



5/30/2019

# LinkedIn Learning:

## Project Plan



**By: Nawal Malik and Ali Ashraf**

**Senior and Junior LinkedIn Learning Student Ambassador  
Presented to Rippen**

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## Executive Summary

Lynda.com is a “leading online learning company that helps anyone learn business, software, technology and creative skills to achieve personal and professional goals”. With more than 10 000 courses across diverse subject areas, it provides students free access to resources and videos that they could use to improve personal goals or to develop certain day-to-day skills in their professional life.

The main concern is regarding how to support all of these academic institutions in communicating the change from Lynda.com to LinkedIn Learning across students, staff and faculty. Many people are not aware of this change management and how will the customer success team be able to inspire people to be curious about LinkedIn learning? The Customer Success team can focus on three main objectives to get their previous Lynda.com users and attain future users to use the LinkedIn Learning platform by explaining: the enhanced benefits of the upgrade, how being a central platform can be more convenient and how it provides recognition and tailored recommendations of what courses to take to maximize personal development.

In order to communicate the change from Lynda.com to LinkedIn Learning, it is important to ensure diverse marketing methods to make sure the target audience has received the message. In order to increase awareness, I would focus on 3 strategies which include: hosting information booths and events on diverse campus institutions, implement LinkedIn Learning resources into course syllabus and communicate the change on diverse social media platforms, including the 44 Ontario Higher Education institutions. I would recommend these 3 strategies to ensure all students across campus are aware of Lynda.com and have accessed their free accounts so they can take immediate advantage of LinkedIn Learning.

The issues that can arise from these strategies include: conflict between student schedules and LinkedIn Information booths, Departments not cooperating with implementation of LinkedIn Learning courses within the syllabus and not being able to target those students that are inactive on social media.

In order to successfully execute the strategies to communicate the changes to institutions, funding is a necessity to help promote the platform. LinkedIn can get sponsors to help fundraise money in order to increase users and awareness throughout the institutions. LinkedIn can increase their company revenue by increasing their users. Thus, it is important that money is invested in order to help LinkedIn’s visual appearance throughout campuses. However, the LinkedIn Learning program can create a significant impact if they invest their time to market the word.

In conclusion, the main concern is regarding how to support all of these academic institutions in communicating the change from Lynda.com to LinkedIn Learning across students, staff and faculty. The strategies mentioned, can definitely ensure communication to increase awareness of the transition from Lynda.com to LinkedIn Learning.

## **LinkedIn Learning- Introduction**

Lynda.com is a “leading online learning company that helps anyone learn business, software, technology and creative skills to achieve personal and professional goals”. With more than 10 000 courses across diverse subject areas, it provides students free access to resources and videos that they could use to improve personal goals or to develop certain day-to-day skills in their professional life. Lynda.com has been an active platform for about 20 years and was designed to help people learn useful and even essential skills for their professional development. However, all of the content that Lynda.com possess has been transferred transferred to **LinkedIn Learning** with the intention of phasing out Lynda.com to a single learning platform; the "LinkedIn Learning" platform.

## **Problem Statement**

The customer success team is currently tasked with supporting 44 Ontario Higher Education Institutions that currently have access to Lynda.com to upgrade to LinkedIn Learning over the summer of 2019. The main concern is regarding how to support all of these academic institutions in communicating the change from Lynda.com to LinkedIn Learning across students, staff and faculty. Many people are not aware of this change management and how would the customer success team be able to inspire people to be curious about LinkedIn learning?

## **Solution and Strategy to Market Upgrade Awareness**

The customer success team’s main focus is, “How do you get individuals that are already using Lynda.com to BUY into LinkedIn Learning?” The target research of this study is to get Ontario Higher Education institutions, which can include: students, staff and other professional employees to be inspired to use LinkedIn Learning. The Customer Success team can focus on three main objectives to get their previous Lynda.com users and attain future users to use the LinkedIn Learning platform by explaining: the enhanced benefits of the upgrade, how being a central platform can be more convenient and how it provides recognition and tailored recommendations of what courses to take to maximize personal development. As a Senior LinkedIn Learning Student Ambassador, I am an active LinkedIn user that is always looking for opportunities to leverage my professional profile and connections. In order to buy into the new upgrade, as a student who is currently using Lynda.com, I would want to be convinced that the upgrade potentially benefits me more than the original platform. Being able to communicate the three main reasons mentioned above can help in encouraging the use of LinkedIn Learning upon upgrade and its connection to LinkedIn for improved data-driven curation of personalized course suggestions.

In order to communicate the change from Lynda.com to LinkedIn Learning, it is important to ensure diverse marketing methods to make sure the target audience has received the message. In order to increase awareness, I would focus on 3 strategies which include: hosting information booths and events on diverse campus institutions, implement LinkedIn Learning resources into course syllabus and communicate the change on diverse social media platforms, including the 44 Ontario Higher Education institutions. I would recommend these 3 strategies to ensure all students across campus are of Lynda.com and have accessed their free accounts so they can take immediate advantage of LinkedIn Learning. Throughout my LinkedIn Student Ambassador program journey, I was able to increase Lynda.com awareness by 30% at the University of Toronto. I was able to host LinkedIn Learning Coffee chats which gave students the opportunity to get a free LinkedIn headshot and provide them with more insight regarding the

benefits of using Lynda.com and LinkedIn. It was amazing to see the enthusiasm students brought to the table regarding Lynda being a free online resource for students to enhance their skills in any related field. Executing this event brought success and can provide success again if executed effectively to spread the LinkedIn Learning message. This form of marketing executed successfully and allowed us to increase Lynda.com users by 30% only at the UofT campus. Thus, it would be a reassuring communication method to use again to ensure all students across campus are aware of the move from Lynda.com to LinkedIn Learning.

Another strategy to ensure that all campus departments that engage with students are equipped to providing details on the value of LinkedIn Learning and LinkedIn is by implementing LinkedIn Learning resources into student course syllabus across the Ontario higher Education Institutions. For example, in many courses students are provided with a chance to earn 1-3% if they participate in research studies to help PhD students with their research. Similarly, if institutions implement a small component of percentage towards watching personalized course suggestions that are tailored to each individual need, it can increase user awareness and help students develop those skills to their professional careers. Furthermore, it would ensure all campus departments that students are engaged with LinkedIn Learning and it can also be a tactic that can explain the how LinkedIn Learning differentiates from Lynda.com. This would allow students to see personalized improvement because one of the ways that LinkedIn Learning differentiates from Lynda.com is that LinkedIn Learning combines industry-leading content from Lynda.com with personalized course recommendations based on insights from LinkedIn's network. There is an opportunity to connect one's LinkedIn profile with one's LinkedIn Learning account to benefit from data-driven curation of courses. This allows the delivery of the right training, at the right time, to every person through personalized course recommendations based on their job, role, skill set and experience level. It is also a great way to enhance the curriculum as many students will see a positive change and develop skills according to their needs.

Lastly, the upgrade from Lynda.com to LinkedIn Learning is on a powerful platform, which is LinkedIn, where you can leverage your professional profile and connections. This provides convenience and accessibility to current Lynda.com users and LinkedIn users because they will now only have to use one platform to access both resources. Social media is a strong tool to market today's millennial because they are very tech savvy. Most of LinkedIn Learning users are on diverse social media platforms including students. To get this change management across, using the social media can be an efficient way of getting the message across, with very minimum costs. In order to get students to be aware of this change, I would get specific administrative departments involved on my campus to post LinkedIn Learning on official University of Toronto platforms including: TV screens on campus, and slide shares around campus. Furthermore, there are many libraries across campuses that have heavy student traffic because many students prefer to study on campus. LinkedIn Learning can take advantage of library displays and bulletin boards to get the message across through visual representation as well. Thus, this is a great way to increase awareness with minimal cost.

### **Issues and How to Mitigate These Issues**

The issues that can arise from these strategies include: conflict between student schedules and LinkedIn Information booths, Departments not cooperating with implementation of LinkedIn

Learning courses within the syllabus and not being able to target those students that are inactive on social media.

In order to mitigate the risk of conflict between student schedules and LinkedIn information booths, LinkedIn can get permission to reserve areas around the campus that have the heaviest student traffic and create a panel or LinkedIn area which includes brochures, flyers and other LinkedIn incentives that raise awareness regarding the change from Lynda.com to LinkedIn Learning. This way, students can check the area out, without worrying about class conflict. One way of inspiring students to this change could be to provide them with student job opportunities bi weekly and LinkedIn insights that student can find useful for their professional career.

Another issue that can arise is Departments not cooperating with implantation of LinkedIn Learning courses within the syllabus. If this strategy is not able to work out due to policy reasons, LinkedIn can implement a strategy involves issuing a Student LinkedIn card for each student across university and colleges. Students would have to register for this card which will say "LinkedIn Learning". This card would work like a rewards card and would provide student with incentives after every 10 videos. However, to turn a point towards a video, students would have to complete a post quiz for assurance of properly understanding the video. After the tenth point, students can unlock opportunities such as: free 5-day premium trial, unlock a new job opportunity post, etc. All completed LinkedIn certifications will be presented on the students LinkedIn profile, which will help create more presence for the student in terms of job recruitment. This strategy can allow other students to be inspired and be curious to know more about what LinkedIn offers. It also aids students to be more interested in watching more videos so they can unlock more incentives. Thus, this strategy would help increase LinkedIn Learning users and also allow curiosity to spread throughout the campus regarding LinkedIn.

Lastly, in order to target those students that are inactive on social media, as mentioned earlier, LinkedIn can be visually represented on campus boards and can TV screens. Furthermore, the LinkedIn team can get ambassadors that are apart of the LinkedIn Learning program to do class talks from time to time, to update those students that are not actively involved on social media. Thus, this helps target as many students as possible and can help leverage the amount of users on the LinkedIn Learning platform.

## **Resources**

In order to successfully execute the strategies to communicate the changes to institutions, funding is a necessity to help promote the platform. LinkedIn can get sponsors to help fundraise money in order to increase users and awareness throughout the institutions. LinkedIn can increase their company revenue by increasing their users. Thus, it is important that money is invested in order to help LinkedIn's visual appearance throughout campuses. However, the LinkedIn Learning program can create a significant impact if they invest their time to market the word.

## **Conclusion**

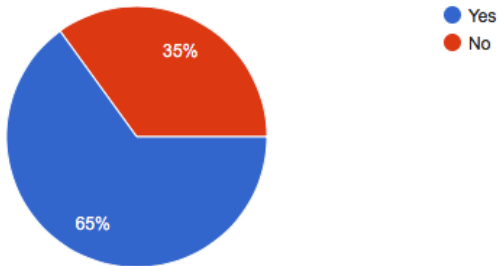
In conclusion, the main concern is regarding how to support all of these academic institutions in communicating the change from Lynda.com to LinkedIn Learning across students, staff and faculty. The strategies mentioned, can definitely ensure communication to increase awareness of the transition from Lynda.com to LinkedIn Learning.

## Appendix:

### Primary Research Analysis:

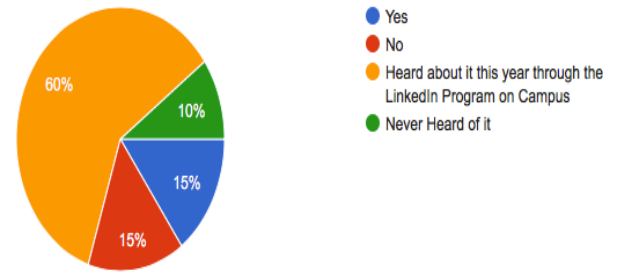
#### Are you a LinkedIn user?

20 responses



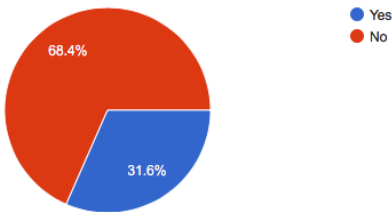
#### Are you aware of Lynda.com

20 responses



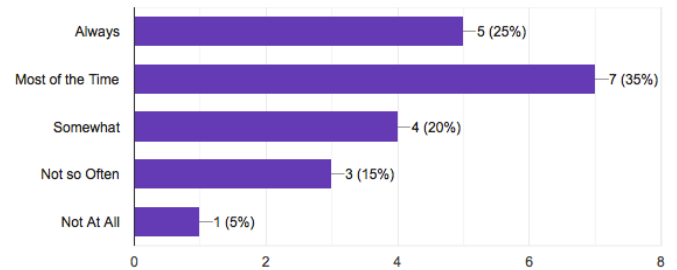
#### If You Said Yes to the Previous Question: Have You Watched Any Lynda.com Videos?

19 responses



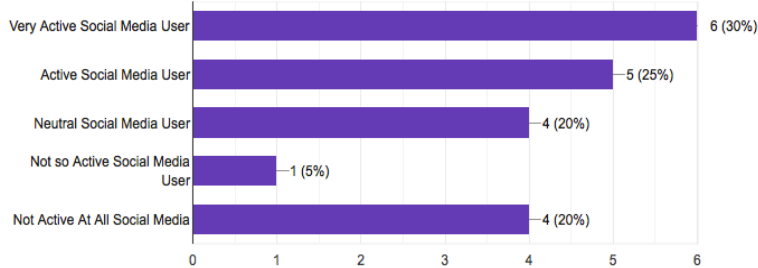
#### Do you Pay Attention to Bulletin Boards on Campus?

20 responses



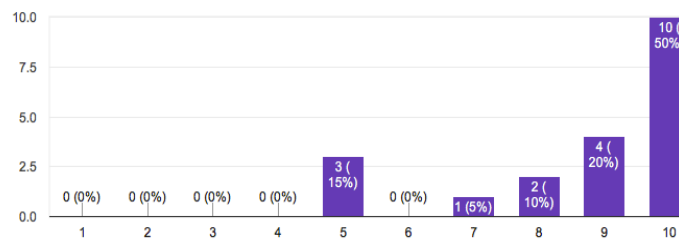
#### Are you an Active Social Media User

20 responses



#### How Interested Would You Be In Attending LinkedIn Events?

20 responses





**Student LinkedIn Learning Card Strategy Sample**

**Previous Successful LinkedIn Events:**

