

Introducing the digital landscape through a book

Needs Analysis:

Digital Minds is a book that was written by the company as a marketing tool for its franchisees, and to establish itself as a market leader. The aim of this module was to get a consultant excited about using the book, not only to read it themselves, but also to use it as a marketing and branding resource.

Strategy:

Since the book was neatly organized in 12 chapters that spoke about different aspects of digital marketing, I tied it up with the digital landscape introduction. A brief snippet of each lesson was provided – so while the module made sense as a standalone, it also acted as a teaser for the book.

Since it is seen as a valuable lesson that learners might keep revisiting, I created multiple paths within. The first time visitor might want to see the book launch (embedded Youtube) video, which a repeat visitor might not be interested in. The learners also had a choice of taking a sequential tour of the lesson, or to jump off to any particular lesson.

Since our audience was multilingual, whose first language was not necessarily English, I used the advanced options in Adobe Captivate to display the closed captioning by default.

Results:

The book module was very well received, and resulted in heightened interest in bulk orders for the book. Management wants to now produce this also as a video to use as a marketing resource.

Screenshots:

The Twelve Chapters

Mouseover on each Chapter Number to read the chapter title.
 Click on "Take me on a tour" to learn more about each chapter.

DIGITAL MINDS

12 Things Every Business Needs to Know About Digital Marketing

- Great Introduction to Digital Marketing
- Understand Opportunities
- Solve Problems
- Measure what matters most

Watch the video to see the Book Launch at 2013 WSI Global Convention help in Toronto.

00:38 / 13:24 Minutes

Chapter 12: Don't Forget About Measurement

Chapter 1: The Digital Landscape

Continue

02:54 / 13:24 Minutes