Chapter 8
Picturesque Rollouts:
Marketing Online Learning Contents and Learning Sequences

ABSTRACT

The rollout of a new learning sequence, whether for formal or nonformal or informal learning, requires that members of the general public find the (promise of the) learning appealing and useful. The public messaging has to capture attention, represent the actual learning contents, be memorable, and motivate targeted individuals and learning groups to action. This chapter focuses on visual-based marketing for learning content rollouts and targeted outreach. Given the tight budgets for instructional designs, this marketing rollout will be based on "guerrilla (shoestring) marketing" techniques (for marketing, for advertising, and for branding).

INTRODUCTION

This will explore the following questions:

- When sharing messaging about the new learning to the broad public and targeted publics and private groups, what are ways to differentiate the learning contents from competitor works (using visuals, still and moving)? What are the best ways to communicate the competitive advantages in using these resources as compared to others?

- ◦ What are the optimal ways to tailor the messaging to the respective audiences—strategically and tactically?
- ◦ What spokespeople should be used, if desired?
- ◦ What are the technologies that are optimal for disseminating particular messages?
- ◦ What are the most effective sequences for the rollout? In terms of continuing messaging, what should these be, and how should these be conveyed? What modalities should be used?
- ◦ How can frugality be considered in every aspect, for the "guerrilla" and "shoestring" marketing?

Figure 1. A Word Cloud of Chapter 8

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