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MARKETING
SUMMIT

Apply online learning best practices to create successful interactive marketing content

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Today's Speaker

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Chief Learning Strategist & Lead Digital Experience Designer @Principled Technologies

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We’re all competing in the attention economy.

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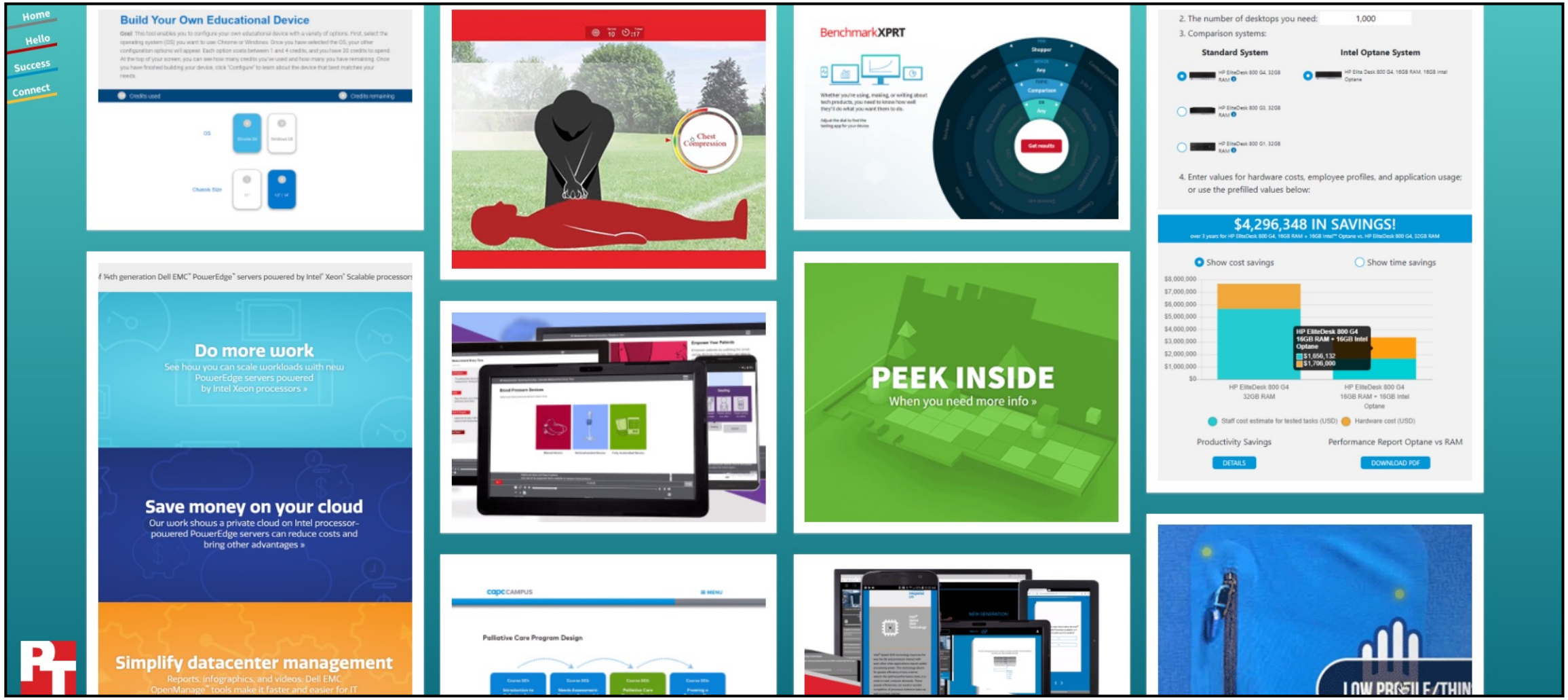
Interactive content



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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

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Explore the benefits of 14th generation Dell EMC™ PowerEdge™ servers powered by Intel® Xeon® Scalable processors. View the resources.

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We must reward their attention with something useful.

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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

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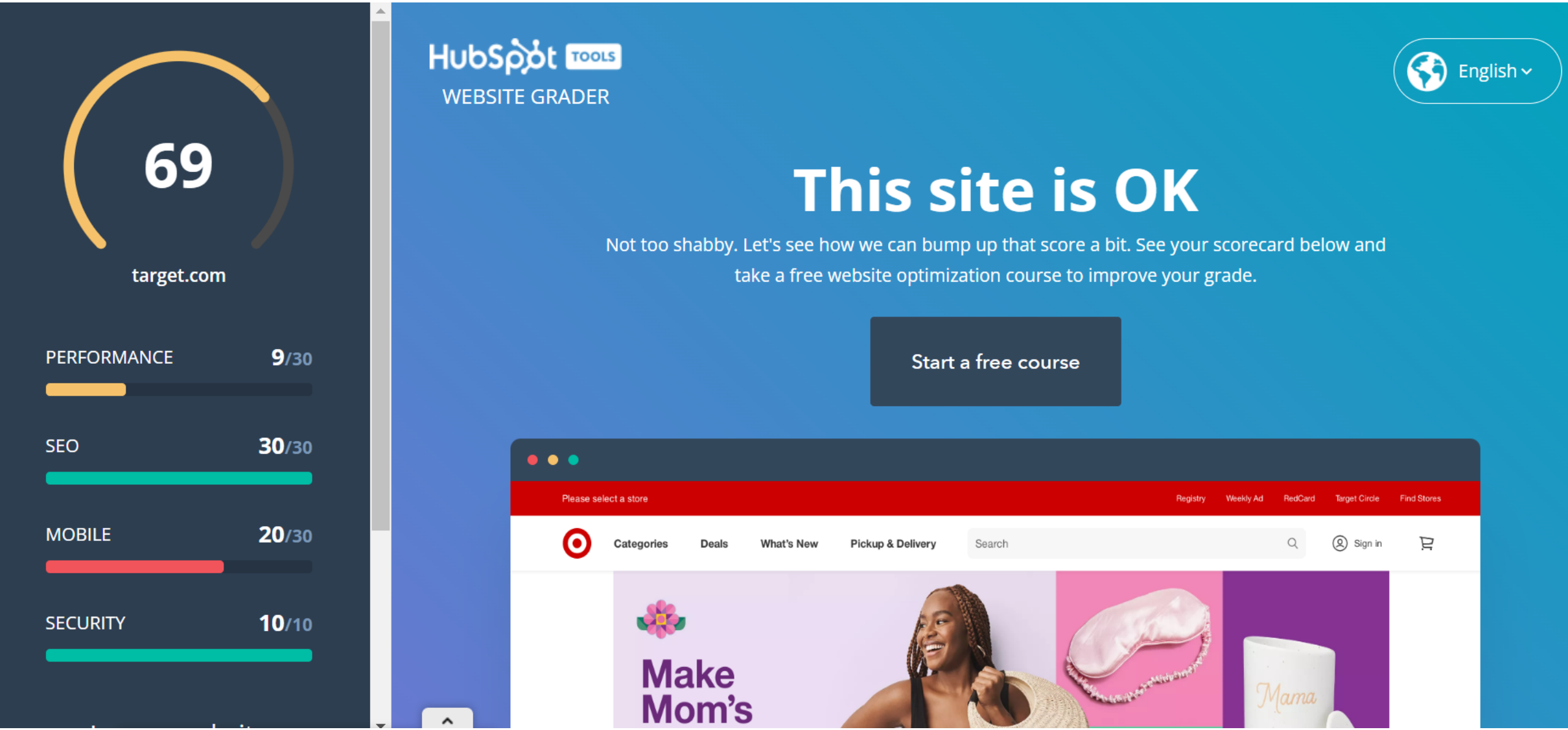

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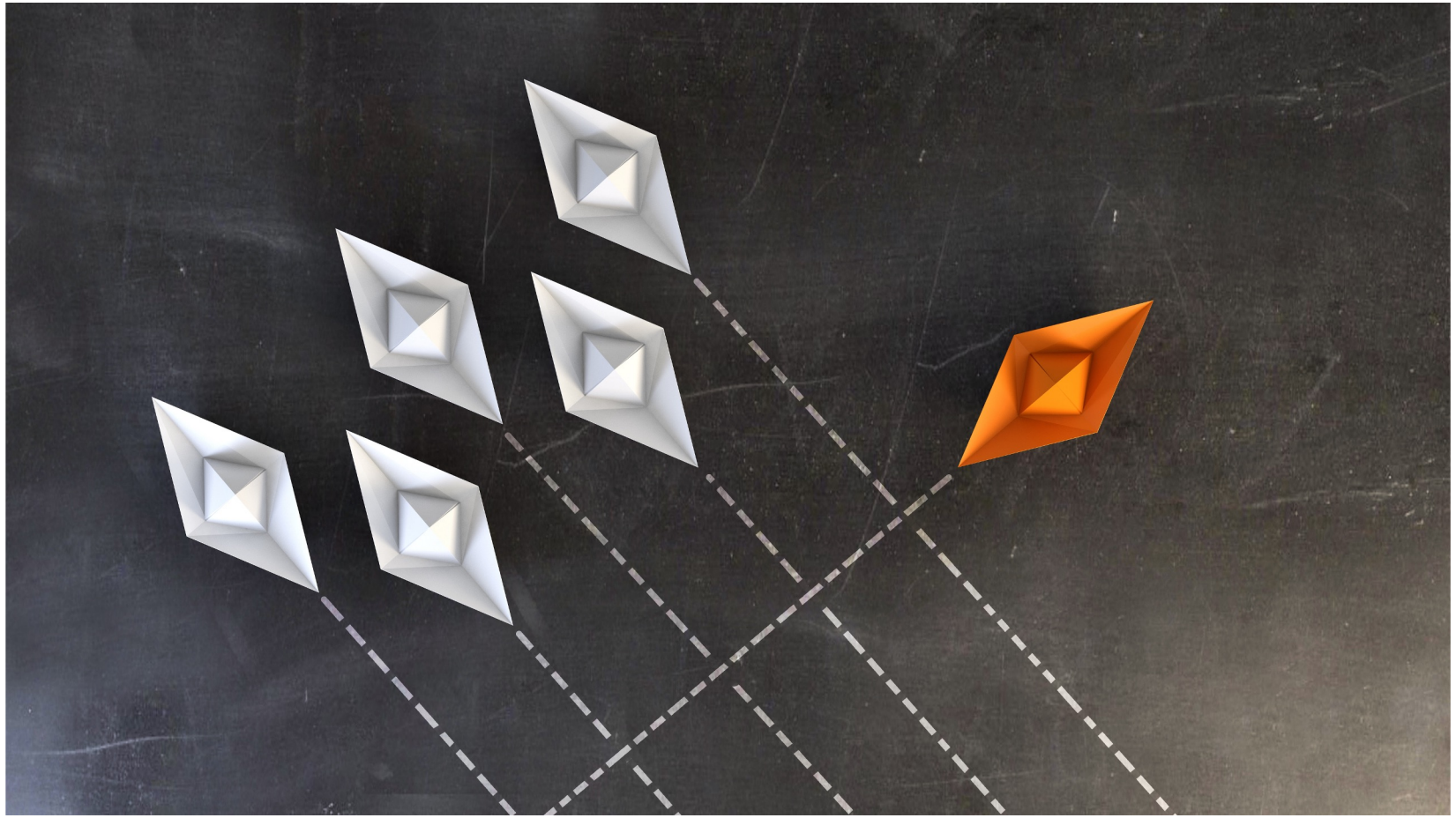
We must empower them to take actions that benefit them.



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Empower

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

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White cup campaign - Starbucks

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Scenarios and stories

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

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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.

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 t showed up at a friend's rooftop party in cow costumes. As if weren't enough they came with cowbells and their own ther 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

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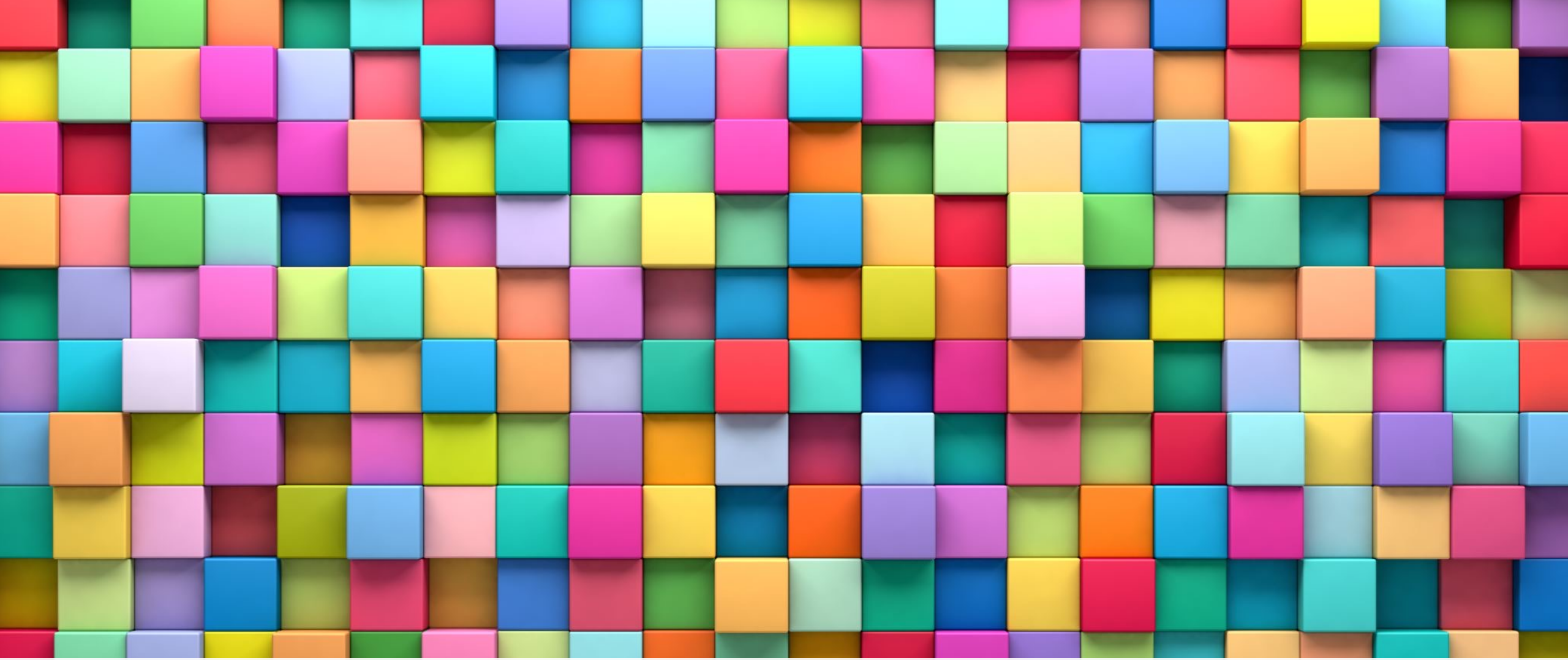

Snackable, stackable content

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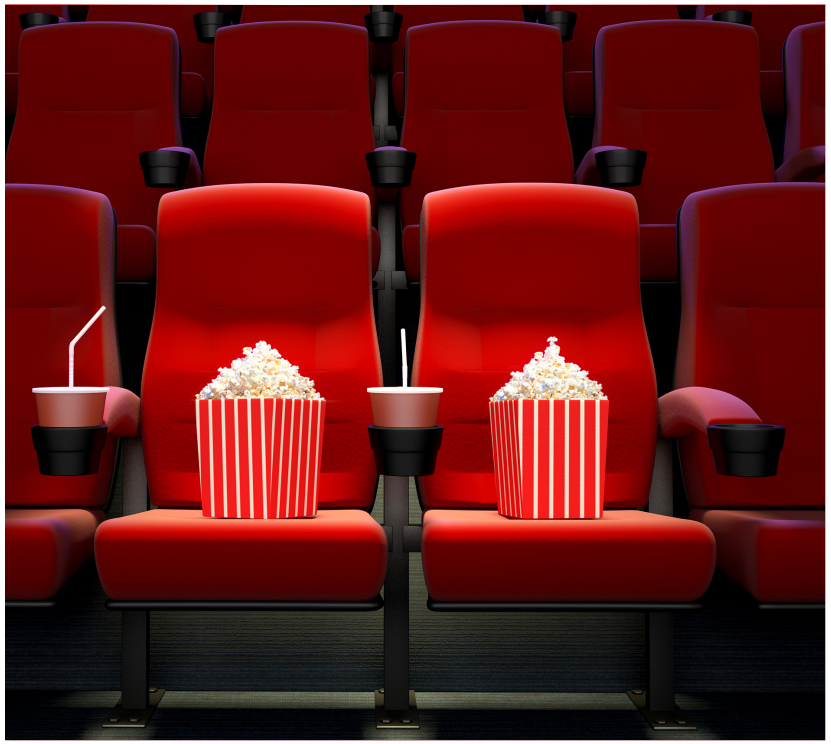
Snackable content

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



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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

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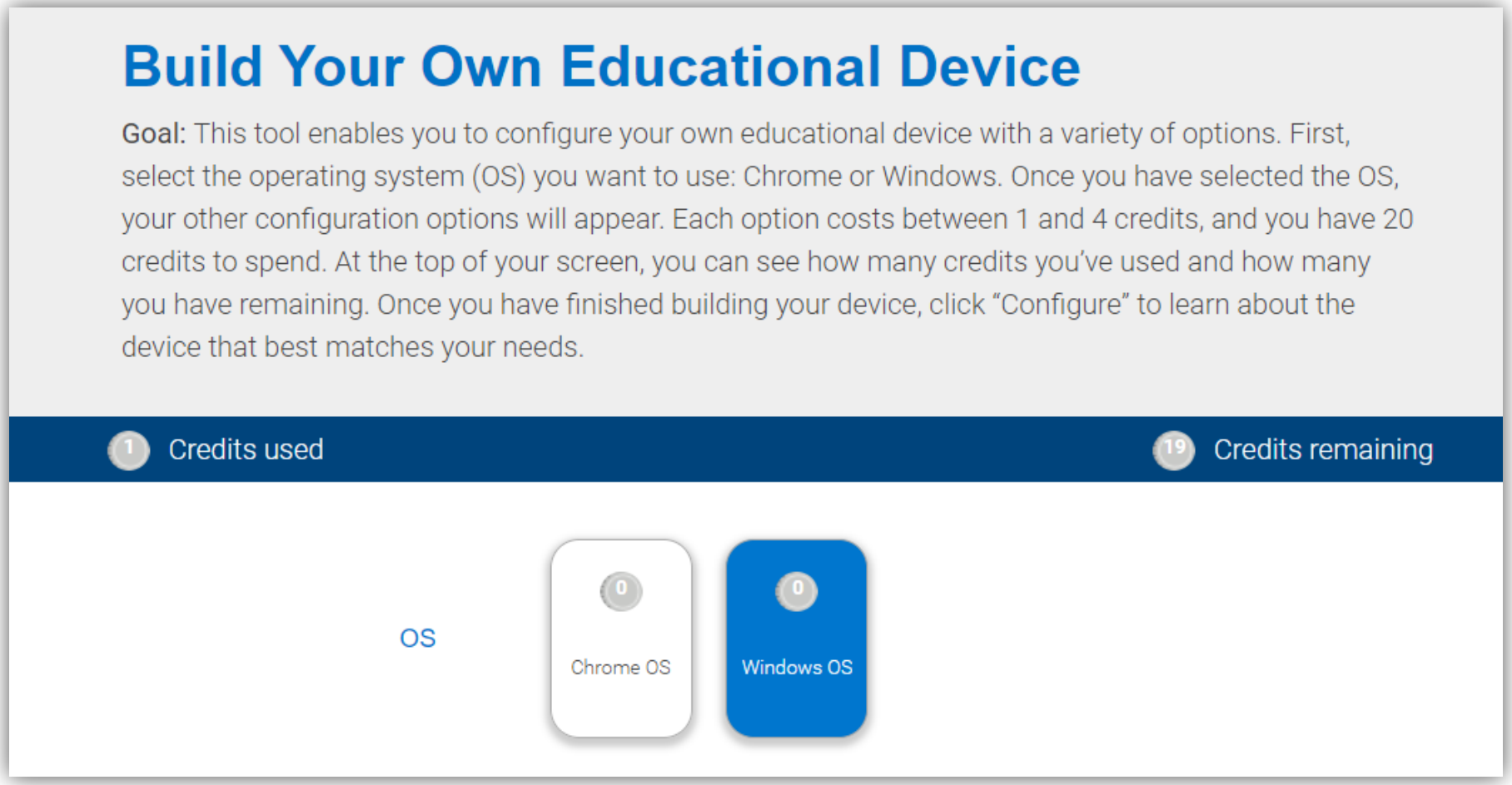

Calculators

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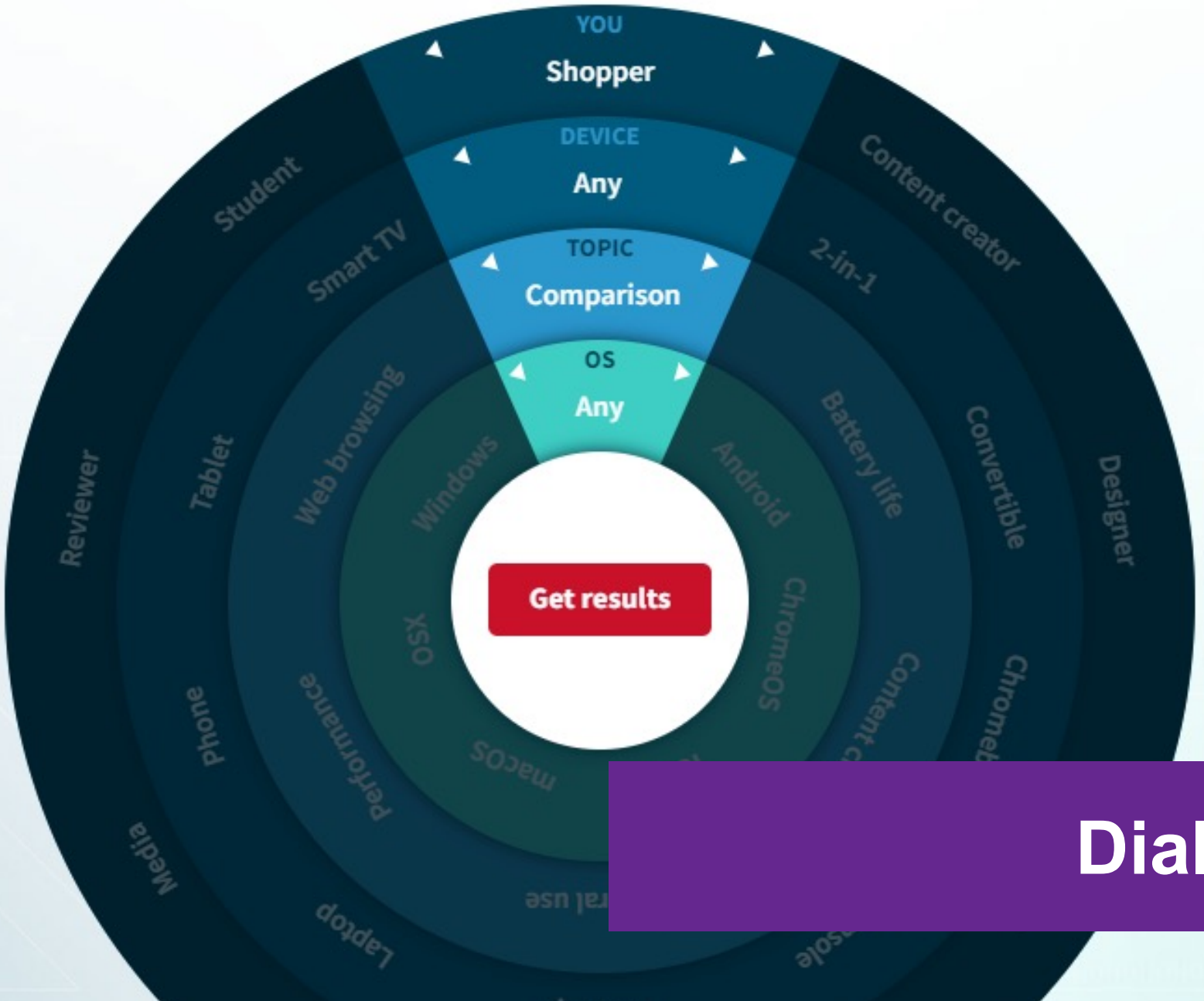
BenchmarkXPRT

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

Virtual booth

DELL Technologies
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?

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

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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

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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

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Resources cont’d

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

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