

World Learning Content Cleanup Day

# Designing A Successful Learning Content Strategy

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aNew  
Spring



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# World Learning Content Cleanup Day

#WLCCD





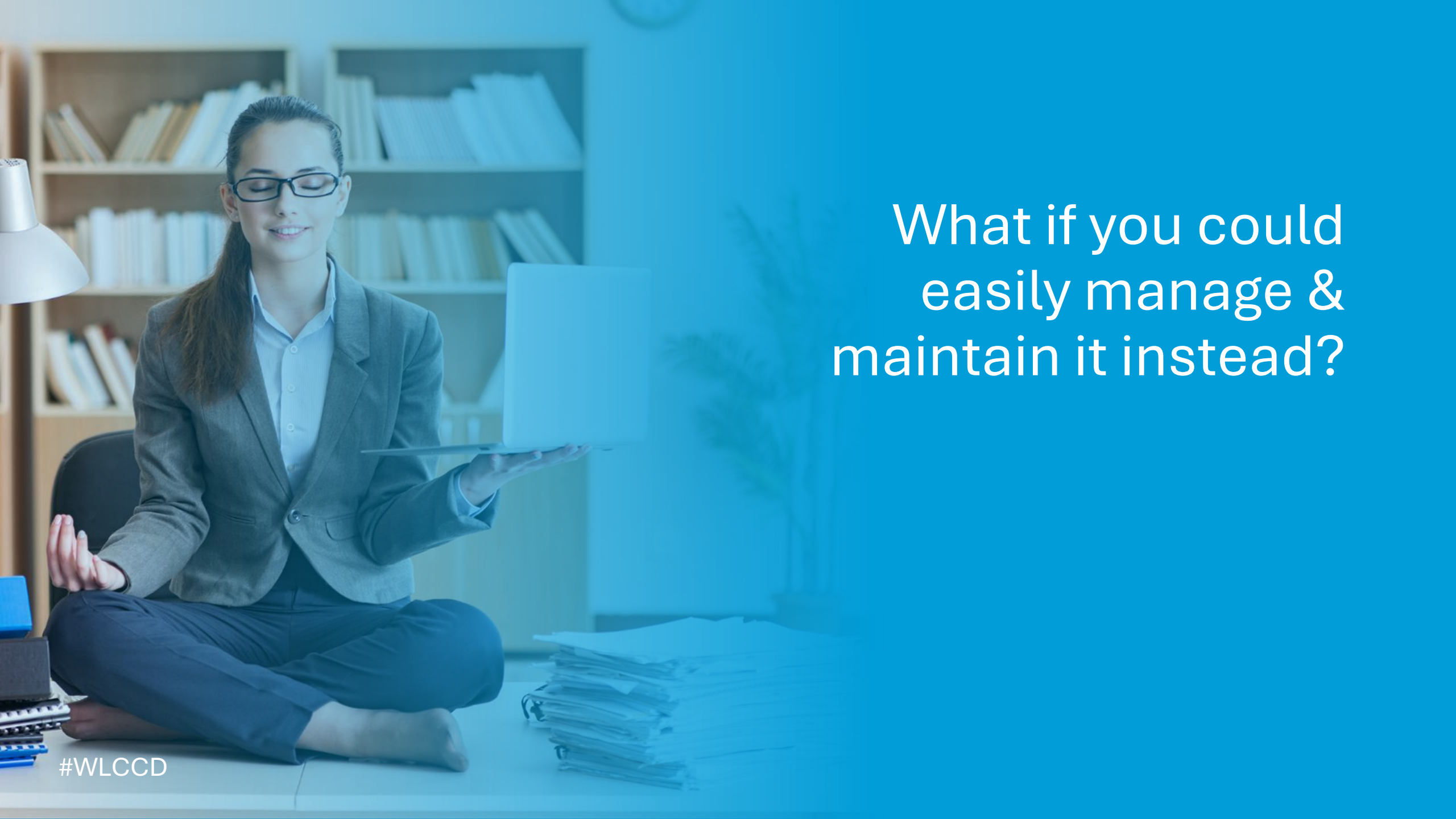
Today will be successful if \_\_\_\_?

Ever feel like you're  
drowning in content?

#WLCCD







What if you could  
easily manage &  
maintain it instead?



MON  TUE  WED  THU  FRI  SAT  SUN  DATE \_\_\_\_\_

# CONTENT STRATEGY

# Our Game Plan

01

## **The Essence of Content Strategy**

The basics about how to send the right content to the right people at the right place and time.

#WLCCD



# Our Game Plan

01

## **The Essence of Content Strategy**

The basics about how to send the right content to the right people at the right place and time.

02

## **The Content Audit**

How to find hidden treasures in your content attic and boost learner engagement with relevant content.

# Our Game Plan

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## **The Essence of Content Strategy**

The basics about how to send the right content to the right people at the right place and time.

02

## **The Content Audit**

How to find hidden treasures in your content attic and boost learner engagement with relevant content.

03

## **Repurpose & Retiring Content**

How to save time when creating content and how data can help you make decisions about retiring content.

# Essence of Content Strategy

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creating and using content to achieve goals





What is one word that describes  
your content strategy?

*Please use the chat window*





**What is  
content?**

“

**Content is anything  
that adds value to  
the reader's life.**

**Avinash Kaushik**

Google Digital Marketing Evangelist



# CONTENT

Useful information that an audience will consume consisting of written words, images, multimedia, links, etc.

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## FORMAT

Video, eLearning, ILT/VLT, Microlearning, Case Studies, Job Aids/Performance Support, Social Learning, Podcasts, Articles, Email



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## CHANNELS

LMS, LXP, Intranet, SharePoint, Social Platforms (Yammer, Viva, etc.), Email, Instant Messaging, Forums / Communities, Collaboration

**I need a 30-minute  
e-learning  
module, now!**





**OK. Coming  
right up!**

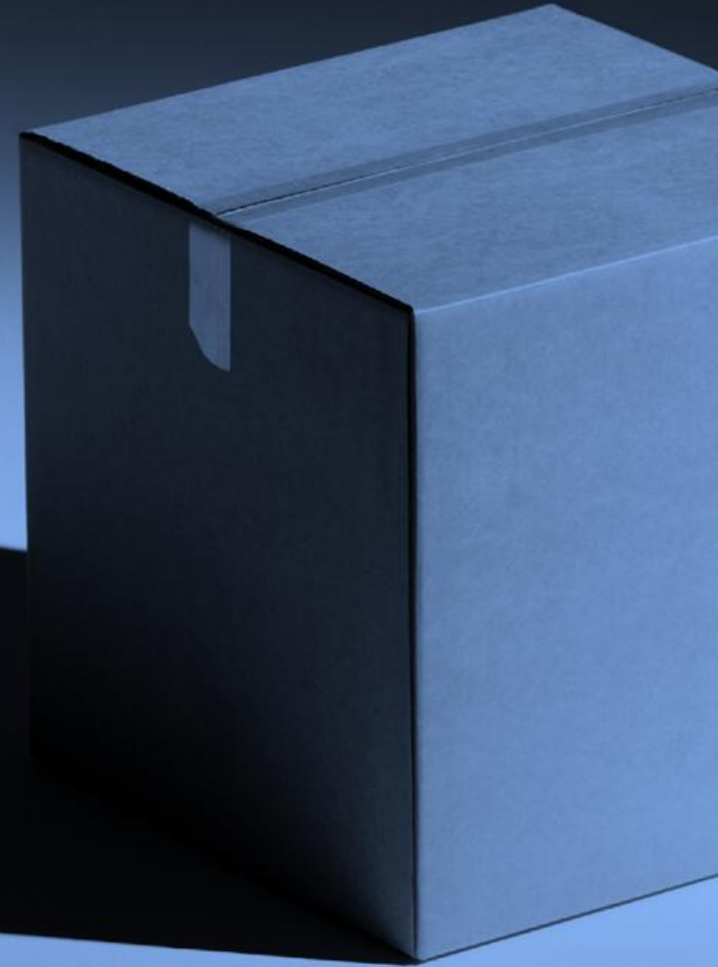


Focusing on how to  
deliver neglects the  
needs of the learner



# Think outside the L&D box.

If we focus on format-free, structured content, we shift the focus from how we deliver to **what** and **why** we deliver, making content relevant and valuable.




“Content strategy plans for the creation, publication, and governance of useful, usable content.”

- Kristina Halvorson





Content strategy is the roadmap for creating and using content to achieve goals.

A red pushpin is pinned to a map. The map shows a network of roads with various route numbers like 70, 24, and 271. The pushpin is positioned on a red line representing a road. The background is a blurred map with blue and red lines.

A roadmap from understanding learners' needs to delivering valuable content.

# Why does it matter?



## INFORMED

Know what content exists, what should be created, and what is no longer in use.



## RELEVANT

Align content to business goals to ensure content is relevant.



## EFFECTIVE

Send the right content to the right people, at the right time, and place.



## EFFICIENT

Repurpose content & embrace variety using different channels.



## ENGAGING

Align resources and focus on creating the right content.



## MEASURABLE

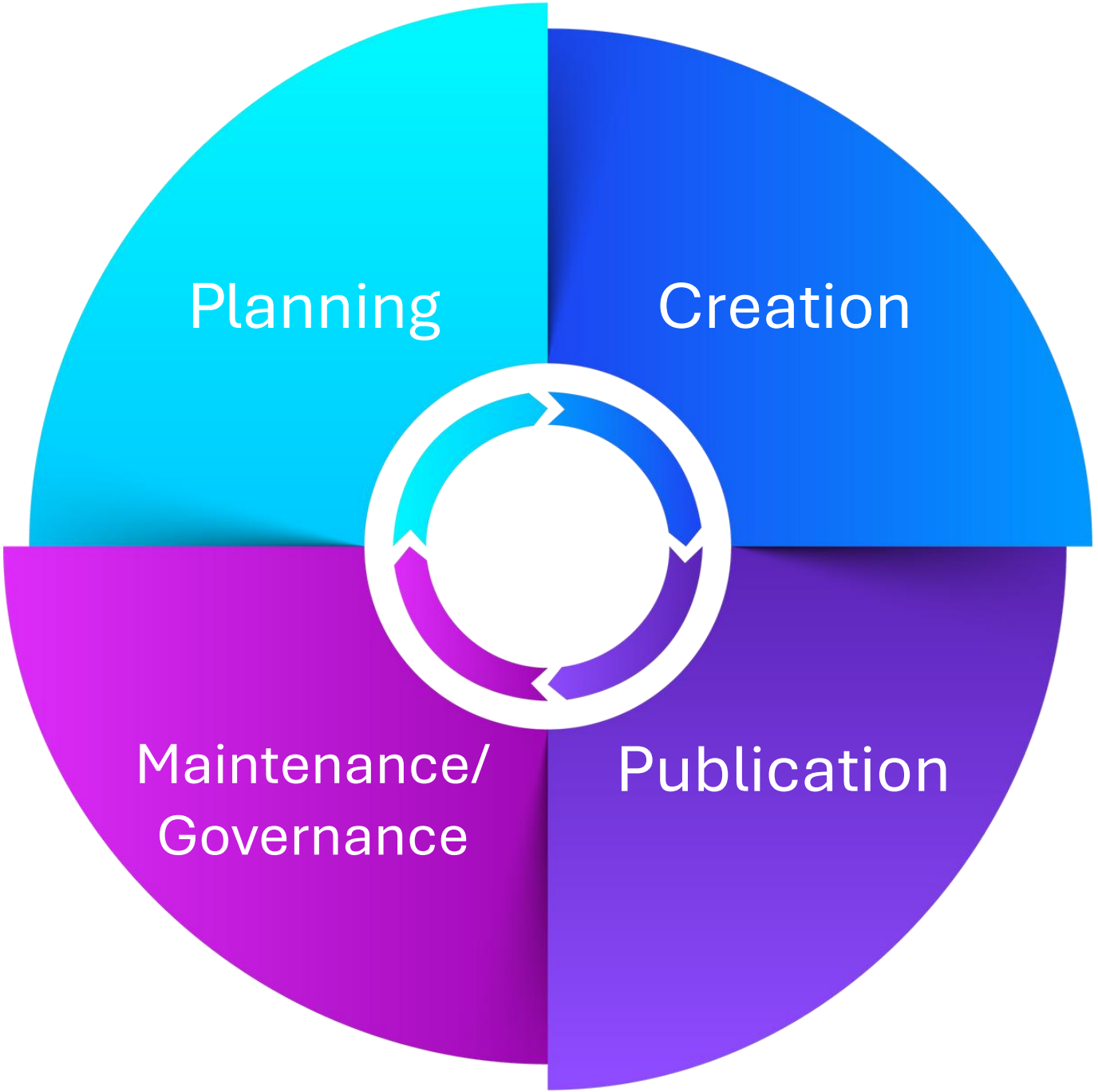
Measure & refine for continuous improvement.

# 3 Important Things





# Content Strategy





Planning

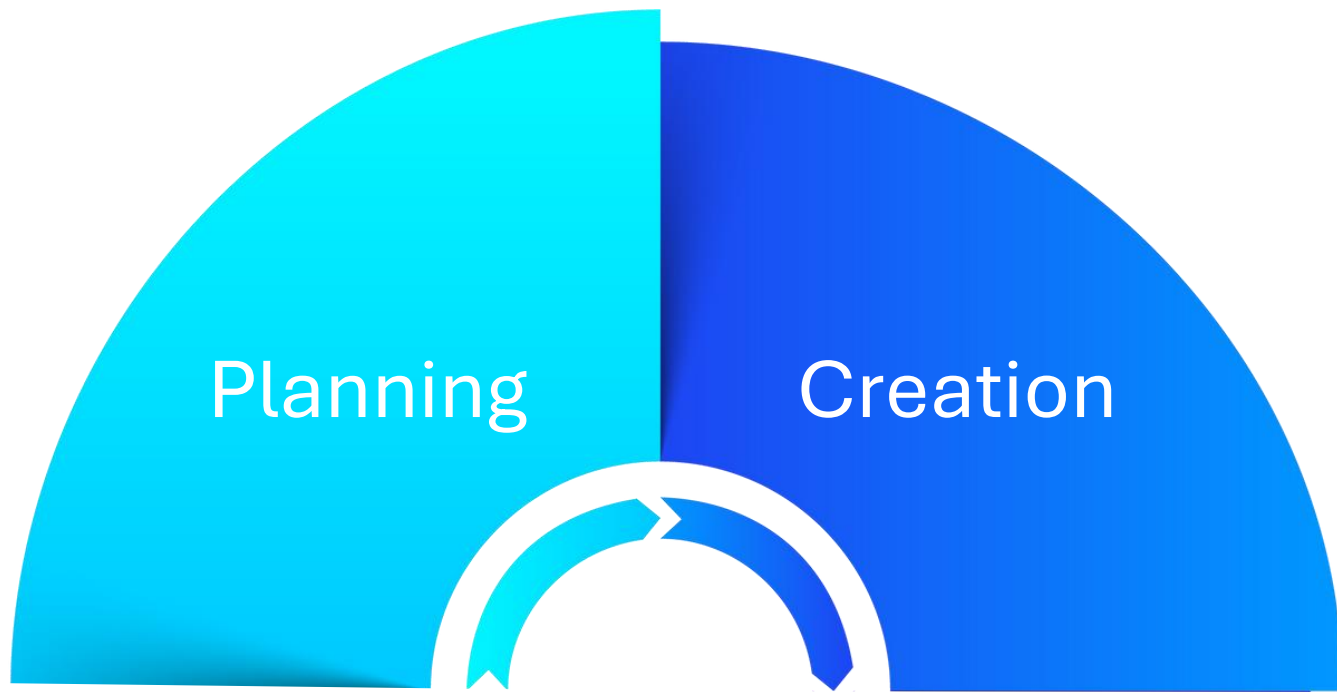
# Content Strategy

## **Content audit:**

What do you already have in place?

## **Content strategy plan:**

How can you get organized, set goals, and go about creating content?



# Content Strategy

## **Repurposing content:**

How can you use content that's already in place in new ways?

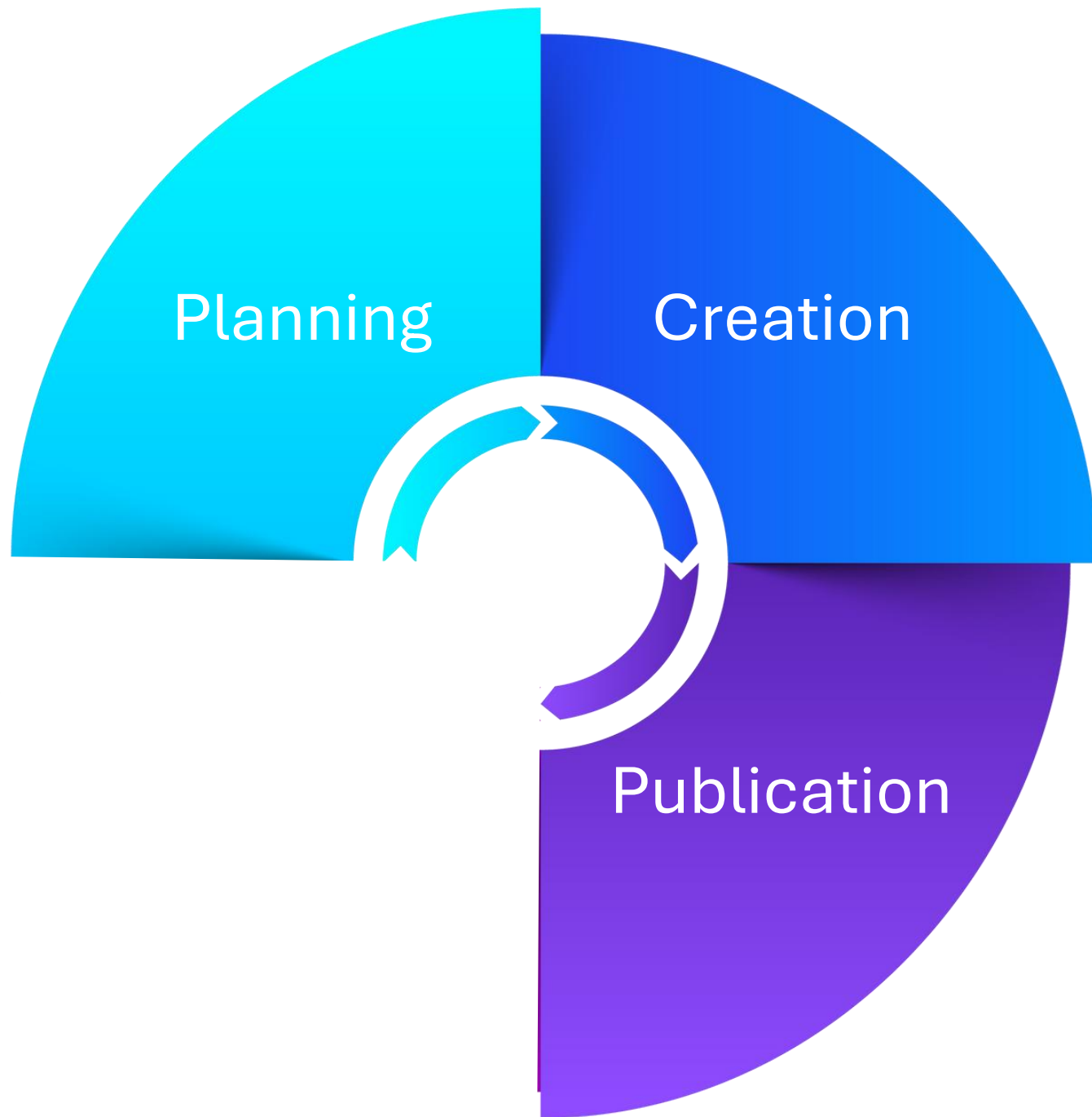
## **Content curation:**

Where can you curate content from to augment what you already have?

## **Crowdsourced content:**

How can you leverage the power of your organization to create content?

# Content Strategy



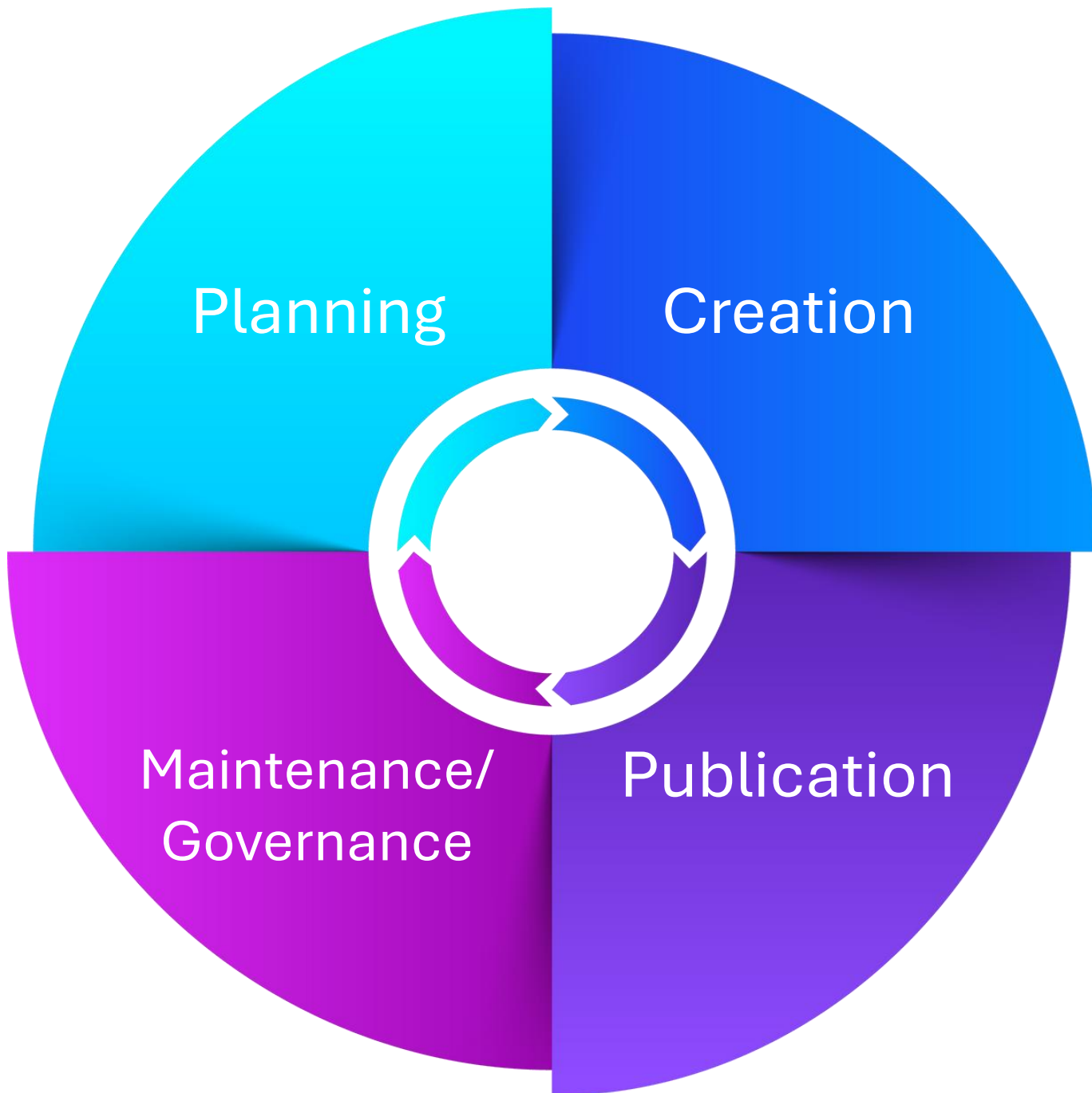
## **Selection of content channels:**

How can you best reach your audience?

## **Promotion of content:**

How can you let your learners know about new content?

# Content Strategy



## **Maintenance and updates:**

How do you update and maintain content so it stays relevant?

## **Measure success:**

How do you know your content is effective?

# Content Audit

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Know the gems from the cobwebs



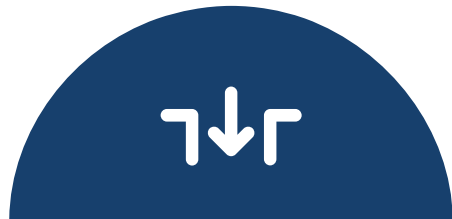


# What is a content audit?

**A deep dive into your content to identify:**

-  what's working
-  what needs a refresh
-  what needs to just go away

# Purpose of the Content Audit



**Identify  
Gaps**



**Boost  
Engagement**



**Assess  
Relevance**



**Verify formats,  
usage & needs**



# Running an Effective Learning Content Audit

1

Inventory your content

# INVENTORY



Learning  
Content



Content  
types



Content  
Channels

# Running an Effective Learning Content Audit

1

Inventory your content

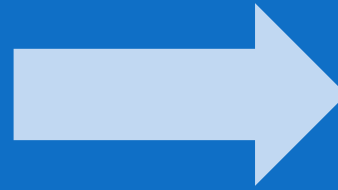
2

Create criteria & categorize

# CRITERIA EXAMPLE

## **Need:**

Make all content available through mobile devices.



## **Criteria:**

How easy is it to access the content on a mobile device?

## **More Criteria**

- How often is content being accessed on a weekly basis?
- How useful is the content to our learners?
- How easy is it to find content?





## **Data is your compass**

Use it to curate, repurpose, and create a great learning experience.

# Running an Effective Learning Content Audit

1

Inventory your content

2

Create rubrics & categorize

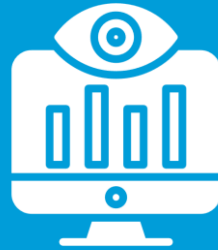
3

Evaluate against criteria

# EVALUATE



Accurate &  
up-to-date



Engagement  
/ Usage



Aligned to  
current goals

Rate content against your criteria

# Content Audit Template

ID	Title	Content Type	Audience	Learning Objective	Current Use	Content Channel	Last Updated	Performance Metrics
001	Introduction to Project Management	eLearning	New Managers	Understand basics of project management	Part of onboarding	LMS	Jan 2023	85% completion rate, 4.5/5 learner satisfaction
002	5 Key Leadership Skills	Video	Aspiring Leaders	Identify and develop key leadership skills	Leadership program	Company Website	Dec 2022	2000 views, 75% watched to end
003	Data Privacy Principles	Infographic	All Employees	Highlight key principles of data privacy	Compliance training	Intranet	Mar 2022	N/A
004	Enhancing Team Collaboration	Blog Post	Team Leaders	Strategies for improving team collaboration	Resource for managers	Company Blog	Feb 2023	500 reads, 20 shares
005	Effective Remote Work Practices	Presentation	Remote Workers	Best practices for remote work	Workshop material	SharePoint	Jun 2022	Presented to 300 employees, positive feedback
006	Cybersecurity Basics	eLearning	IT Staff	Understand cybersecurity fundamentals	Mandatory training	LMS	Aug 2021	90% completion rate, 4/5 learner satisfaction
007	Marketing Trends 2024	Video	Marketing Team	Understand upcoming marketing trends	Professional development	YouTube	May 2023	1500 views, 80% watched to end

This template will be sent to you.



Which criteria and content details would help you manage your content better?

*Please use the chat window*

# Running an Effective Learning Content Audit

1

Inventory your content

2

Create criteria & categorize

3

Evaluate against criteria

4

Identify dated or irrelevant items



# IDENTIFY



Update

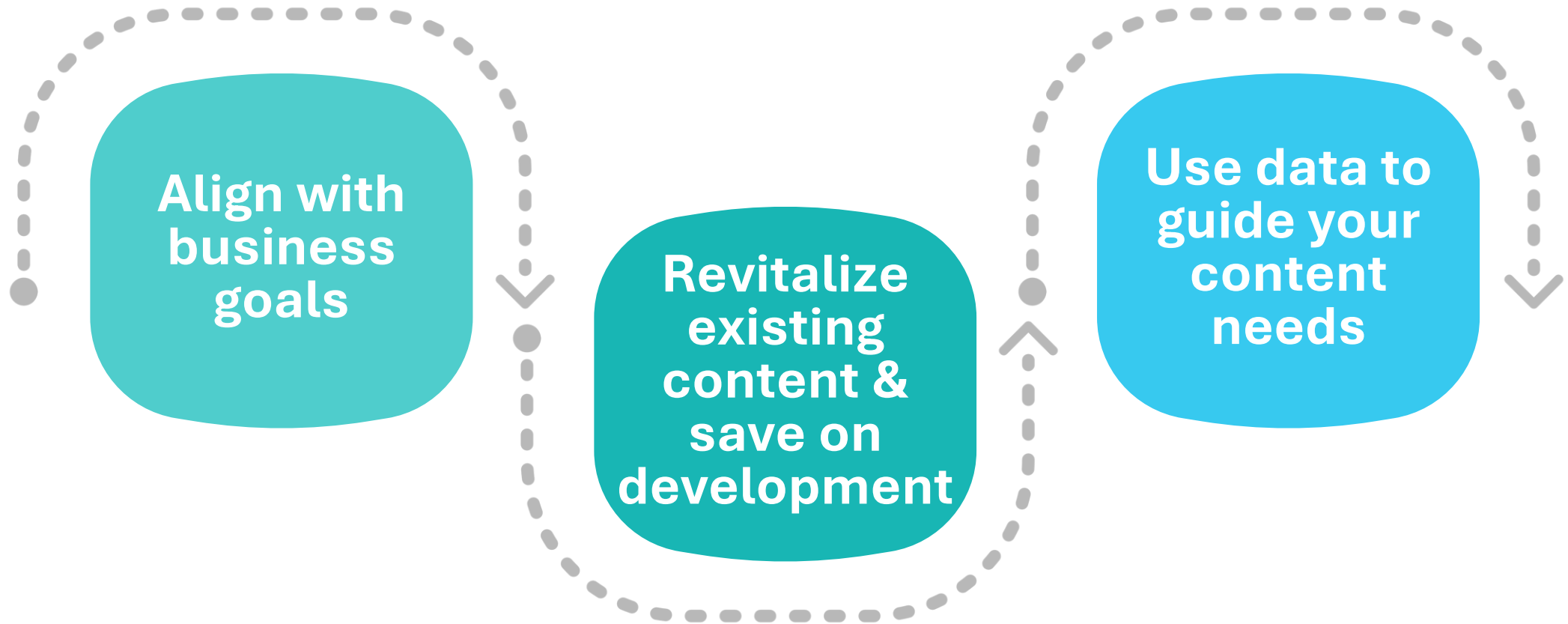


Repurpose



Retire

# Benefits



# Common Roadblocks



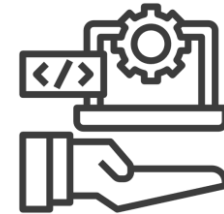
## We don't have time

Upfront and continuous research can provide a basis for decision-making that makes the rest of the work go much faster.



## We don't have money

Doing a project without research is a great way to end up with even less money and nothing to show for it.



## We don't have the infrastructure

You don't need special tools. A spreadsheet is all you need.

It's about being intentional, organized, and data-driven in our approach.

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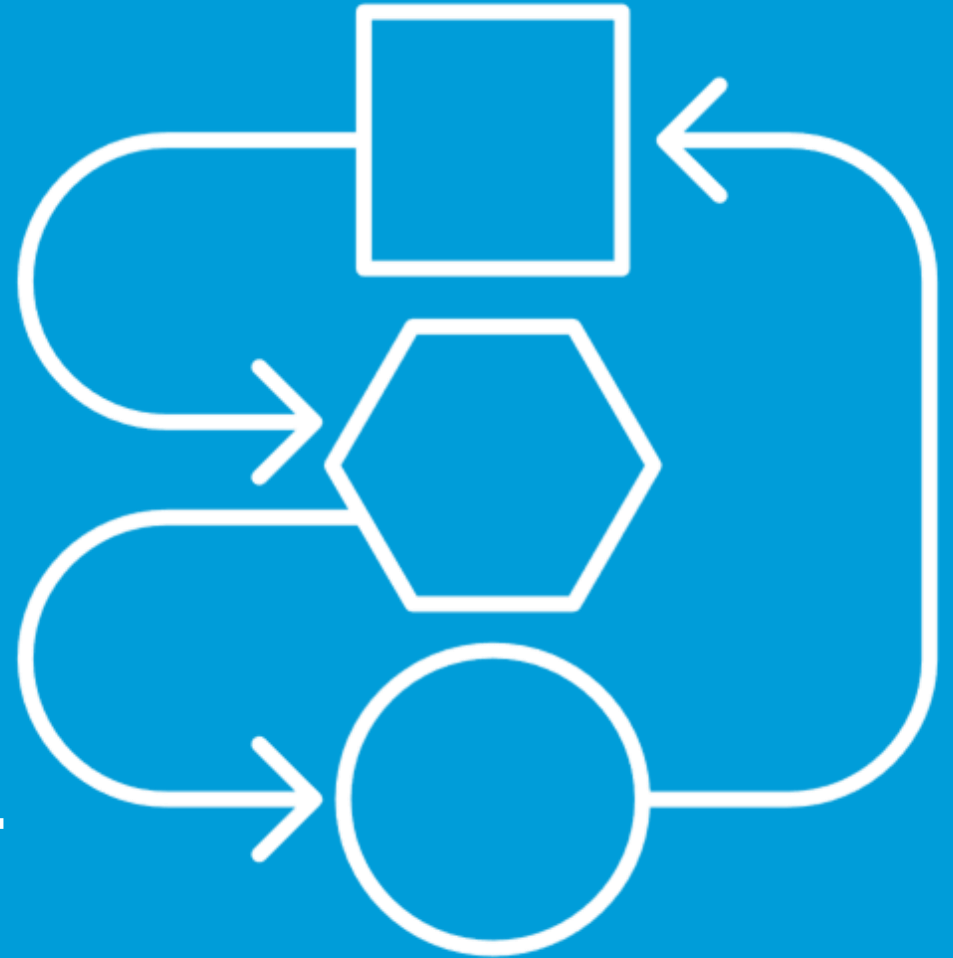
Learning Content Audit



# Repurposing & Retiring Content

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Extend the reach & impact of existing content



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You don't have to create content day in and day out. You just have to work on getting the content you already have in the hands of more people.

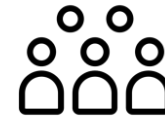
Derek Halpern



# Why Repurpose?



Ask your marketing department to see if you can repurpose their content!



**Extend Reach & Accessibility**



**Increase Content Visibility**



**Save Time & Resources**

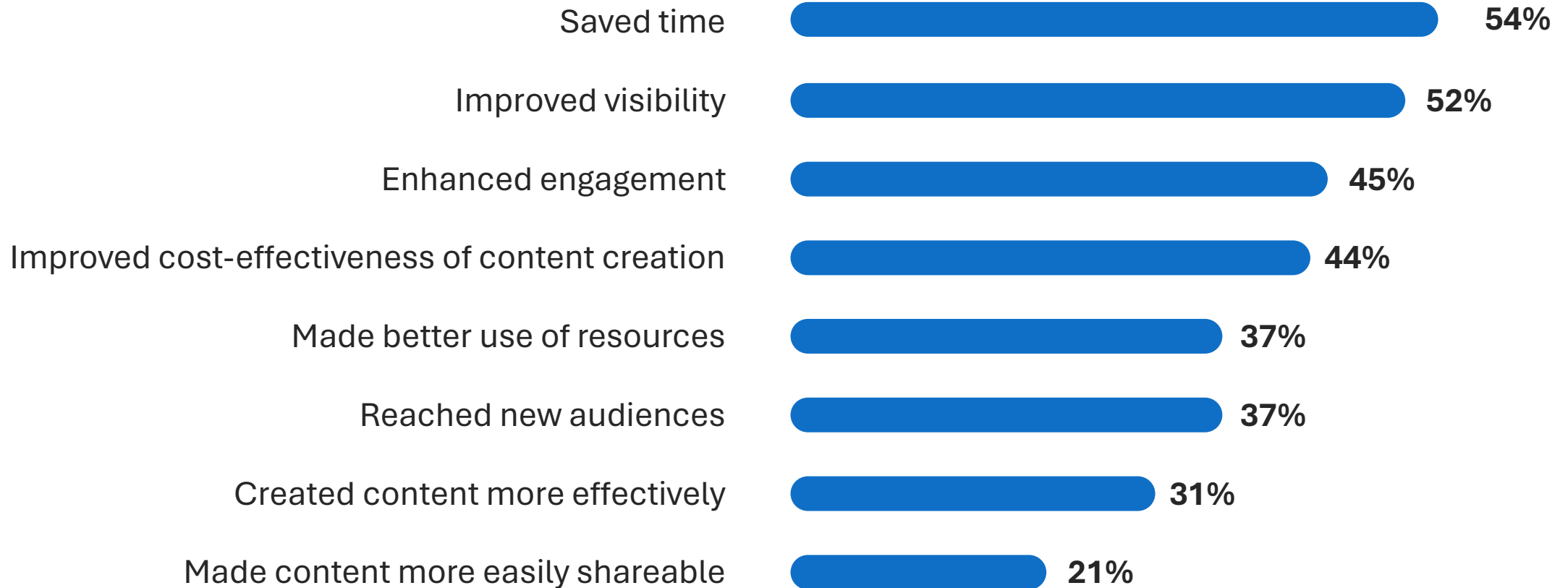


**Maximize Training Investment**



**Improve Engagement**

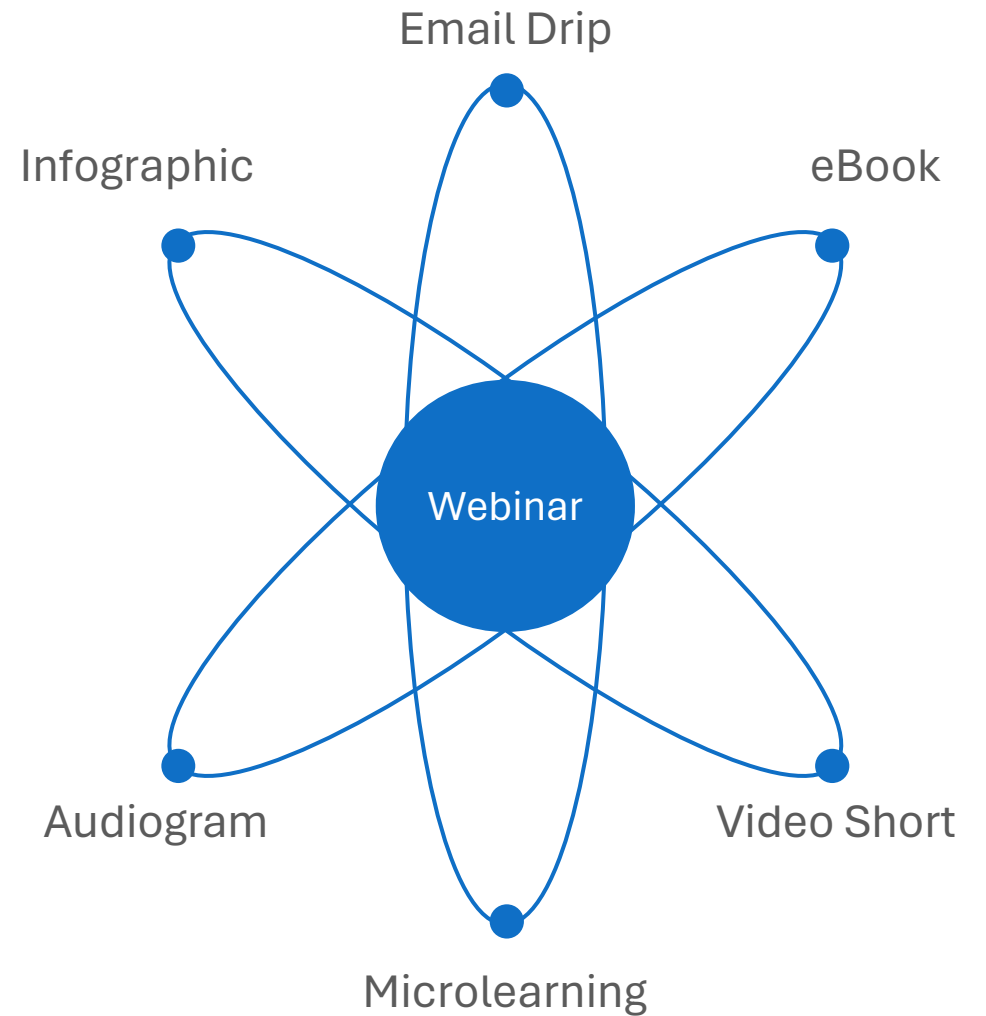
# The Art of Repurposing





# Content Atomization

Breaking content into bite-sized pieces that are easier to digest and perfect for sharing on different platforms.



# eBook into 120+ Assets

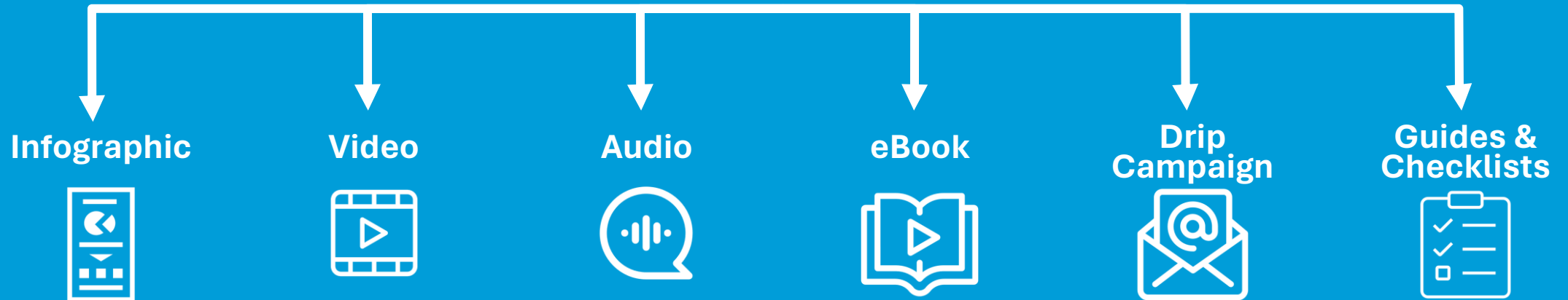
- 1 infographic
- 2 whitepapers
- 1 video
- 1 guest blog post
- 15 blog posts on the Marketeer
- 1 SlideShare presentation
- 3 unique landing pages
- 3 outbound email campaigns
- 4 original photos/graphics
- 90+ socials posts



# Compliance Course



eLearning





What factors would cause  
you to retire content?

*Please use the chat window*

#WLCCD

# RETIRING CONTENT

Reduces confusion and  
cognitive overload

Protects reputation and  
ensures compliance

Makes room for new,  
valuable content.



**Retiring content is as essential to a vibrant content ecosystem as creating it.**

**Respect people's time and only provide the most valuable, up-to-date knowledge**





When possible, redirect URLs of retired content to guide users smoothly to your current offerings.

# Content Audit Guide for

By Bianca Baumann & Mike Taylor

A content audit is crucial for keeping resources effective, relevant, and easy to find. When you evaluate your existing content, use a simple spreadsheet and a few well-chosen questions.

By following these steps, you can ensure your L&D resources remain aligned with your content strategy with the evolving needs of your organization.

Remember, the goal of a content audit is to ensure the success of your L&D initiatives.

## Mastering the Art of Content Repurposing

Repurposing content is a strategic way to extend the life and reach of your original content, helping to maximize your content marketing efforts. Here are some of the many ways to repurpose content effectively.

**Infographics:** Condense information from research, documentation, or reports into infographics that highlight the key takeaways and are easily shareable.

**Animated Explainers:** Create short animated explainer videos to illustrate complex concepts from your content, making them more accessible.

**Email Courses:** Existing content from eLearning, videos, etc., can be adapted and repackaged into email courses.

**Online Courses:** Package your comprehensive guides, tutorials, and related content into modules for an online course.

**Quizzes and Assessments:** Create quizzes or assessments based on your content for interactive engagement, ideal for educational content.

**Interactive Content:** Transform your content into interactive formats like quizzes, polls, and surveys.



# Content Strategy

Relevant And Valuable Content

**RIGHT  
PEOPLE**

**RIGHT  
PLACE**

**RIGHT  
TIME**

# Content Strategy: From Clutter to Clarity



## Content Audit

Identify what's working and what's not



## Repurposing

To extend your content's reach and impact



## Atomization

Smaller, more digestible & shareable versions



## Data Driven

Use data to guide alignment to needs



## Improvement

Ongoing reviews to ensure effectiveness



## Impact

Measure impact aligned with business goals



**Q&A**

Join the #WLCDD movement!



**KEEP CALM**  
AND  
**CLEANUP YOUR CONTENT**