

Training Courses & Platform Certifications

eLearning Partnerships with the Insight Platforms Academy



Training Courses | Platform Certification

eLearning is an effective growth channel for both large and niche B2B brands

The collage features several eLearning offerings:

- Google IT Support Professional Certificate** (Jan 2018)
- IBM Cloud Application Developer Professional Certificate**
- IBM Cybersecurity Analyst Professional Certificate** (Jun 2020)
- Google Data Analyst (with R) Professional Certificate**
- IBM Data Analyst (with Python) Professional Certificate** (Sept 2020)
- Google Project Manager Professional Certificate**
- Facebook Social Media Marketer Professional Certificate**
- Google UX Designer Professional Certificate**
- Salesforce Sales Dev Rep Professional Certificate**
- Intuit Bookkeeping Professional Certificate** (6,016 already enrolled)
- Facebook Blueprint Social Media Marketing Professional Certificate** (hosted on Coursera)
- Product Analytics Certification (PAC)™** (Enroll Now FREE)

Existing knowledge assets can be re-packaged into on-demand training courses

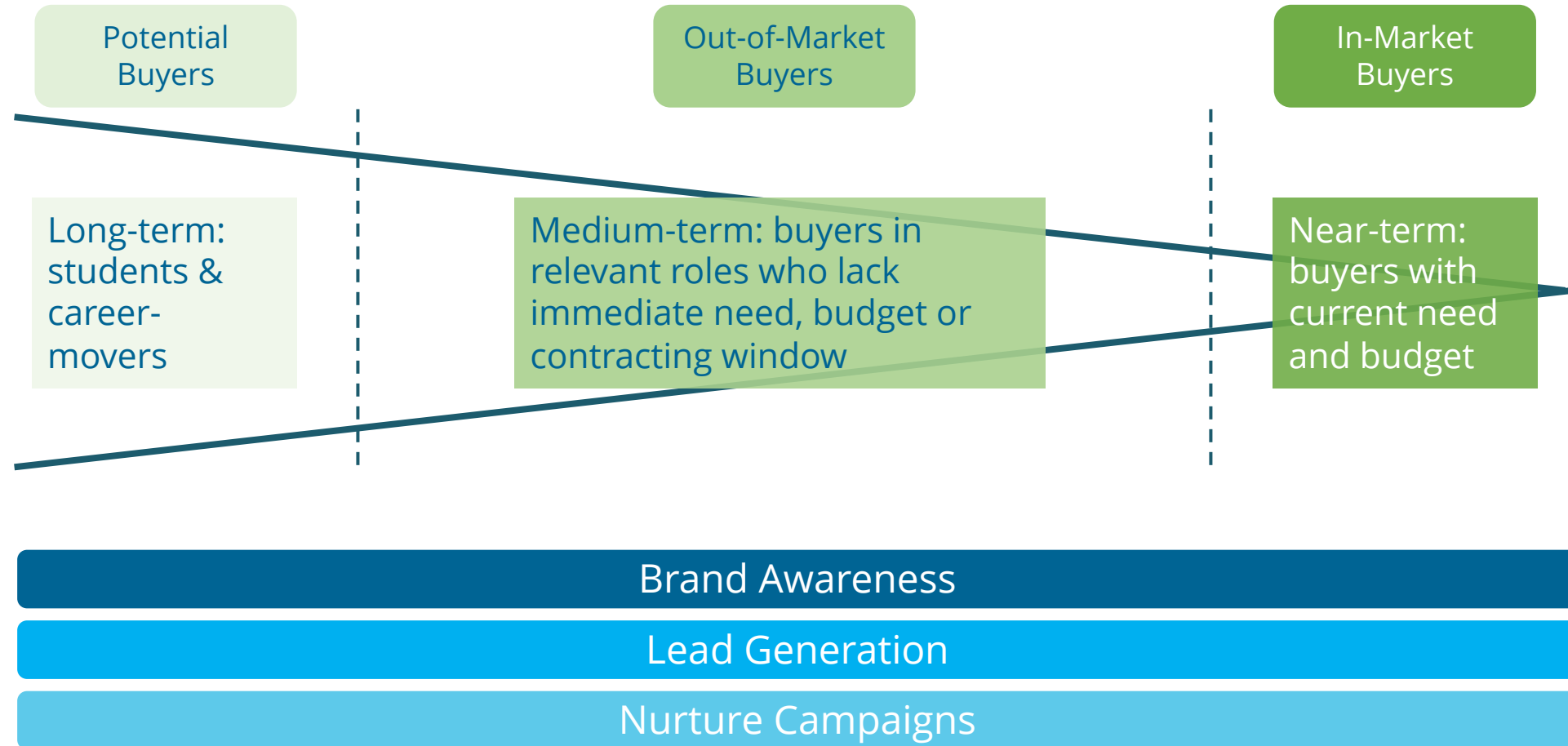
Content Sources

- Thought leadership
- Internal training materials
- Subject matter expertise
- Ebooks
- Webinars
- Presentations

Course Elements

- Narrated slideshows
- Pre-recorded videos
- Downloadable PDFs
- Quiz / Assessment tools
- Demo access to software

Training courses offer benefits through the entire marketing funnel



Courses deliver long term brand value as well as short term lead generation

Brand Engagement

- ❑ Create brand awareness
- ❑ Build a differentiated positioning
- ❑ Establish category leadership through expertise
- ❑ Reinforce brand authority with existing contacts and customers

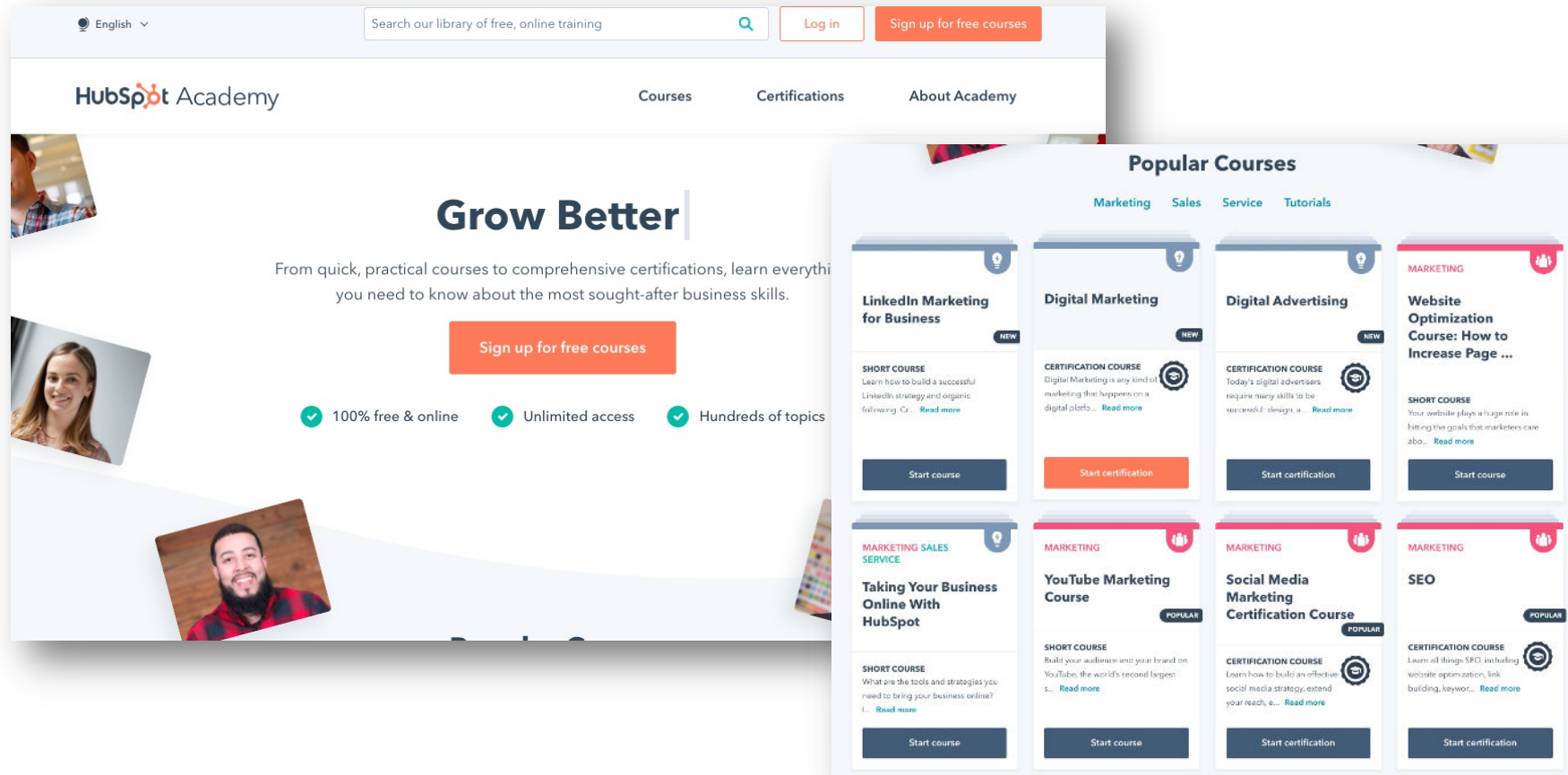
Lead Generation

- ❑ Attract new leads and subscribers for on-going marketing programmes

Nurture Campaigns

- ❑ Provide course access to warm leads and existing customers
- ❑ Build product familiarity by granting student access to software demos
- ❑ *Qualtrics nurtured thousands of future customers with free software access for students in leading business schools*

In-house academies are great, but can be expensive and time-consuming to operate



The Insight Platforms Academy is a premium marketplace for expert research & analytics training



The Academy hosts on-demand, video-based training courses created by:

- the Insight Platforms team
- independent experts
- commercial partners: technology providers and research agencies.

Users pay to enrol in individual courses or subscribe for unlimited access

<p>Single Course</p> <p>£99 /course</p> <p>1 course</p> <p>One-time payment</p> <hr/> <p><input checked="" type="checkbox"/> Enrol in a single course</p> <p>BUY NOW</p>	<p>Full Access</p> <p>£600 /year</p> <p>Unlimited courses</p> <p>Annual subscription</p> <hr/> <p><input checked="" type="checkbox"/> Enrol in any Insight Platforms Academy course</p> <p>BUY NOW</p>
--	--

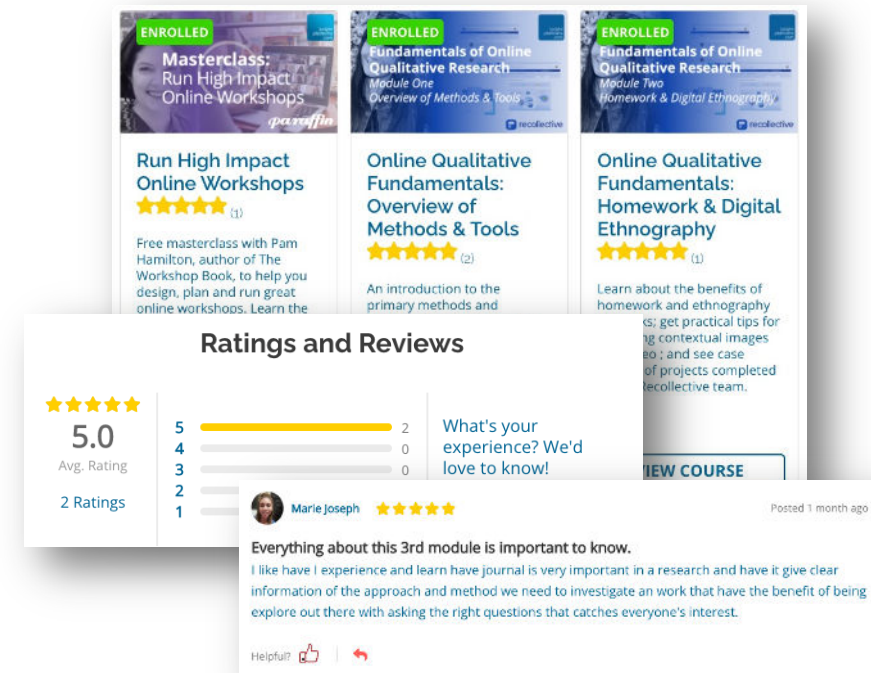
All courses are priced at the same rate

Short video lessons deliver 'micro-learning' experiences that fit around a user's schedule

They receive a certificate of completion and are encouraged to rate and review their course



Users receive a certificate of completion which can be shared on their social channels



Ratings and reviews build over time to provide social proof and establish the course provider's expertise & authority

Commercial partner courses are published on a free-to-paid basis

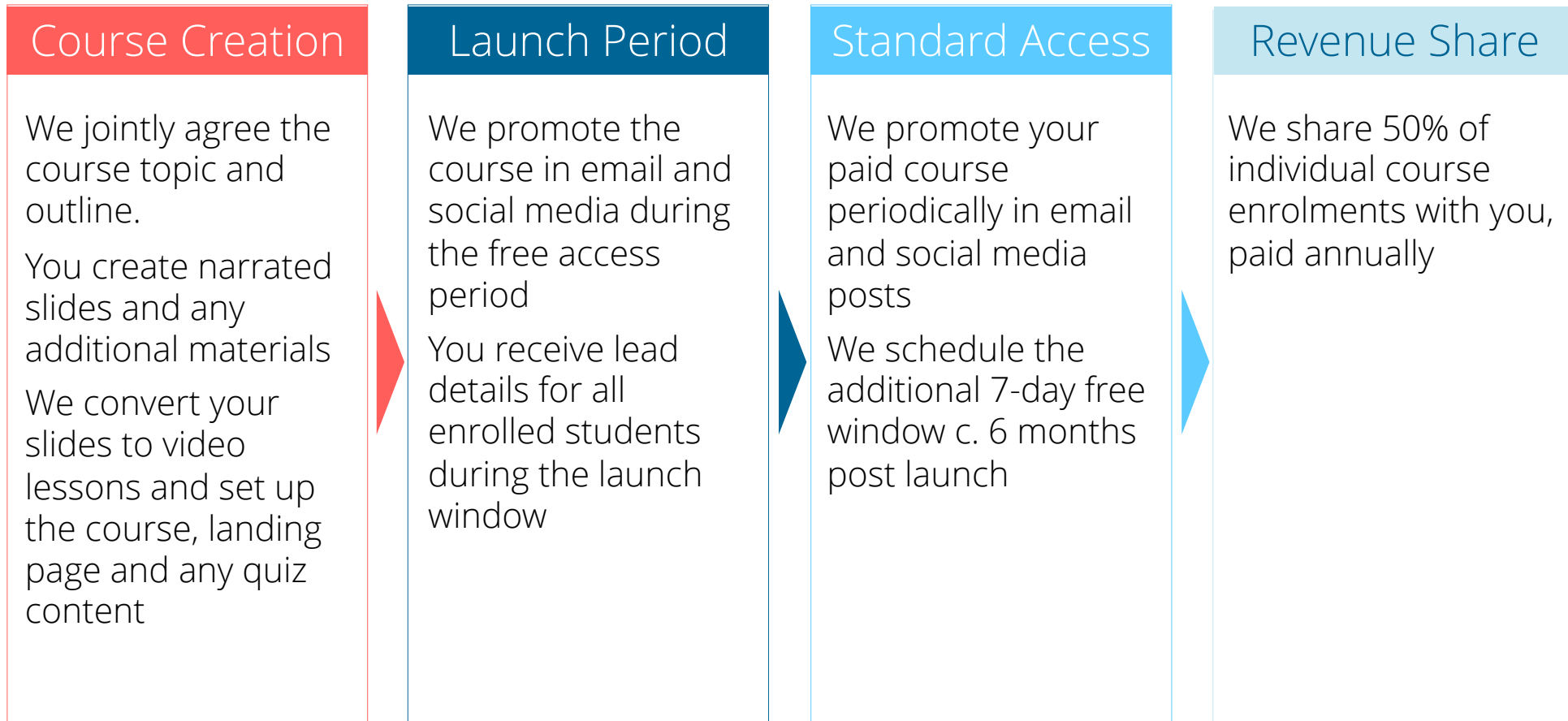
LAUNCH PERIOD: FREE for 28 Days

- ✓ Courses are available for **free enrolment** for an initial period of **28 days**
- ✓ Email and social media promotions emphasise **scarcity value** to drive engagement
- ✓ Students have **12 months to complete** a course post-enrolment
- ✓ All enrolments during the launch period **opt in to share contact details** for follow-up

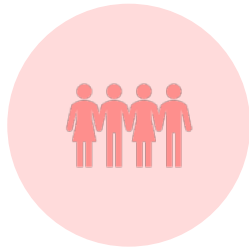
ON-GOING: STANDARD pricing applies

- ✓ After the launch period, courses revert to **standard pricing**
- ✓ Partners receive a **50% revenue share** of course fees
- ✓ Partners can **grant free access** to customers or prospects with 100% discount codes
- ✓ We promote one additional **free enrolment window** of 7 days in each calendar year

How it works: course creation, launch & on-going promotion



The Insight Platforms Academy offers some unique benefits for elearning partners



Audience reach and profile: 200,000 researchers annually in dozens of countries



Premium positioning: high quality training courses in research & analytics



Expertise in online course creation: you bring the content, we do everything else



Cross-promotion from directory pages: drive awareness, brand positioning and traffic

Investment can be offset over time with revenue share from course fees

Annual Hosting

- Charged annually
- Includes setup, hosting and promotional campaigns
- Assumes max 2 hrs training course content


£2,350 | \$2,750

Revenue Share

- Variable
- Tracked on a quarterly basis, payable annually

50% of individual course enrolments + proportionate share of subscription revenue

Your content will be part of a growing curriculum of premium courses for research & analytics

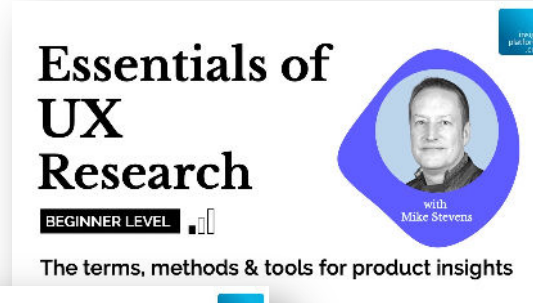


Essentials of Survey Design & Analysis

BEGINNER LEVEL

with Cynthia Portugal

Plan, run and report great survey research



Essentials of UX Research

BEGINNER LEVEL

with Mike Stevens

The terms, methods & tools for product insights



Essentials of Data Analytics

BEGINNER LEVEL

with Mike Stevens

Language, concepts and uses for analysing data

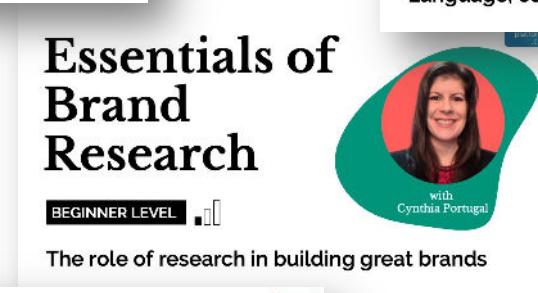


Essentials of Qualitative Research

BEGINNER LEVEL

with Mike Stevens

The how, what & why of researching humans

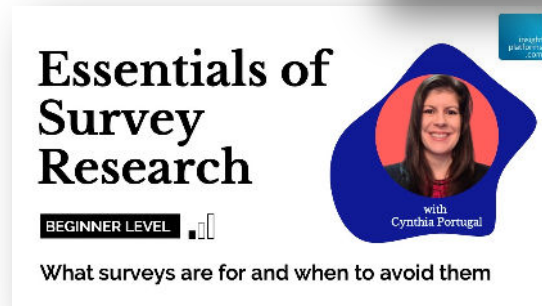


Essentials of Brand Research

BEGINNER LEVEL

with Cynthia Portugal

The role of research in building great brands



Essentials of Survey Research

BEGINNER LEVEL

with Cynthia Portugal

What surveys are for and when to avoid them



Essentials of Brand Tracking

BEGINNER LEVEL

with Cynthia Portugal

Measure brand performance and perceptions

Training Courses | **Platform Certification**

Platform Certifications

- ✓ Host your product training content in the Insight Platforms Academy
- ✓ Train your own teams, customers and partners
- ✓ Build a network of external professionals who are certified to use your solution
- ✓ We take care of user access, learning management technology and certification
- ✓ Content can be paid or free; publicly accessible or private

Investment can be offset over time with revenue share from course fees

Annual Hosting

- Charged annually
- Includes setup, hosting and promotional campaigns
- Assumes max 2 hrs training course content

£2,350 | \$2,750

Revenue Share

- Variable
- Tracked on a quarterly basis, payable annually

50% of individual course enrolments + proportionate share of subscription revenue

Speak to us to discuss how you can make the most of the eLearning opportunity

[Book a meeting online](#)

email mike@whatnextstrategy.com

call +44 (0) 7796 270 215



Training Courses & Platform Certifications

eLearning Partnerships with the Insight
Platforms Academy

