

# COMPETITIVE MARKETING S U M M I T



**Apply online learning  
best practices  
to create successful  
interactive marketing  
content**

Tracy Huckabee, M.Ed.  
Principled Technologies





# Today's Speaker



Tracy Bissette Huckabee  
Chief Learning Strategist & Lead Digital  
Experience Designer @Principled Technologies

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# COMPETITIVE MARKETING SUMMIT



**We're all competing in the attention economy.**





# Interactive content

The collage displays various interactive content types:

- Build Your Own Educational Device:** A configuration tool with a sidebar (Home, Hello, Success, Connect) and a main area for selecting OS, RAM, and storage options, showing credits used and remaining.
- Chest Compression:** A medical simulation showing a person performing chest compressions on a red figure lying on a grassy field, with a circular progress indicator.
- BenchmarkXPRT:** A benchmarking interface with a circular radar chart showing performance across various categories like Processor, Memory, and Storage, with a 'Get results' button.
- Comparison System:** A comparison tool for two system configurations: Standard System (HP EliteDesk 800 G4 32GB RAM) and Intel Optane System (HP EliteDesk 800 G4 16GB RAM, 16GB Intel Optane). It includes a 'Show cost savings' toggle and a bar chart comparing costs.
- Do more work:** A promotional banner for Intel Xeon processors, stating 'See how you can scale workloads with new PowerEdge servers powered by Intel Xeon processors'.
- Save money on your cloud:** A promotional banner for Dell EMC OpenManage tools, stating 'Our work shows a private cloud on Intel processor-powered PowerEdge servers can reduce costs and bring other advantages'.
- PEEK INSIDE:** A green banner with the text 'When you need more info' and a 3D isometric view of a building.
- Simplify datacenter management:** A banner for Dell EMC OpenManage tools, stating 'Reports, infographics, and videos. Dell EMC OpenManage tools make it faster and easier for IT'.
- capc CAMPUS:** A dashboard for a Palliative Care Program Design, showing a flowchart of the program design and a list of tasks.
- LOW PROFILE/THIN:** A banner showing a close-up of a thin, blue, flexible device, likely a smartwatch or fitness tracker, with the text 'I NOW PROFILE/THIN'.

# Consumers love interactive content when...

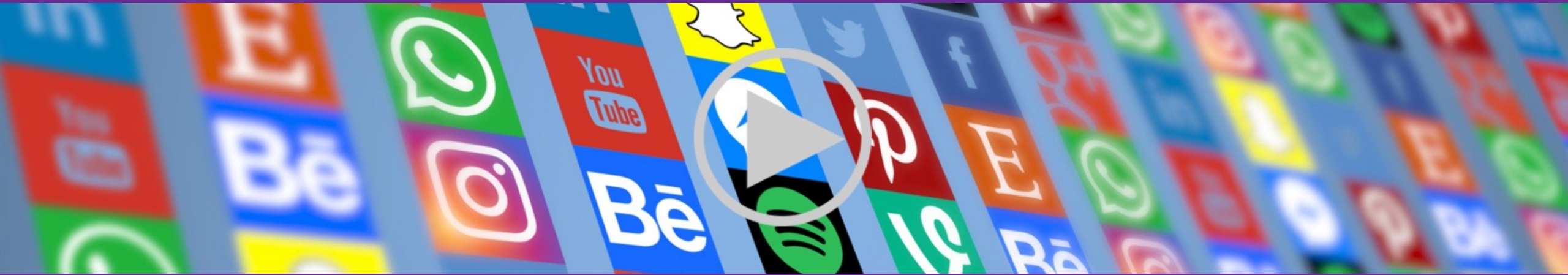




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# Engage, reward, empower

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# Engage

- Prioritize eye-catching design
- Create an absorbing user experience
- Prompt exploratory action
- Tell a story and elicit emotion

## Do more work

See how you can scale workloads with new PowerEdge servers powered by Intel Xeon processors »

## Save money on your cloud

Our work shows a private cloud on Intel processor-powered PowerEdge servers can reduce costs and bring other advantages »

## Simplify datacenter management

Reports, infographics, and videos: Dell EMC OpenManage™ tools make it faster and easier for IT to manage PowerEdge servers »



**We must reward their attention with something useful.**







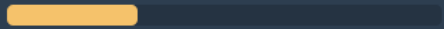
# Reward

- Make it conversational and to-the-point
- Include only relevant content
- Chunk the information into bite-sized pieces
- Demonstrate real-world application
- Show, don't tell



target.com

PERFORMANCE 9/30



SEO 30/30



MOBILE 20/30



SECURITY 10/10



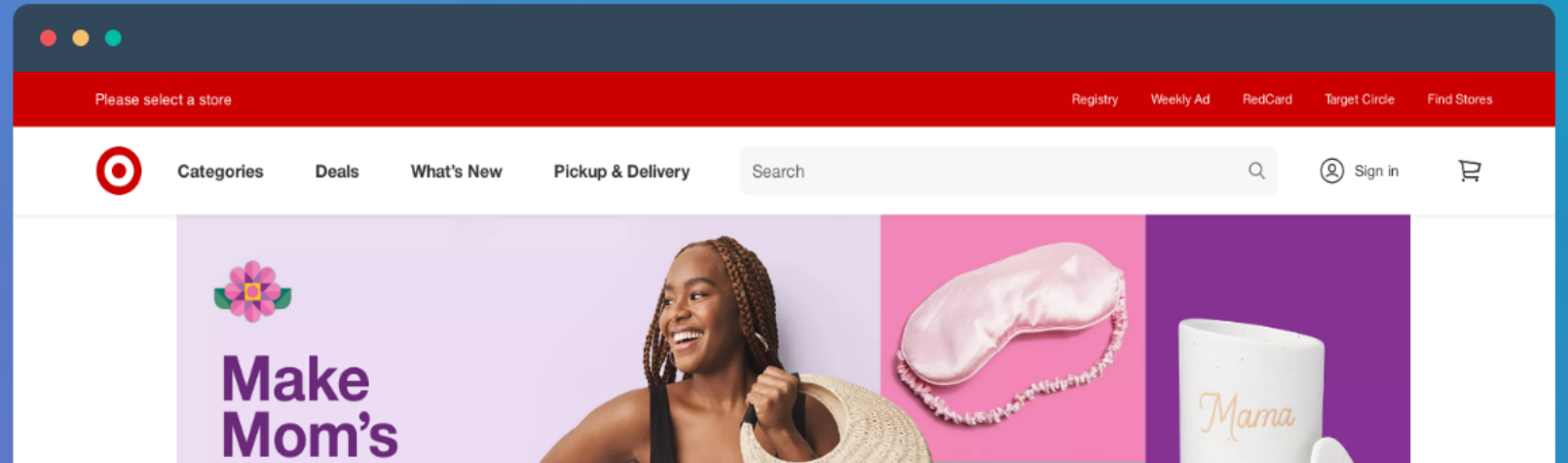
WEBSITE GRADER

English ▾

# This site is OK

Not too shabby. Let's see how we can bump up that score a bit. See your scorecard below and take a free website optimization course to improve your grade.

Start a free course



**We must empower them to take actions  
that benefit them.**







# Empower

- Allow for discovery
- Personalize the experience
- Make it social
- Elicit and value their feedback
- Embrace user-generated content

# White cup campaign - Starbucks



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# Scenarios and stories

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- Believable characters
- Emotionally compelling
- Complex, realistic challenges
- Realistic photos
- Concise writing



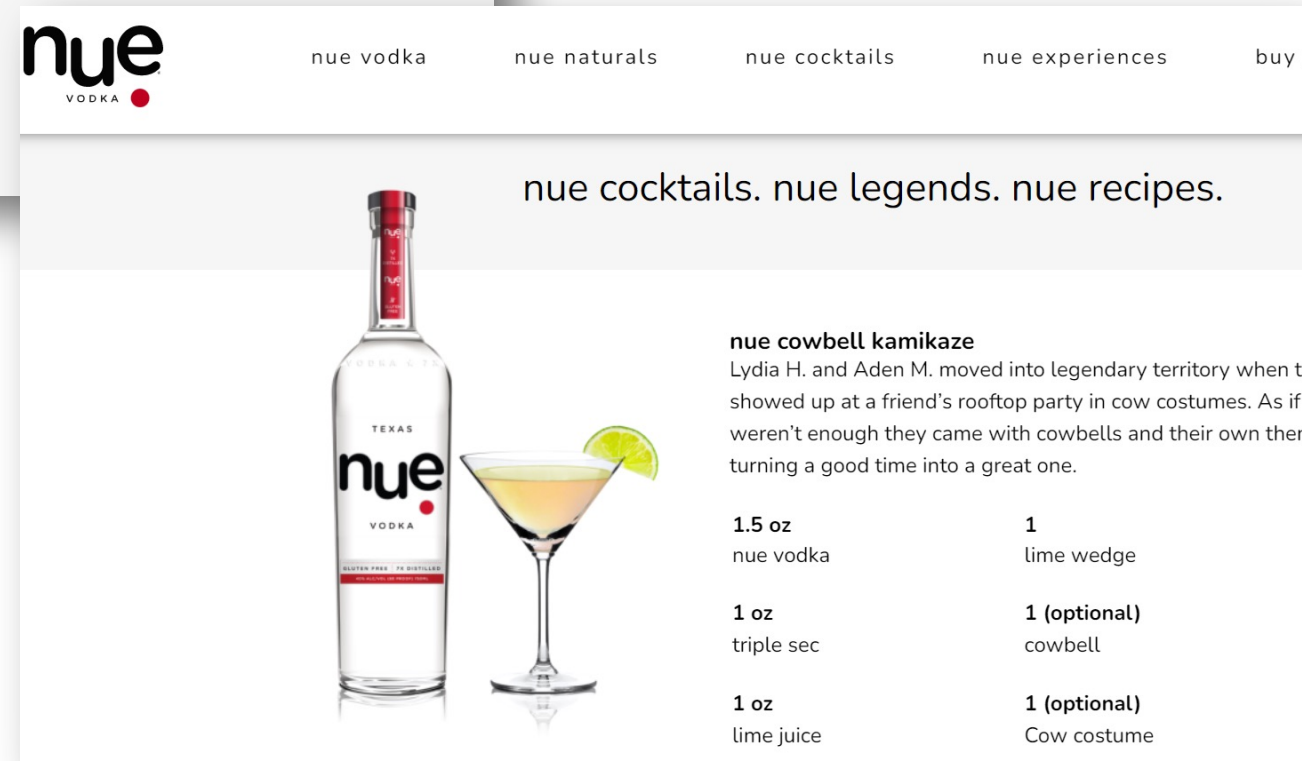
## what does it take to become a nue legend?

### what you need:

Smart phone, cowbell, rubber chicken, hard hat, microphone, overalls, curiosity, you get the idea, it's your choice ... go with it.

### what you can do:

Share your story with us. Tag us in your posts **@nuevodka** **#nuelegends**. Tell the tale and take one step closer to legendary.



The screenshot shows the nue website with a navigation bar containing links for nue vodka, nue naturals, nue cocktails, nue experiences, and buy. The main content area features a bottle of nue vodka and a martini glass with a lime wedge. The text 'nue cocktails. nue legends. nue recipes.' is displayed above the glass. Below the glass, the recipe for 'nue cowbell kamikaze' is listed, including ingredients and their quantities.

**nue**  
VODKA

nue vodka   nue naturals   nue cocktails   nue experiences   buy

nue cocktails. nue legends. nue recipes.

**nue cowbell kamikaze**  
Lydia H. and Aden M. moved into legendary territory when they showed up at a friend's rooftop party in cow costumes. As if that wasn't enough they came with cowbells and their own theme song, turning a good time into a great one.

1.5 oz nue vodka	1 lime wedge
1 oz triple sec	1 (optional) cowbell
1 oz lime juice	1 (optional) Cow costume

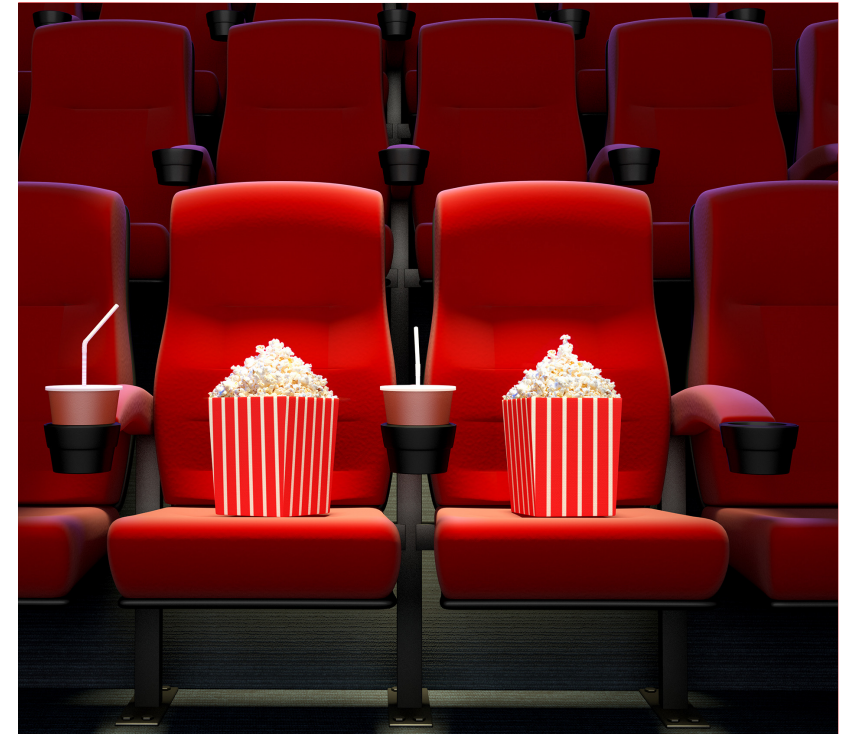


**Snackable, stackable content**



# Snackable content

- Different consumption styles
- Varying time requirements
- Leverage existing material





**Interactive slider**

**Text messages**

**Report**

**Web app**

**Animation**

**Interactive timeline**

**Banner ad**

**Digital flashcards**

**Interactive slider**

**Interactive infographic**

**Signage**

**Prototype**

**Social media challenge**

**E-book**

**Parallax mini site**

**Online reviews**

**Puzzle**

**Game**

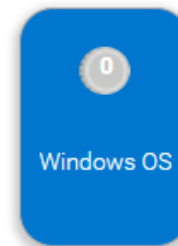
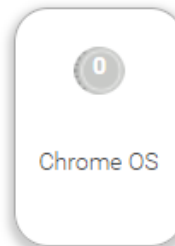
## Build Your Own Educational Device

**Goal:** This tool enables you to configure your own educational device with a variety of options. First, select the operating system (OS) you want to use: Chrome or Windows. Once you have selected the OS, your other configuration options will appear. Each option costs between 1 and 4 credits, and you have 20 credits to spend. At the top of your screen, you can see how many credits you've used and how many you have remaining. Once you have finished building your device, click "Configure" to learn about the device that best matches your needs.

1 Credits used

19 Credits remaining

OS



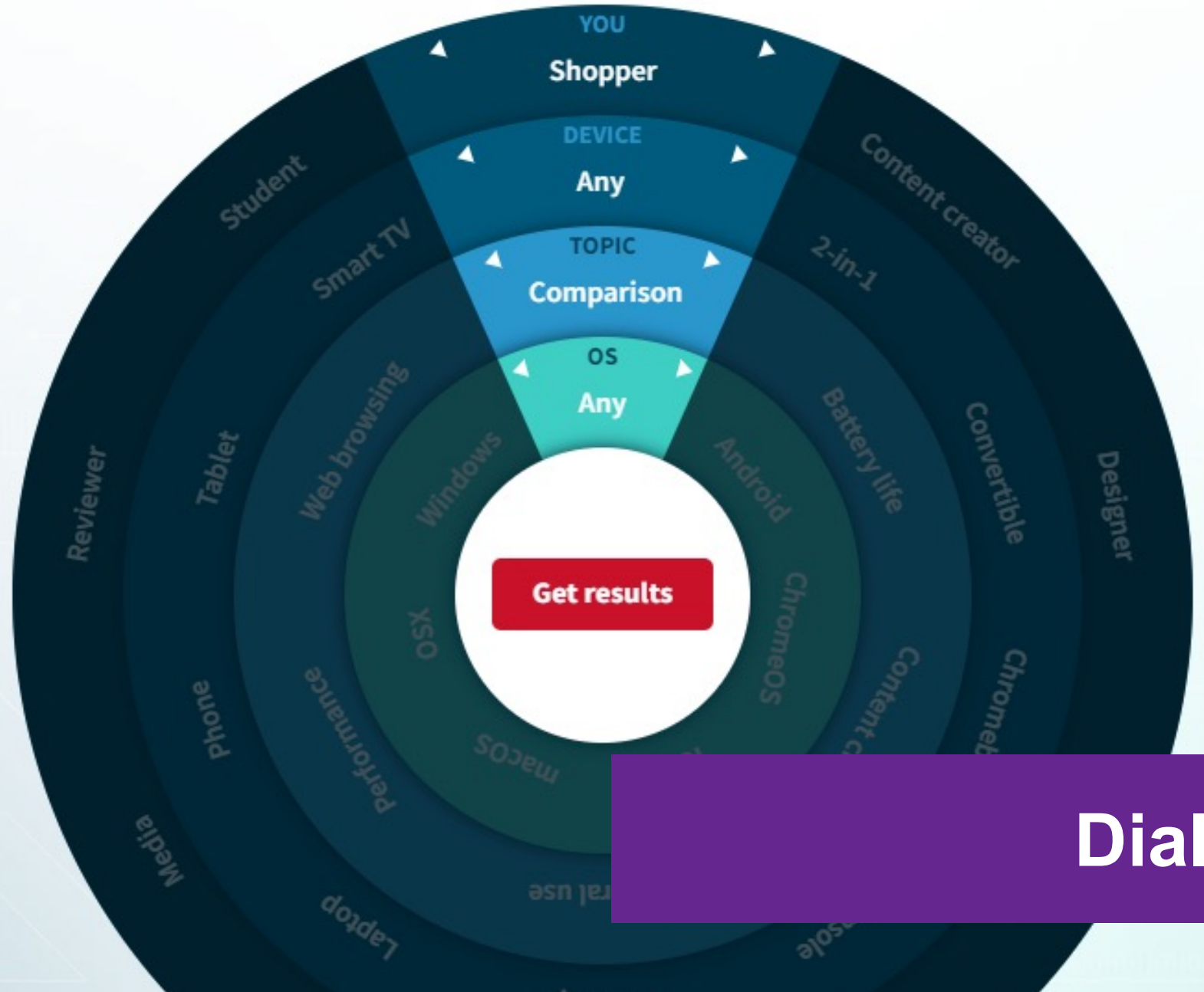
# Calculators

# BenchmarkXPRT



Whether you're using, making, or writing about tech products, you need to know how well they'll do what you want them to do.

Adjust the dial to find the testing app for your device



Dials





REFRA ACADEMY  
Smarter. Together.

## CERAMICS

Firing - tiles - clay pipes - structural ceramics

Tunnel kiln walls

Suspension linkages

Kiln cars for clinkers -  
necessary bricks

Kiln cars for roof tiles  
with 30 connections

Kiln cars for roof tiles  
with 10 connections

Kiln cars for structural clay pipes

About us.

REFRA TECHNIK

CINEMA

Virtual booth



# Secure sensitive data without disrupting learning

Your education environment is unique. You need customizable solutions that can fit and scale to your needs, protecting your computer systems (endpoints) every step of the way. Dell Technologies is in a unique position to help you secure entry points and vulnerabilities both above and below the operating system (OS) of the devices on and off your network. As cybercriminals continue to mount a monumental effort to steal your data, we can help you create the right strategic plan to mitigate their efforts and stay secure from anywhere.

Keep sensitive data safe from hackers and malware →

Protect your institution from ransomware attacks →

Prevent the disruption of your virtual learning environment →

**Digital brochure**



# AIXPRT

AIXPRT is a free benchmark tool for evaluating a system's machine learning interface performance by running common image-classification, object-detection, and recommended system workloads.



Q&A



AIXPRT: the basics



Testing and results



AI/ML primer

## General

What does AIXPRT do?

Do I have to pay for this?

**Microsite**





# Questions?



**Rana Salman MBA, Ph.D.**  
CEO @Salman Consulting

# Next Webinar - Competing in a Virtual World

In 2020, our world turned upside down, and overnight, most sellers across the globe became virtual sellers.

McKinsey noted that by 2020, >90% of B2B have transitioned to a virtual sales model.

And while face-to-face will come back to an extent, virtual selling is here to stay. Research conducted by McKinsey found that 70% - 80% of decision-makers prefer remote human interactions or digital self-service.

So how can marketers help their sellers compete in a virtual world?

Join us in this webinar, where we will unpack and discuss strategies and tactics to differentiate and displace the competition in a virtual world.

**Aug 9, 2022**

**1:00 PM EDT**

**[https://bit.ly/CMS\\_Salman](https://bit.ly/CMS_Salman)**



**SALMAN CONSULTING**

**klue**

# Resources

- [Boost your e-learning outcomes PDF](#)
- [Learn with PT microsite](#)
- [Twelve types of interactive content to drive better enagement](#)
- [14th generation Dell EMC™ PowerEdge™ site](#)
- [HubSpot website grader](#)
- [Starbucks white cup campaign](#)
- [Nue Vodka "Legends" campaign](#)



# Resources cont'd

- Build your own educational device
- BenchmarkXPRT wheel
- Virtual booth
- Secure sensitive data e-brochure
- AIXPRT microsite



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thuckabee@principledtechnologies.com

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