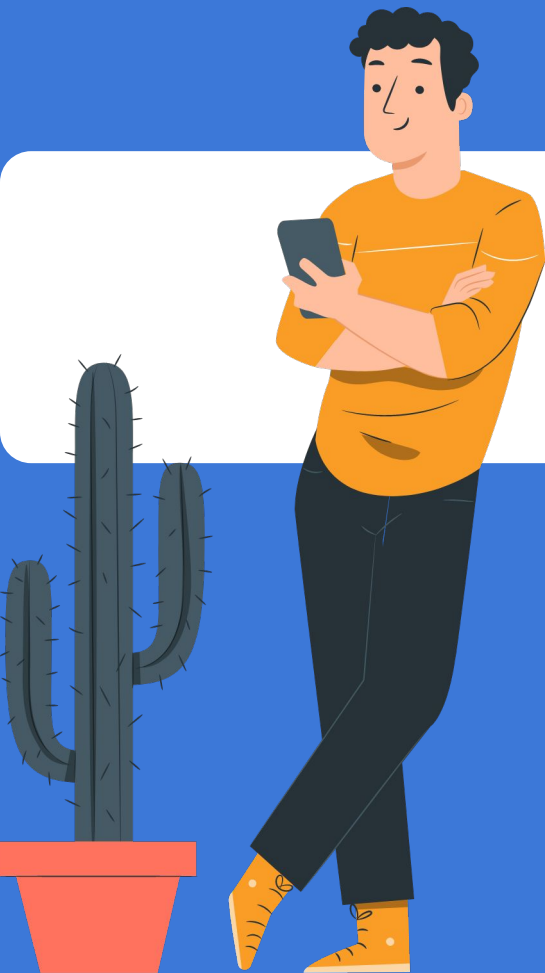
Webinars

Customer support

Blog posts

Things to note in this phase:

- Our sales team plays a key role here
- Product explainers and blogs continue to play a part here if people need tips and help



Email (New Automated Flows)

We have created new automated email flows for the new Free LMS which have been divided into 3 onboarding journeys:

1. Free LMS manager
2. Free LMS learner
3. LMS+

These were ready and with tech to trigger. You can find the emails [here](#). Olivia is going through this and suggesting changes based on the new business plan, so it is WIP now.



Blog

All 20 discussed blogs are live on the site. We will continue writing more blogs and relaunch existing ones on our socials when the product goes live.

Summary

AWARENESS (Launch)

- Google search ads
- Paid LinkedIn ads
- Performance Max - YT & Display
- Bing

INTEREST (Sustenance)

- Organic LinkedIn posts
- Bulk launch emails to our user base
- Blogs to highlight the importance of LMS
- In-website banners
- SEO friendly copy on landing pages
- Blog posts

PURCHASE (Conversion)

- One-on-one conversations
- Product explainer & Preview videos
- Free LMS brochure
- Custom business proposal decks
- Webinars
- Follow-up by our sales team

LOYALTY (Follow up)

- Automated email
- Webinars
- Product explainer videos
- Customer support
- Blog posts



Then, it becomes BAU

We continue:

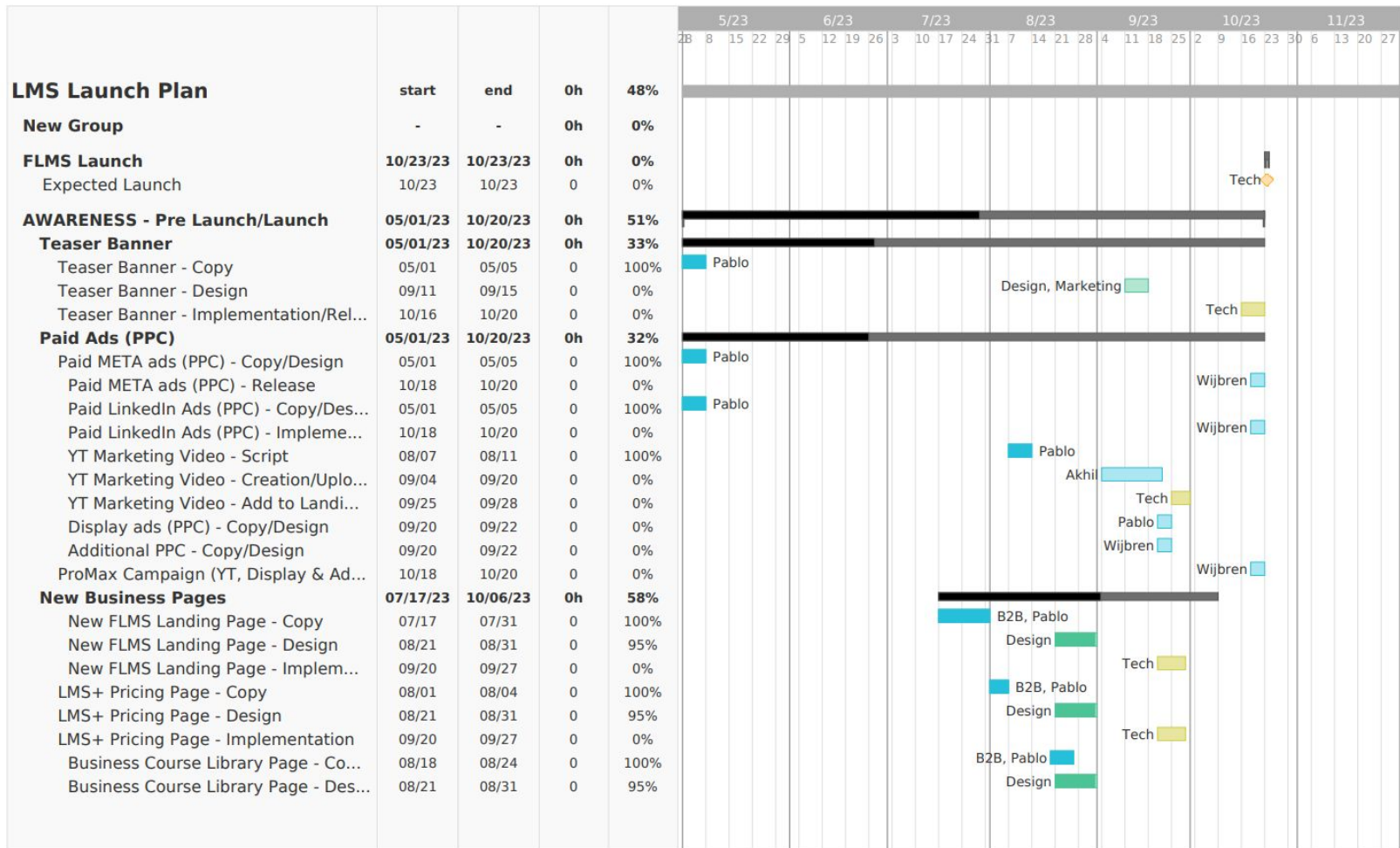
- Organic LI posts
- Blogs
- PPC
- Collecting and posting testimonials (website and LI)
- Webinars
- Using our user numbers on website and LI

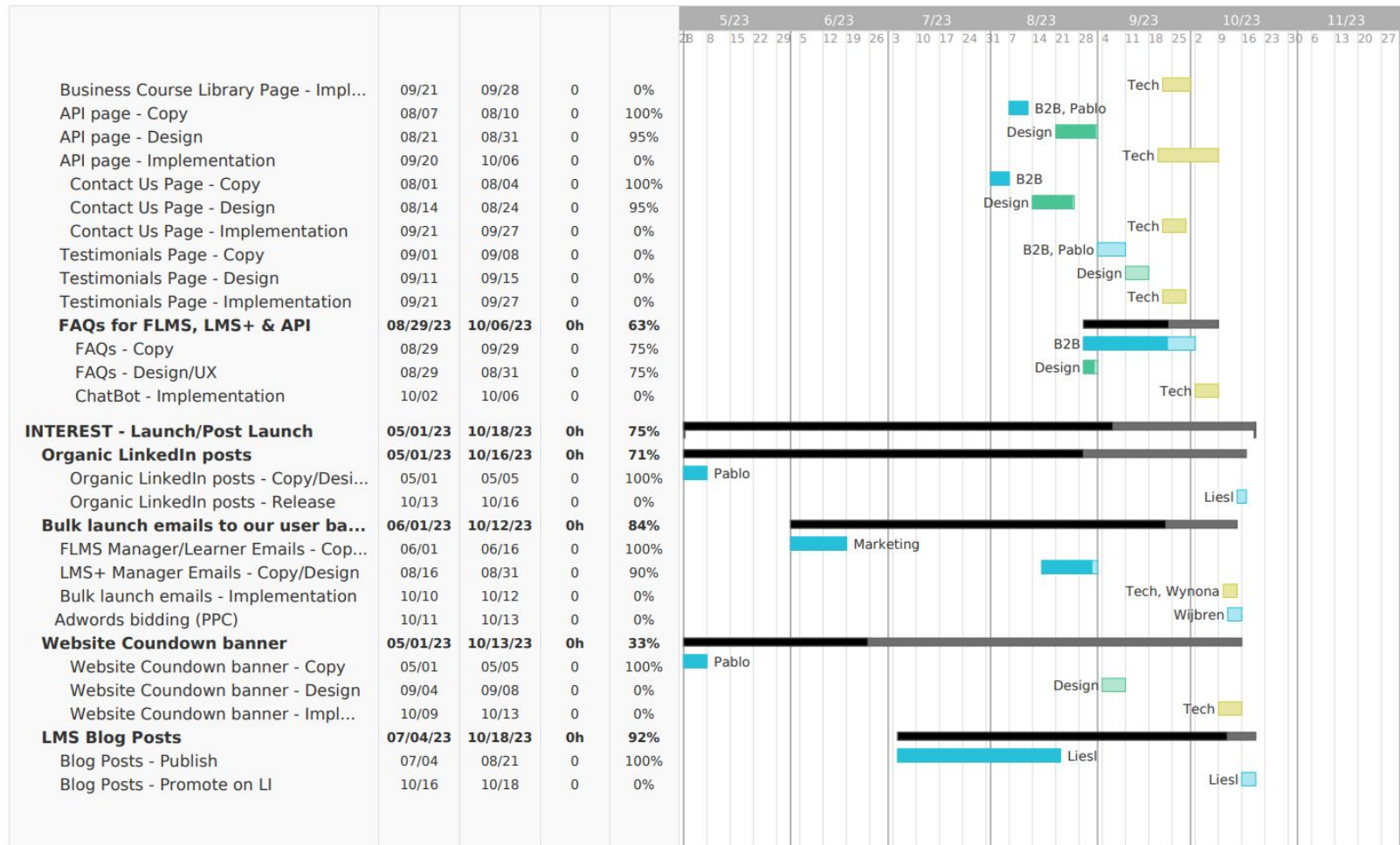
Award submissions

- Find and submit for LMS, EdTech etc awards

The timelines







					Timeline																														
					5/23				6/23				7/23				8/23				9/23				10/23				11/23						
					28	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27
Custom Cert Allocation - Creation/R...	11/01	11/17	0	0%	Akhil																														
Custom Cert Allocation - Embed into...	11/27	11/30	0	0%	Tech																														
Push	10/06/23	10/20/23	0h	0%																															
Push - segmentation spec	10/06	10/11	0	0%	B2B, Pablo																														
Push - copy/design	10/12	10/17	0	0%	Pablo																														
Push - release	10/18	10/20	0	0%	Marketing																														

Thank You

[Link](#) to sheet with timelines

