

Leveraging a Learning Management System for Sales Promotions

HOW TO CREATE NEW LEADS, IMPROVE CUSTOMER RETENTION AND BUILD BRAND LOYALTY



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Did you know that 65 percent of customers agree receiving personalized offers and exclusive discounts has a major or moderate influence on their loyalty?*

Sales promotions generate excitement with consumers and are a proven method for achieving new and repeated business. When done correctly, sales promotions effectively motivate customers to take an action that aligns with your company's sales or business growth goals.

While many organizations integrate sales promotions into their approach, not many utilize a learning management system (LMS) to amplify their efforts. An LMS isn't just a tool for HR to utilize; it's a new opportunity for sales and marketing teams to improve efforts to educate customers, build upon channel partner relationships and continue the conversation after an initial sale.

Discover how your company can leverage an LMS to elevate your sales promotions.



*Salesforce

What are Sales Promotions?

Sales promotions are customer-focused strategies utilized to stimulate demand for a product or service and are usually deployed when trying to:

- Introduce a new product or service
- Sell out existing inventory
- Generate new leads
- Boost sales for a short duration

When executed properly, sales promotions can be a valuable tool for any organization that help achieve more repeated business, growth in customer engagement and improved lead generation. A channel partner or distributor can help in the execution of your promotion—and through an LMS, you can funnel leads to your partners and grow your potential revenue streams.

To see this success, though, you must strategically plan your promotion beforehand to capture your audience's attention and encourage active participation.

**“If opportunity
doesn't knock,
build a door.”**

- Milton Berle



How to Plan Your Sales Promotion

Depending on your sales promotion strategy, there are different tactics you can use. Before defining those, though, you need to establish what your goals and objectives are.

SET A PROMOTIONAL OBJECTIVE

Setting an objective is critical to the success of your sales promotion. A single promotion can accomplish a lot but rarely can it accomplish more than one objective at a time.

Answer these questions to help guide your overall promotional objective:

1. Do you want customers to buy a product in greater volume?
2. Do you want to stimulate lead generation?
3. Do you want to boost business during a slow period?
4. Are you trying to create more repeated business?
5. Are you trying to steal business away from a competitor?

Once you have your objective established, it's time to brainstorm a few goals around it.



ESTABLISH GOALS AROUND YOUR OBJECTIVE

When formulating your goals, we recommend using the SMART acronym*:

Specific to what you want to accomplish

Measurable so that you can track any progress

Attainable within a realistic setting

Relevant to your other business goals

Time-bound that prioritizes task completion

Examples of goals could include:

- Generate \$50,000 in revenue during a two-week span
- Produce 25 percent more customers over the course of six months
- See customer retention rise 15 percent after one year

Be as specific as you can when developing your goals so when you're measuring your results, you have an accurate depiction of whether you succeeded.

Setting goals can also help if you are doing a promotion about a specific product or service, as it makes it easier to analyze sales performance. Checking sales data prior to a promotion and using that as a baseline can make it clear how your promotion is impacting sales results.



*HubSpot

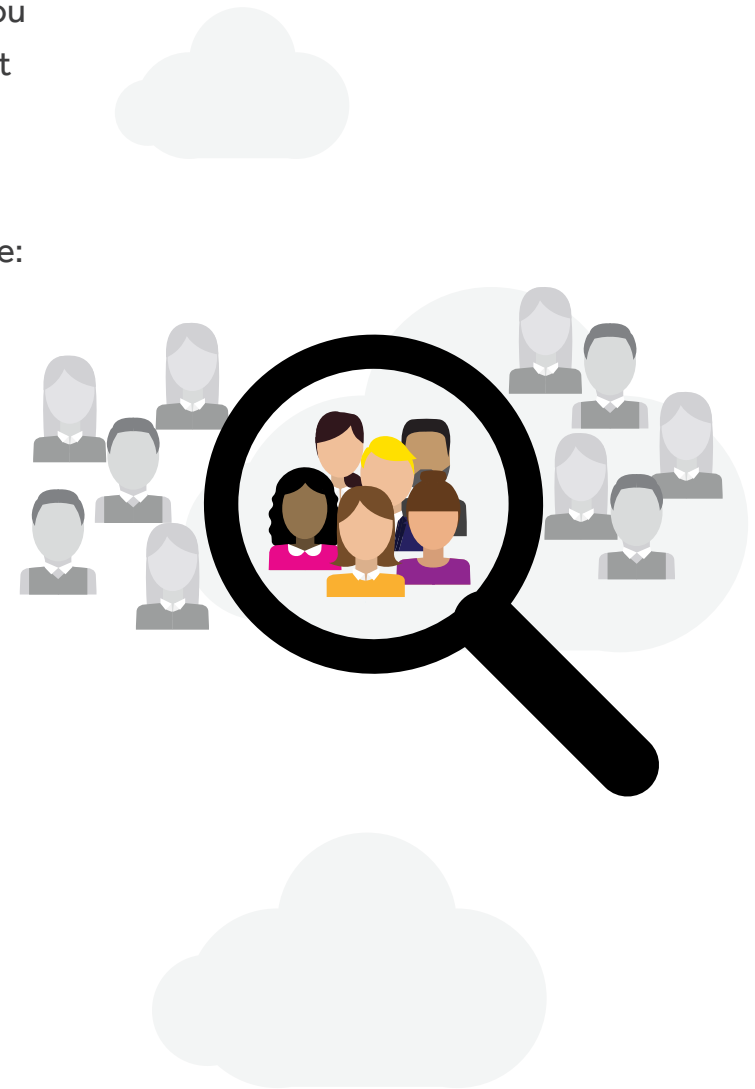
SELECT YOUR TARGET AUDIENCE

If you're not marketing to the right consumers, you won't see the success you want. By better allocating resources toward consumers who have an interest in your promotion, you can ultimately boost your overall ROI and achieve more success.

Keep these questions in mind when evaluating who your ideal consumers are:

- What is their age range?
- What are their interests?
- Where is their geographical location?
- What are their typical job roles?
- What do they want to know?
- What are their goals?
- What are their challenges?
- What are their emotional triggers?

If these questions don't provide adequate information, consider conducting additional research utilizing other outlets. This could include surveying past customers, organizing focus groups or gathering feedback from your channel partners.



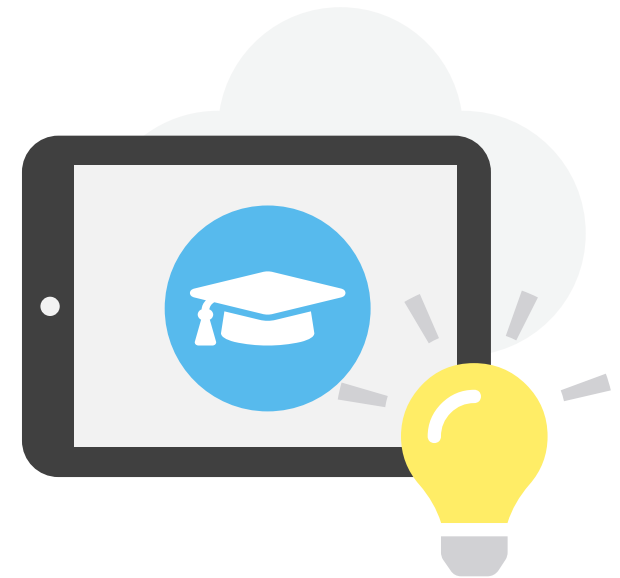
How to Execute Your Sales Promotion

Once you have established your objective, goals and target audience, it's time to execute your promotion—starting with picking the right platform to utilize.

THE LMS: A NEW, SMART APPROACH

There are several platforms at your disposal that can help you achieve promotional success, including social media channels; however, platforms like social media don't typically offer as much flexibility and customization as an LMS can.

An LMS can be a strong foundation for any sales promotion and can help measure your promotional success while compiling information into one central location. With an LMS, customers or partners can enjoy the luxury of self-guided and easy-to-use courses that are ready whenever they can fit learning into their schedule. Additionally, an LMS can be leveraged to help you generate more qualified leads by guiding them through your sales cycle with the education of your products or services.



Not all LMS platforms are the same, so consider investing in one with the following features:

Remarketing opportunities

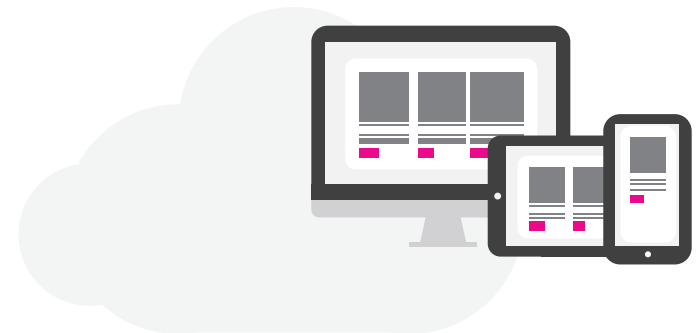
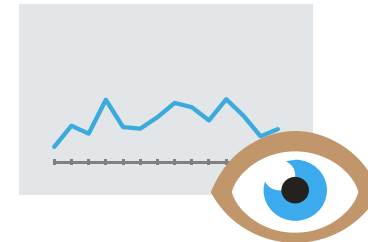
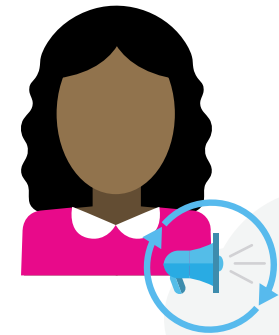
Users have the ability to opt-in for future promotional offers that enable you to gather first-party data that includes contact information; you can then re-engage them across multiple marketing activities.

Trackability

With metrics reporting and tracking capabilities, you'll be able to see which content is most engaged with in your platform to help you focus on which content should be prioritized in future promotions.

Multi-device access

Your target audiences may want to access through desktop or mobile, so make sure the platform you choose allows for multi-device access to applicable content.



Multiple content formats

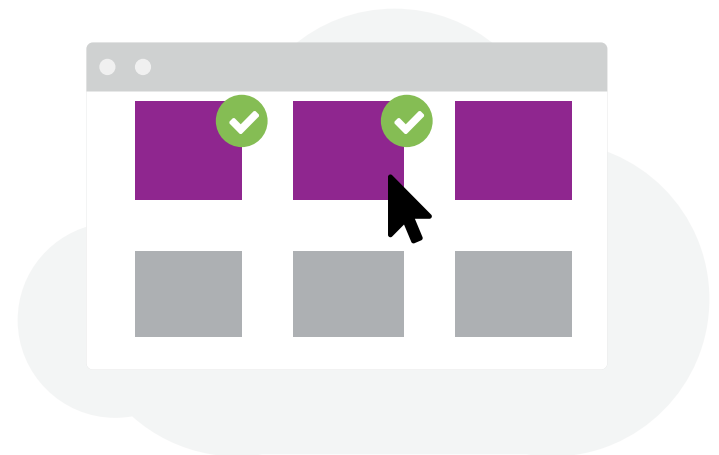
You can thoroughly engage your target audiences with text-based and dynamic content, including videos, PDFs and presentations. Through these formats, you can create more in-depth experiences that result in higher customer satisfaction levels.

Module-based learning

Easily customize learning modules that correlate to any sales promotion that you may be running. You can even assign out courses for team members to get them educated on an upcoming promotion.

Easy-to-use module management

Gain the ability to quickly and efficiently publish learning content that correlates with your promotion.

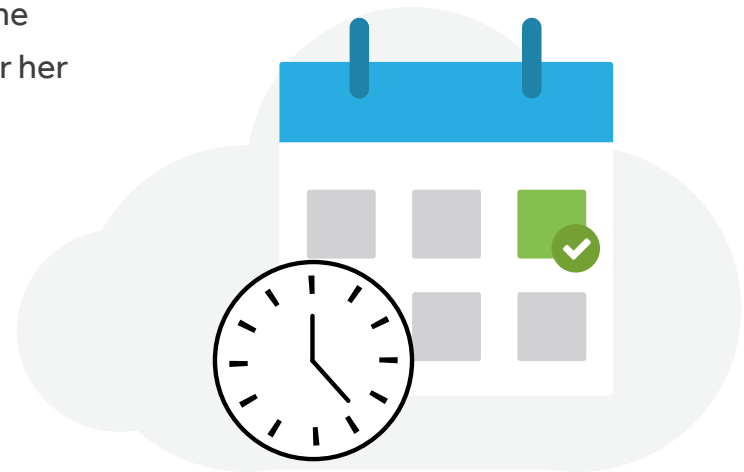


DETERMINE YOUR PROMOTIONAL OFFER

There are many types of sales promotions, but you can separate each of them into one of three groups. Each group has its own set of unique benefits and overall objective:

Limited trials

This format creates an opportunity for consumers to sample a product or service for free prior to committing to a full purchase. Try incorporating your LMS by developing a unique learning course that is utilized specifically for your promotion. This creates easy trackability and gives you a good sense of how effective your promotion is. The key to this type of promotion is providing the customer with an unforgettable experience that makes him or her want to come back.



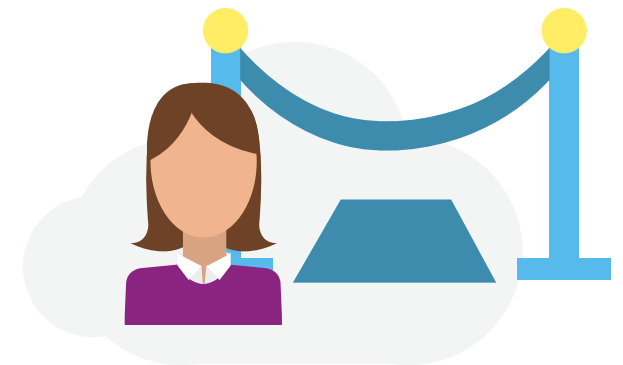
Price offers

This promotion group includes price savings, discounts, coupons or other value adds that lower the cost of a product or service. When formulating a price offer, it must be strong enough for consumers to want to take action but reasonable enough for a business to still make a profit. Consider offering free LMS courses to customers and in return for completing the course, they can receive a special offer or gain access to additional courses.



Events and experiences

Through this format, you can invite customers to celebrate product launches, special presentations or other activities that combine excitement and entertainment. To see success with this promotion, a business must plan and execute a full-hearted experience that leaves customers fulfilled and excited for what's to come. You can even utilize an LMS within your event strategy by inviting attendees to customized modules or exclusive learning opportunities to thank them for attending.



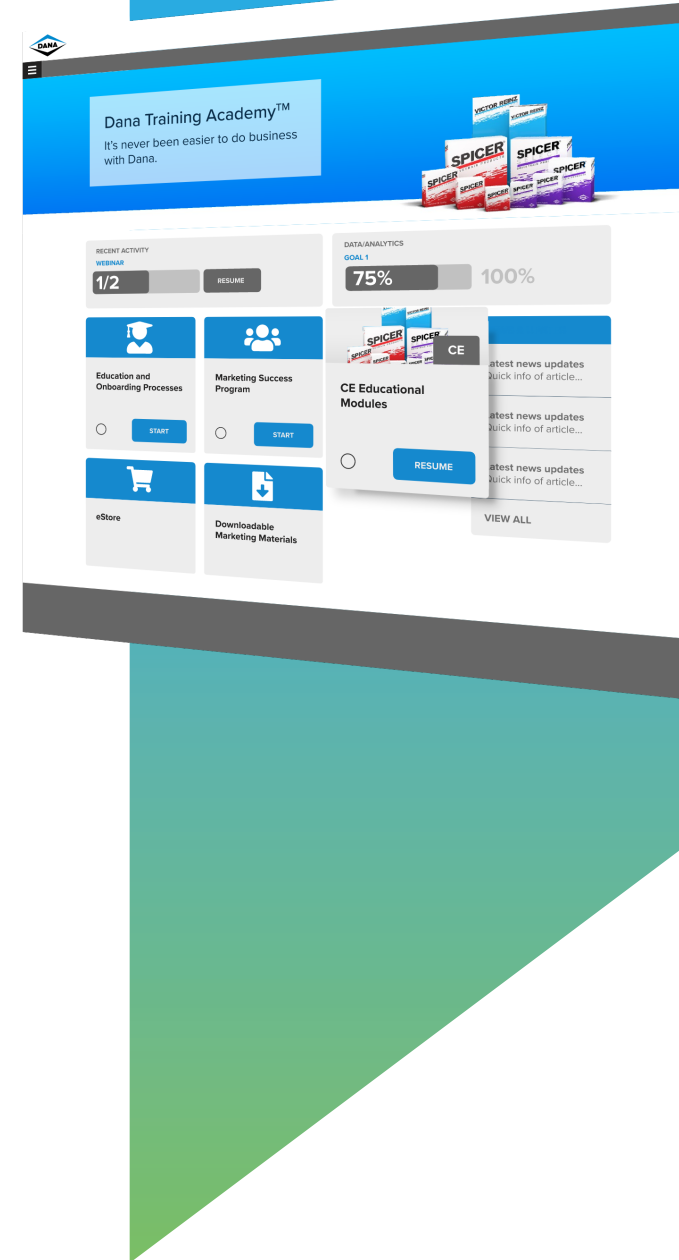
CASE STUDY

Incentivizing Customer Education to Support Sales

To offer beneficial training opportunities while gaining customer data, Dana set up a customized campaign through its Dana Training Academy within the Konvert™ LMS. During its National Sales Promotion Campaign, target audiences were incentivized with potential prizes to register for the Dana Training Academy and complete applicable learning modules.

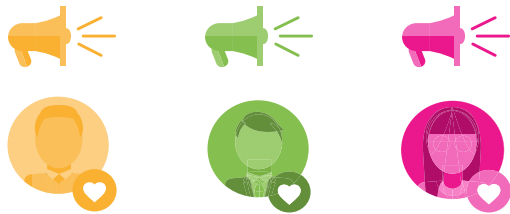
A customized link ensured that target prospects only saw content applicable to them, helping streamline the training process. Completion of the registration page gave Dana access to valuable prospect and customer data, allowing the company to build out customer personas that helped direct media placements and marketing decisions, as well as supported remarketing efforts.

Metrics reporting additionally allowed Dana to monitor usage of the LMS to determine which content formats were resonating most to guide long-term content creation strategies.



PERSONALIZE YOUR PROMOTION

Consumers can become flustered with all of the information that is sent their way, so it's natural for them to tune out most of it. LMS solutions allow for more personalization in your promotions and can make target users feel as though the learning module is listening to them—ultimately creating a connection that feels more human. Through custom invite links, you can direct users to unique learning environments that are tailored to their needs. You can also build out personalized certificates for any user that completes a learning module.



Remember, your audience likes to feel valued and understood; building a promotion that's made just for them can lead to more conversions. Start by taking into consideration your buyer personas and what your promotional goals are. From there, build out content that aligns with who your customers are and what you want to achieve.

80 percent of consumers are more likely to make a purchase when brands offer personalized experiences.*

-HubSpot

ADVERTISE YOUR OFFER

Without any advertising, your promotional offer could suffer; knowing how to develop an ad and which platforms you can utilize is to your benefit.

To advertise your promotion, consider leveraging:

Social media

Invest in both organic and paid promotion across your relevant channels to grow awareness of your promotion.

Email

Focus on your current customers through targeted emails that can be segmented to specific promotions based on job titles, industry or even current customer status.

Your website

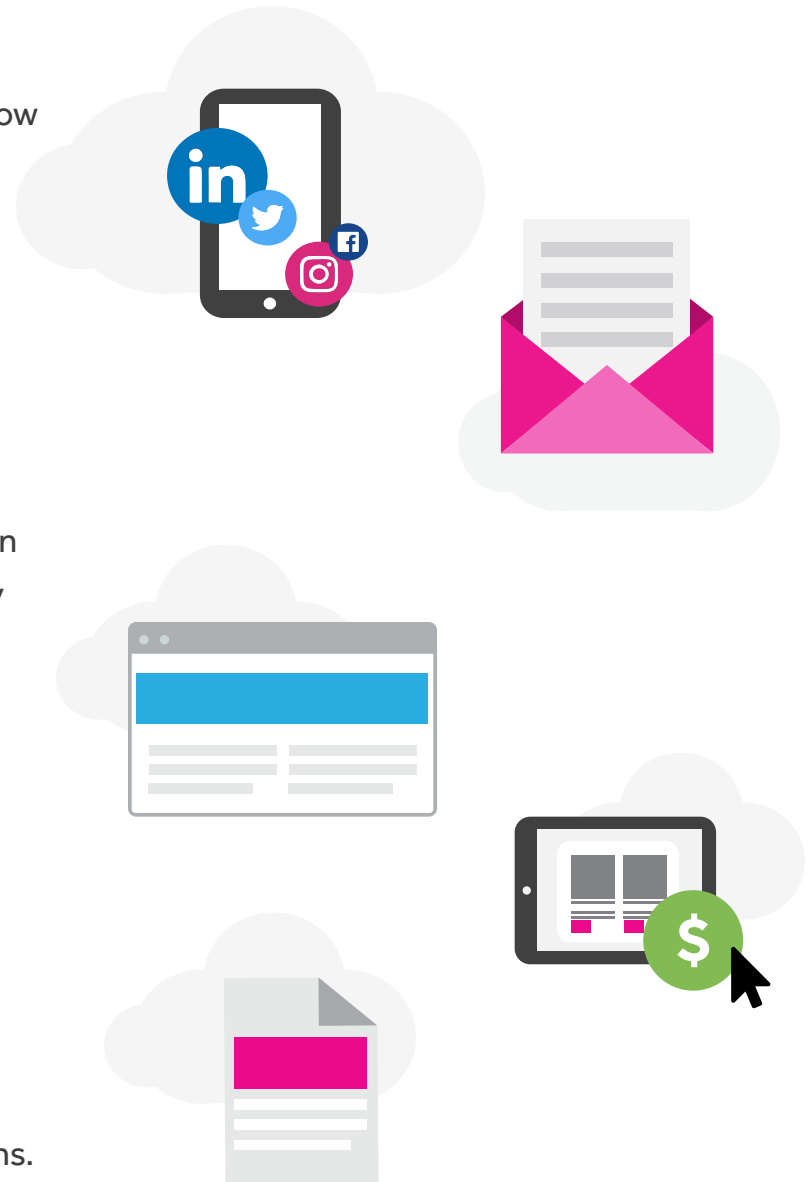
Update the homepage of your site and have your promotion front and center to inform any users who visit your site.

Pay-per-click ads

Invest in paid media space on Google or other websites that are relevant to your promotion.

Industry publication print ads

Pay to have your promotion printed in industry-related publications.



When utilizing digital methods, we recommend incorporating a customized link that drives users to a unique landing page with information about your offer. Landing pages should be simple in setup and grab a user's attention with a strong headline and call-to-action.

When writing your page copy, be sure to include a solution to whatever problem users may be having and ask for the contact information of new leads. In exchange for their information, they can receive your sales offer.

If you're using traditional media formats, like print ads, we recommend generating a specific coupon code that users could enter on your website. Another option is to create a unique email address that users can contact to inquire about your offer. With these methods, you can more easily track how many users are seeing your ad and measure its effectiveness.



CONTINUE THE CONVERSATION

After a sales promotion ends, the conversation isn't over. You need to continue to engage your customers to maintain them as long-term brand loyalists.

You can consider a number of approaches for continuing the conversation after a sale, including:

- Send a follow-up email with a survey asking for input on their experience with your company, product or service
- Send a follow-up email with helpful articles and videos that pertain to which product or service was purchased
- If you have a phone number, have a quick conversation to ensure they are satisfied with their experience
- Provide a special offer or limited-time discount on a product or service that works well in tandem with what the customer purchased

In addition to the above, it's critical to take this opportunity to ensure your customers are active within your LMS. Continue to provide them with new training and educational content; this will position your company as a trusted resource they can turn to.



How to Evaluate Your Sales Promotion

Measuring the performance of any promotion is critical to learning how you can improve your efforts the next time—but how do you do this? Depending on your goals, there are different performance indicators that you should be evaluating:

Revenue

If your goal was to generate more revenue during your promotion, total sales will be a key indicator on if you achieved this. To measure your effectiveness, you'll need to compare sales numbers for the product or service prior to the promotion period, during the promotion and after the promotion has ended. You can easily do this by computing the average number of sales per day for each of these timeframes.

Units sold

Along with revenue, the number of units sold during a promotion can be a telling sign of if your promotion was a success. Similar to measuring your revenue, you'll need to compare the number of units sold prior, during and after the promotion period.



Leads generated

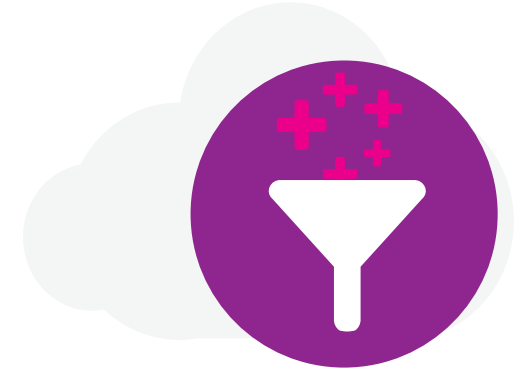
If your goal was to bring in new customers, then you should be measuring how many leads were generated during your promotion. Within some LMS options, you can see how many leads were brought in from your sales promotion through their metrics analysis tools.

Brand awareness

Generating new leads ties into improving your brand awareness—and with higher brand familiarity levels comes more promotional success. Surveys can be utilized to determine customer brand familiarity before and after the promotional period and help gauge the effectiveness of your promotion.

As mentioned, some LMS solutions make it easy to curate reports and evaluate performance of your sales promotion, including:

- User activity and progress
- Activity scores
- Commonly selected answers
- Module completion rate
- User satisfaction levels
- Overall course approval



We recommend establishing some sort of cadence for when you check in on your metrics.

Remember, your next sales promotion will only be successful if you take the time to analyze results and implement adjustments accordingly. By analyzing key aspects of your promotional strategy, you can ensure that users are seeing the content they want.



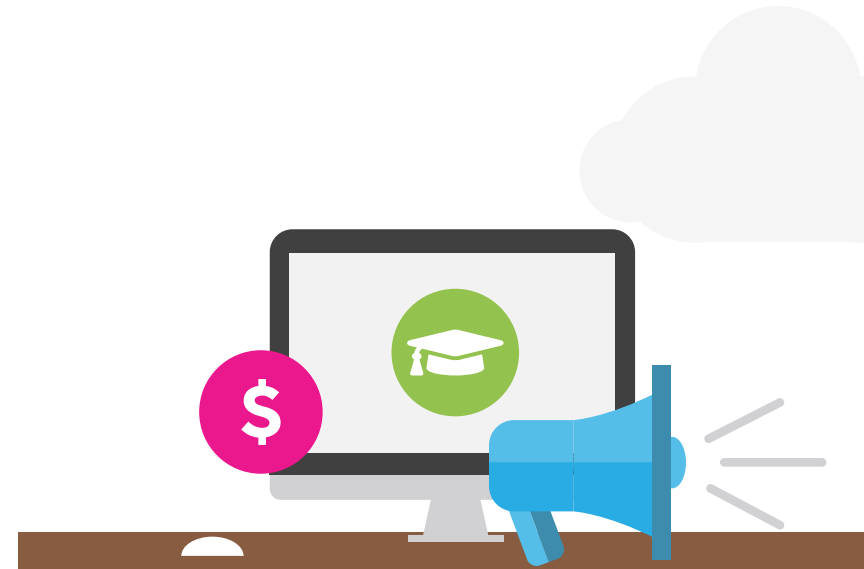
Invest in a Better Way

The Konvert™ LMS is a dynamic, cost-effective and scalable way to create sales promotions that engage prospects and customers in a unique way. Konvert is easily administrated, white-labeled and deployable across organizations of all sizes, making it the ideal solution for any company.

Contact us today to kickstart your sales promotion strategy.

**Rethink how you're using digital tools for B2B growth.
Schedule a demo of Konvert today.**

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