ELEARNINGNEWS ARTICLE

Year 2 - number 22 Wednesday 25 april 2018

5 errors in the provision of marketing training

Training for marketing professionals has a major impact on business results. However, this is often overlooked. How to avoid mistakes and what goals to pursue?

Like any other activity, marketing is a subject that must be learned, practiced and developed. Training for marketers follows the same logic of training for other professional figures. Despite this, there are some mistakes that can completely sabotage your marketing training.

1. Lack of training, or obsolete training

"In today's rapidly changing digital economy, where customers are more demanding than ever and the slightest mistake can become viral on social media, giving up training is a great way to deal with disaster. Same goes with obsolete training, when you offer a training program focused on outdated practices. "

In order to avoid problems, it is necessary to invest in updated training, especially for newly-hired figures. This should also help employees understand what is expected from them (even in terms of KPIs) and provide them with the skills necessary to achieve their goals.

2. Lack of practical training

In a business context, employees need practical examples, marketing skills and guidelines, not theory.
The lack of practical training (in particular with regards to digital marketing techniques) will damage employee performance and motivation, as they will slowly and painfully rediscover the principles in the workplace.

Training should be focused on everyday practices: this will bring results to the company and make them feel more involved and motivated.

3. One-off training

The new trends and new ways of marketing are constantly emerging and the skills of marketing require constant updating to stay aligned with the market (think of the evolution in the use of social networks, the involvement of the new GDPR on marketing activities .. .).

4. Lack of process

Training needs a consolidated process, designed and incrementally implemented, taking into account the needs and priorities of the company.
Some companies provide all employees with standard and non-specific training (for example on products) not considering the team to which the employee belongs. Some content to be passed to new employees can and should be common to all departments, but for the most part each unit requires its own specific approach and content.

5. Rigid training tools

Marketing teams have different and more dynamic rhythms than other departments. Therefore, proposing a traditional training can hinder their work commitments and hinder the achievement of the training objectives.

Online learning is the best method because it has great flexibility: free from rigid training plans, employees can learn with their times, even between meetings.

To do this you will need to equip your company with an LMS: it will help you to easily create and distribute the training courses to the different teams and departments. If the LMS you provide will be able to support microlearning (learning delivered in many short videos) and blended learning (mixed learning classroom / eLearning) and provide a tutoring service to your employees, it will be much more functional.

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