LEARNING MANAGEMENT SYSTEM

Choosing the Right Content for Your B2B e-Learning Experience

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What is a Learning Management System?

A learning management system (LMS) is the foundation for online learning programs. This software platform centralizes, implements and measures training all while compiling information into one location. Instead of relying on disruptive, in-person meetings and staff training seminars, online learning provides on-demand training. These self-guided courses are easy to use, comprehensive—and ready whenever the participant can work training into his or her schedule.

Beyond training, though, an LMS offers a new approach to lead generation opportunities, as well as augmenting content marketing strategies. Your organization can discover multiple uses for its LMS to engage employees, prospects, customers and business partners, all of which will be discussed in more detail throughout this guide.

Once an LMS is in place, it can be updated at any time to include changes or additional documents. Not only that, LMS platforms allow managers to monitor employee training progress and document usage, so they know if employee training is on track and that employees are accurately engaging with the LMS content.

58% of employees favor self-paced learning.

—eLearning Infographics

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HOW CAN ORGANIZATIONS USE AN LMS?

Employee training is a common use for LMS applications. Within an LMS, courses can be assigned to ensure employees acquire the right job skills, are informed about product changes or are updated on compliance training. For B2B businesses, an LMS is much more than just employee training, though.

Many forward-thinking organizations have additionally started using an LMS for customer training, which provides value to their customers and offers an incentive to choose their company over the competition. Some are even using their LMS to train business partners, such as distributors. This keeps the business partners updated about products and benefits, allowing them to easily pass along the information to their customers—strengthening their business relationships.

An LMS can additionally be integrated into your company's lead generation initiatives. This B2B prospecting tool makes it easy to provide educational and resource content to prospects, helping showcase your company as a trusted thought leader—and as a company that customers can rely on. This, in turn, helps enhance opportunities for sales and networking.

In this guide, we'll take a closer look at the types of digital documents you can add to an LMS and how they can be used for a variety of applications.

For more insights, check out _Support Your Lead Generation Efforts with Intuitive Online Learning Technology_

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The Right Content Formats for Your Objectives

Identifying your company's objectives for its LMS is an imperative first step. By documenting what you want to achieve, you will be better suited to select the appropriate content formats to meet your goals.

An LMS offers a variety of opportunities to integrate both text-based content and more dynamic content, including:

VISUALS

Visuals, like photos or illustrations, can help the reader envision the message. Use images to accompany a description or as a part of a visual clue in a quiz question. For example, you could include an image with an accompanying question like, "Name three items that need to be changed on this employee's uniform."

VIDEOS

Videos are especially effective for demonstrating a process, such as how something is put together. This content format is an excellent addition for how-to type training instructions and more long-form demonstrations.

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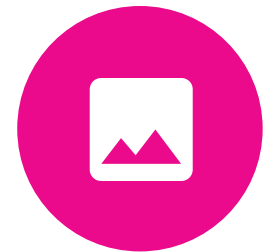
WEBINARS

Webinars are online-only workshops. They can be presentations, discussions, demonstrations or other instructional sessions and are usually presented by a subject matter expert. Live webinars provide the opportunity for Q&A, which can further engage your audience and potentially educate those you are onboarding or nurturing as a lead. You can also consider integrating continuing education (CE) credits into your webinar content for greater benefit to your audience.

Webinars can have many uses within an LMS and while most webinars are initially live, recorded webinars are effective for ongoing training or reference. They can be especially useful for training business partners, customers or prospects about the benefits of a product or service.

PRESENTATIONS

Traditional slide presentations usually include a presenter speaking to an audience, while the content on the slides holds the listeners' attention and adds visual interest.

Slide presentations can be solid training tools, even without a live presenter. You can add audio of the presenter to the slides or add copy that highlights the most pertinent information. The visual content of the slide makes the learning experience much more memorable than copy alone. Slide presentations for sales, for example, are an indispensable addition to the sales process and help to enhance lead nurturing.
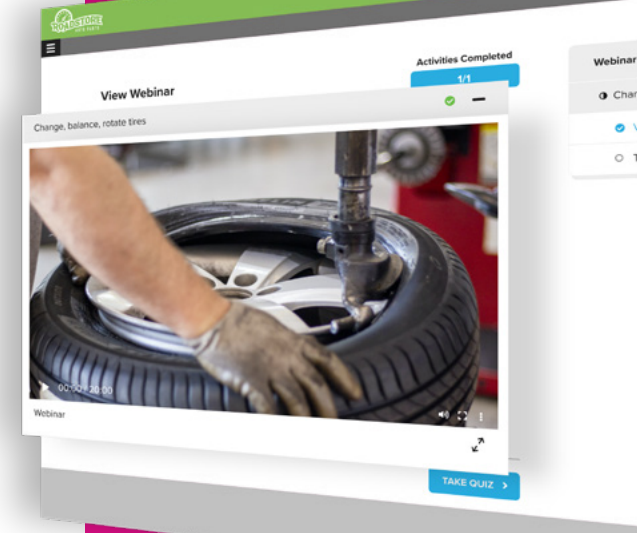
To learn more about setting up a CE program, check out *Benefits of Offering Continuing Education and How to Get Started.*

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PODCASTS

A podcast is a digital audio file made available online for downloading to a computer or mobile device; podcasts are typically available as a series.

Podcasts are useful for general training, and they're handy because you can listen to them on your commute, while you're exercising—or really anywhere or anytime you'd listen to music. Making podcasts available for your partner businesses, customers or prospects through your LMS could also add support value to your product or service with easily accessible, on-demand audio content.

EBOOKS

eBooks are digital versions of written manuscripts that consist of text, images or both. They can be read on computers, tablets and mobile devices, making them accessible in a variety of ways.

eBooks are ideal for just about any LMS application. Because they can be opened on most devices, they're a convenient way to present training materials, especially if the materials are lengthy or detailed. You can also set up your eBook in a format that is printable if your audience prefers to digest content in that way.

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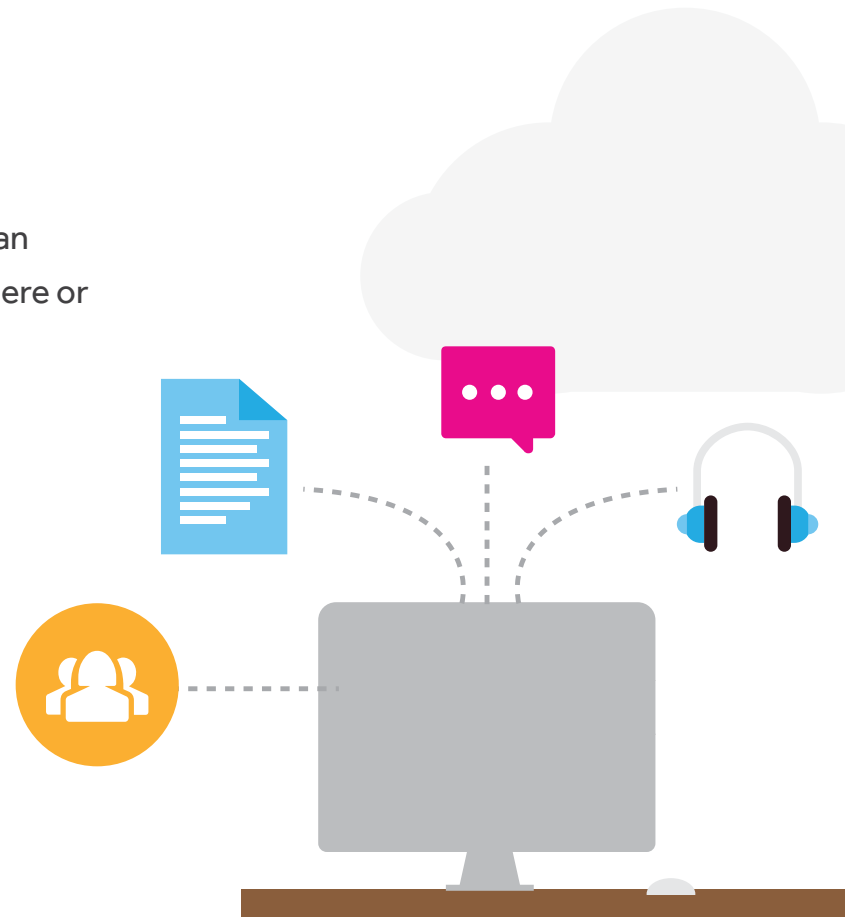
EXAMS AND QUIZZES

Exams and quizzes are educational staples. They're used to reinforce the information presented in the course and to test the participant's knowledge about it.

Exams and quizzes are an effective addition to an LMS platform, and many platforms offer a variety of question types, including true/false or multiple choice. If employees are required to complete exams as part of their job certification, an LMS can provide a convenient venue for testing. You can also consider utilizing exams and quizzes as part of your customer training experience to ensure you are educating that target audience in the most effective way.

GAMES

No one can argue about the incredible popularity of video games, but did you know they can be used to enhance learning, as well? Adding gaming to online training can capture participants' attention while challenging and entertaining them—and most importantly teaching them. Gamification can also be a fun way to enhance lead generation efforts by more comprehensively engaging prospects as you bring them through the sales funnel, keeping them actively participating throughout the process.

Adding a gaming experience to a quiz or exam may better engage the participant, providing a more effective and enjoyable learning experience.

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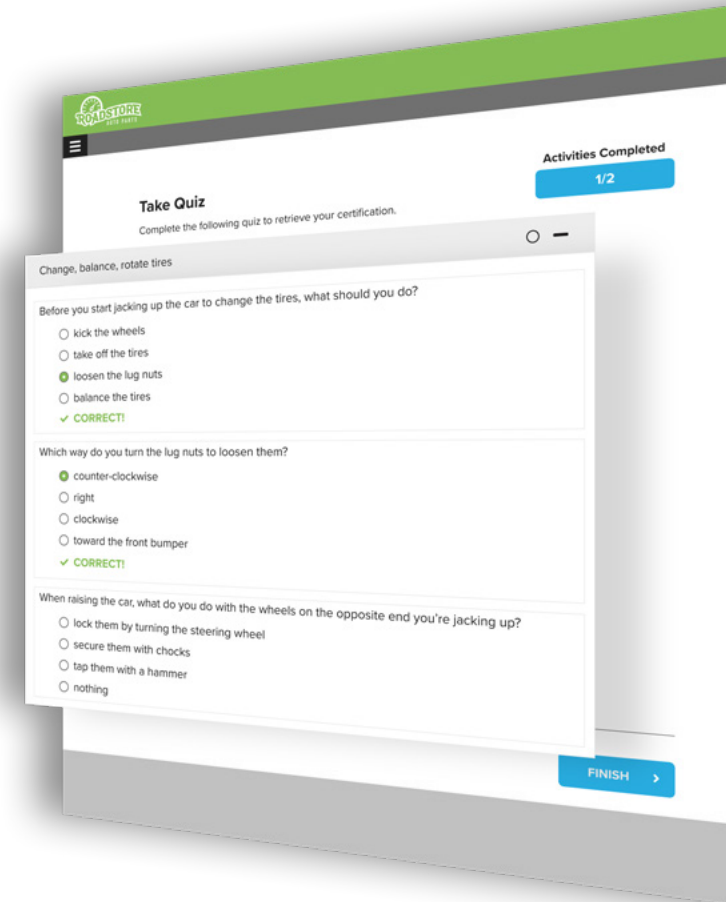
INFOGRAPHICS

Infographics are visual guides that are used to represent information or data. They help explain a complex concept or provide visual clues to support information. You can add infographics to any text in your LMS, including research studies, to make them more interesting and impactful.

What you put into your LMS depends upon who will be using it and what they'll be using it for. In the next chapter, we'll offer some recommendations for LMS content based upon career roles.

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LMS Content by Roles and Needs

When it comes to determining what you should put in your LMS, you'll need to examine who will be using it and how they'll be using it. Most LMS content is unique to an organization, but we'll explore some possible configurations based upon typical roles and needs of a company. Use these as idea starters to see what an LMS can do for your organization.

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HUMAN RESOURCES PROFESSIONAL

CHALLENGE: Charlotte is a human resources manager at Ursal Products, a completely mythical software manufacturer. Her organization is adding a new product and will need to increase staff to keep up with demand. Charlotte will be in charge of onboarding a new team of employees, and she wants to make sure they're educated and confident in their new roles.

SOLUTION: The content in Charlotte's LMS library would be targeted to the needs of the new employees. It could include background information about the company, as well as company policies and administrative details. Her LMS library includes the following:

- Welcome video from the president and the staff
- Product images and company logos
- Company videos
- Annual reports

- Benefits documents, including signature pages
- Staff directory
- Press releases and links to media articles

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RESULT: New employees have a self-guided overview of the company that they can view at their convenience, usually during the first few days on the job. The content collection is comprehensive and includes the necessary employment documentation. It directs them not only through the background of the company but also through the documents they need to complete and submit. Charlotte can easily see through her manager's dashboard which employees have signed and submitted the documentation and which need a reminder from her.

60%

75%

45%

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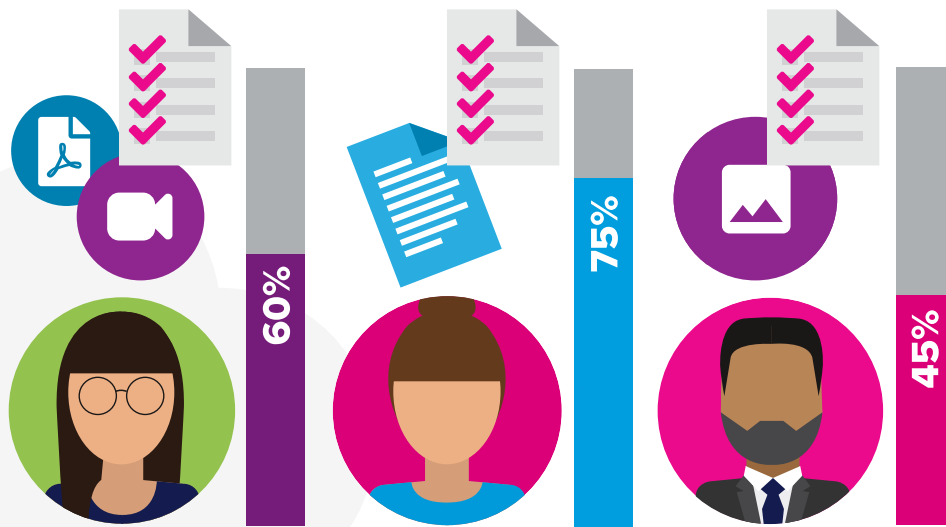
PRODUCT MANAGER

CHALLENGE: Paul is the product manager for the new software at Ursal Products. He not only has a new product to manage, but he will also have a whole new staff dedicated to it. He wants to make sure his team, as well as sales and marketing, are completely knowledgeable about every aspect of the product, including technical specifications and market position. Plus, since many of them will have direct client contact, he also wants them trained in customer service techniques.

SOLUTION: Paul's LMS library would be typical of a corporate training platform. It includes:

- Product handbooks
- Product videos
- Troubleshooting guides and eBooks
- CE courses and certification

- Research reports
- Competitive analysis sheets
- Product knowledge quizzes
- Customer service training presentations

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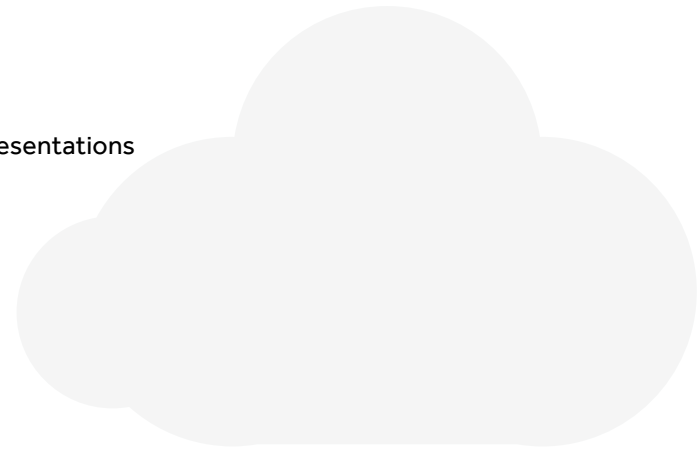
RESULT: Paul can monitor the training progress and product knowledge of his teammates through quiz results and CE course participation within his dashboard. Plus, he can add updates to his training whenever new product information comes out, ensuring he has a staff of well-informed product ambassadors. Additionally, Paul can make a few modifications to his LMS to share it with the company's distributors. The distributors will then have access to the latest product information, which they can pass along to customers.
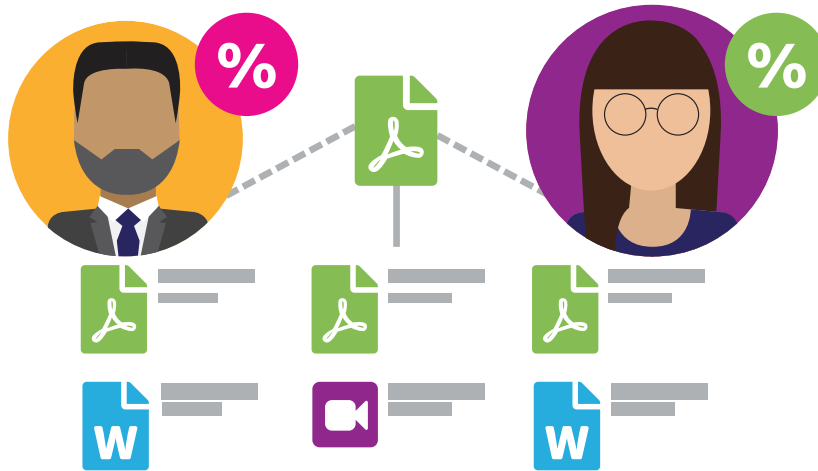
SALES MANAGER

CHALLENGE: Chris is the national sales manager for Ursal Products. There has been an increase in customer inquiries about the new product line, and his sales team is becoming inundated with information requests. Chris needs to ensure that his team has the answers to all of the questions coming in from customers.

SOLUTION: Chris put together a comprehensive training program for his sales team through the LMS. His training library features product-specific content, such as:

- Product handbooks
- Sales presentations
- Sell sheets
- Videos
- Whitepapers
- Research findings

- Product webinars
- Competitive analysis sheets
- Press releases and links to media articles
- Digital brochures
- Advertisements

Chris wanted to verify that every member of his sales team was educated on the products, including the latest news and updates, so he added:

- Product knowledge quizzes
- Check-box acknowledgement that each sales rep has read each piece of LMS information

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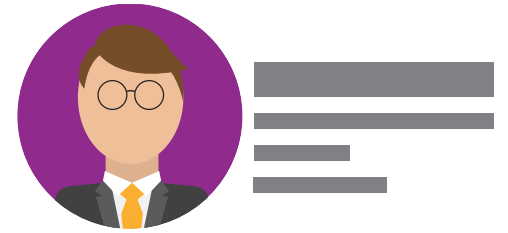
Plus, he wanted his team to be knowledgeable about Ursal and to understand the best techniques for working with clients. His LMS library also includes:

- Company videos
- Sales podcasts
- Annual reports
- Sales training slide presentations

RESULT: Chris knows that his sales team is fully trained on all the products, allowing them to provide customers with the right answers to their questions. Chris' LMS dashboard includes quiz results and acknowledgement that the reps viewed their documents, so he'll be able to gauge an employee's area of strength, level of participation and where more help may be needed.

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MARKETING MANAGER

CHALLENGE: Beth is the marketing manager for Ursal Products. She is tasked with delivering qualified leads to the sales team—plus ensuring that sales, product development, leadership and even prospects are familiar with and confident in using all the marketing assets she has developed to drive growth.

SOLUTION: To generate leads, the content in Beth's LMS will enable prospects to educate themselves along their purchase process and empower them with information that helps them perform better in their daily roles. Additionally, to increase the efficiencies of internal teams, campaign overview training and access to key tactical elements will be prioritized across multiple departments.

- Brand photography and imagery
- Brand assets, including logos
- Sell sheets
- Whitepapers
- Digital brochures
- Product videos

- Product usage modules
- Strategic sales and marketing modules
- Business insight and management modules
- CE courses and certification
- Company videos
- Presentations

Beth additionally wants to ensure that other departments are taking the time to educate themselves on these valuable materials, so she added:

- Marketing knowledge quizzes
- Check-box acknowledgement that each team member has read each piece of LMS information

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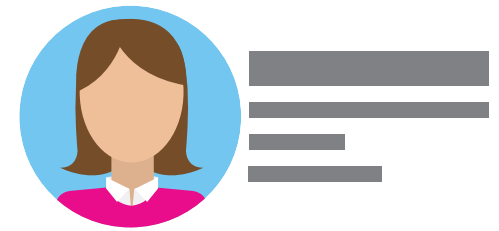
RESULT: By offering valuable training and content, Beth's LMS supports a new facet of lead generation for the company. Other departments, including sales, will have easy access and understanding of the materials available to them. Additionally, Beth is also able to utilize her LMS to augment her company's content marketing efforts and better engage target audiences with the educational content they want and need.

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Tracking the Success of Your LMS

An LMS can be a great training and lead nurturing tool—but don't think of it as a one-time project. As your organization grows and its needs change, so should your LMS.

Add, delete or modify information, as needed. Review it on a regular basis to make sure the information it contains is still relevant and evaluate who is using it and how they're using it. You may find uses for your LMS that you never considered.

Finally, connect with users of your LMS and get their opinions and ideas.

- Does the information apply to their job?

- Are there other content formats they'd like to see?

- Is it easy to follow?

- Are there better ways to engage employees?

- Is the LMS setup easy to understand and use?

- Do opportunities to expand the LMS exist?

- Do they have any suggestions for improvement?

Their suggestions can help keep your LMS as efficient and easy to use as possible.

Remember, what you put into your LMS is what your employees will get out of it. Keep it comprehensive, current and usable to maintain effectiveness.
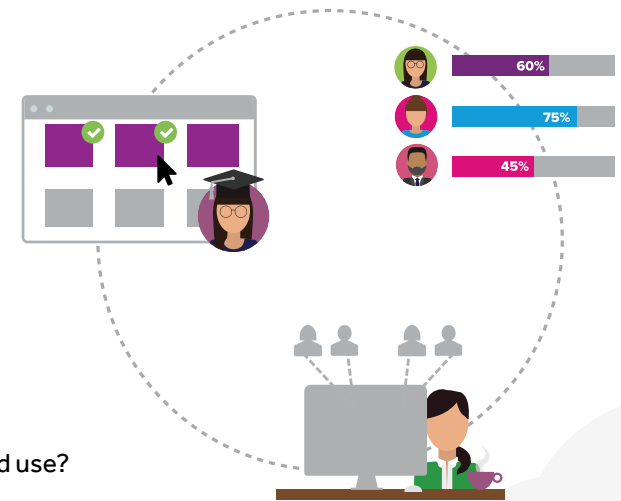
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About Konvert™

Konvert™ is a unique subscription-based, single-source SaaS solution to serve internal teams, customers and prospects. Our session-based pricing model and intuitive onboarding features support maximum end-use flexibility and affordability.

Our LMS lets you quickly onboard a higher quantity and broader base of users, and you can easily create and manage custom training modules in a completely new and scalable way.

Rethink how you're using digital tools for B2B growth. **Contact Konvert today.**

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