



QR CODES & THE SMART ART OF MARKETING

Get learners to enroll in Courses using QR Codes in marketing collateral.

ABSTRACT

Marketing your Courses is a great way to draw learners in. With Captivate Prime you can add a QR Code to your promotional material and close the deal when learners use it to enroll themselves in Courses.

Product Management, Adobe Captivate Prime



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Why Market a Course?

There are many reasons to market a training program.

Your L&D team have worked hard and developed a Course in response to certain challenges faced by your organization. It is now your task to get employees interested and enrolled in this Course that will then eventually translate to organizational success.

The Course is not a mandatory one, and therefore requires employees to enroll themselves. Sometimes this is a tough ask. You can create the most relevant, imaginatively designed Course but if nobody sees or hears of it, or wants to use it, it is a wasted effort.

Therefore, knowing how to market it could be critical. This document skims over some marketing ideas you could use. However, the focus is on what happens once you get your target audience to want to take the Course – enrollment with the press of a button and the scanning of a QR Code.

Some of the Many Ways You Can Market Your Course

- Promote your course as a solution to ongoing challenges or a step towards career development.
- Use in-house influencers to demonstrate/share testimonials about the training.
 - The easiest way to convince people of the value of your Course is to show them that there are people who think so.
 - Authentic testimonials that address questions like ‘How will this learning experience help me do my job?’ and ‘What new skills will I pick up through this training’ can prove to very useful in enlisting learners.
- Make marketing videos to advertise the training and its benefits.
 - Especially if senior management may have input and testimonials, this kind of material could be handy in convincing people to take the Course.
- Use social media to promote the course, as well as all in-house communication channels – intranet, blogs, instant messaging, Facebook etc.
- Distribute brochures and flyers that are attractive and full of information about the Course.
- Use strategically placed notice boards to display posters with the required information.
- Newsletters are also a great way to spread the word.

Now that you have the attention of potential learners, give them an easy way to enrol themselves in the course. Provide a QR Code along with the above materials, in all the various channels, and let them scan it using their smartphones and the Adobe Captivate Prime app.

QR Codes as Part of Marketing Courses

QR or Quick Response codes are a ubiquitous phenomenon these days. Scan a code and receive information, learn more, provide information, connect to something informative, and so much more. As part of popularising a Course in your Captivate Prime account, here is another way you can use a QR code.

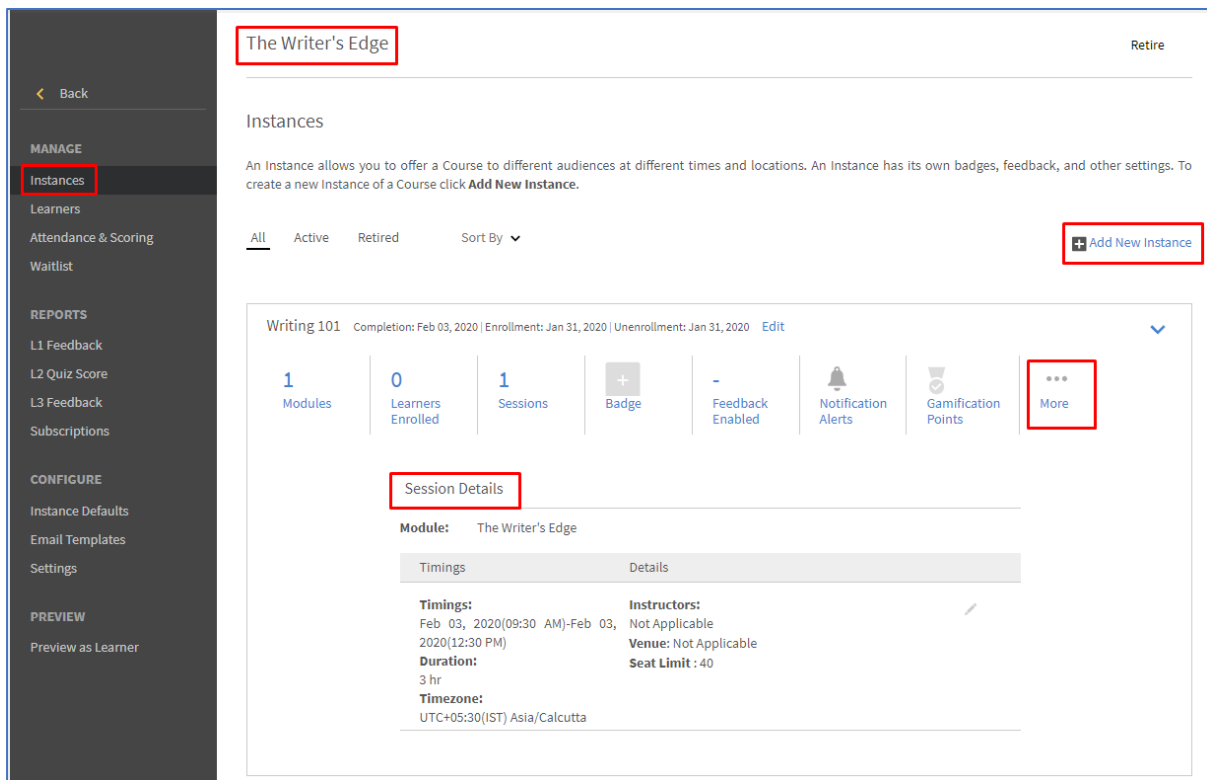
Enable Learners to Enroll Themselves in a Course Using a QR Code

As the Admin of your Adobe Captivate Prime account, it is your prerogative to enroll learners in Courses. With the added ability of the LMS to generate QR codes, your job just got a lot easier.

All Courses that you create in Captivate Prime allow you the option to decide if learners can enroll themselves or if they must be enrolled by you/their manager. In the use case discussed above, where you would like learners to enroll themselves, you can make the workflow easier by providing them a QR code.

The following workflow shows you how to generate a QR Code:

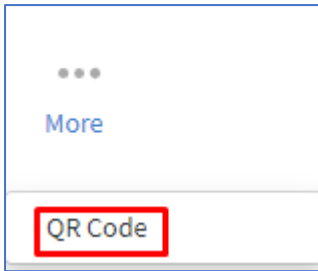
1. Sign in as **Admin**, go to **Courses**, click on the Course you want. When it opens, Click on **Instances** and then click on **Add New Instance**. Modify the **Session Details** and then click on **More**.



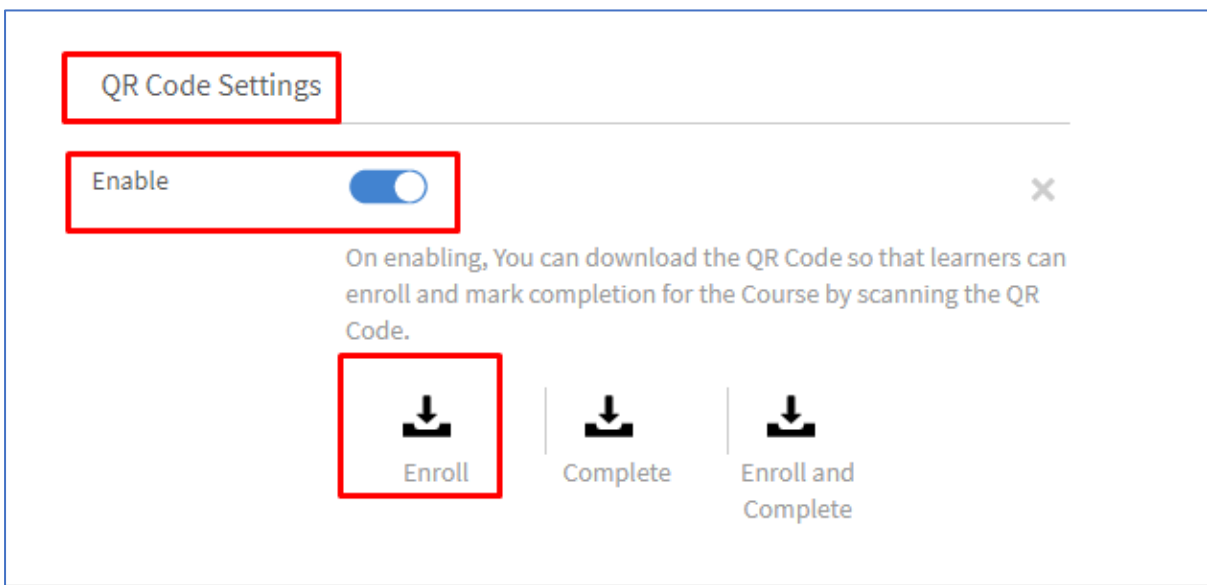
The screenshot displays the Adobe Captivate Prime interface for a course titled "The Writer's Edge". The left sidebar contains navigation options under "MANAGE", "REPORTS", "CONFIGURE", and "PREVIEW". The "Instances" option is highlighted. The main content area shows the course details for "The Writer's Edge", including completion and enrollment dates. A "More" button is visible in the top right corner of the course details card. Below the course details, the "Session Details" section is expanded, showing a table with columns for "Timings" and "Details". The "Timings" column lists the session date and time, duration, and timezone. The "Details" column lists the instructors, venue, and seat limit.

Timings	Details
Timings: Feb 03, 2020(09:30 AM)-Feb 03, 2020(12:30 PM) Duration: 3 hr Timezone: UTC+05:30(IST) Asia/Calcutta	Instructors: Not Applicable Venue: Not Applicable Seat Limit : 40

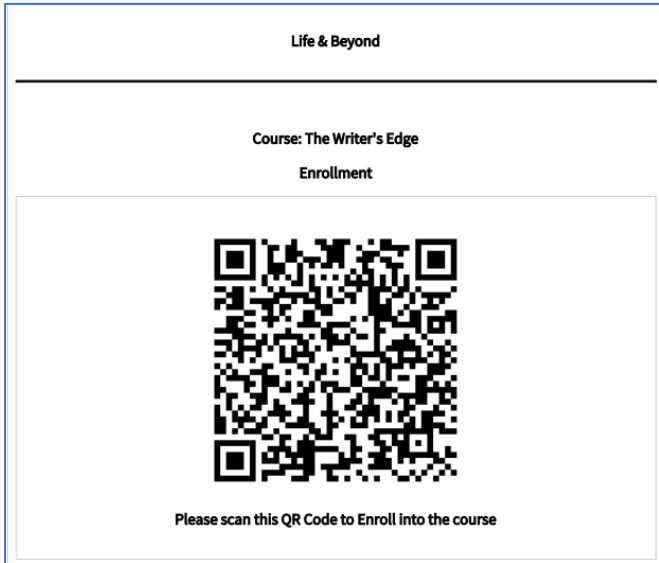
2. Click on **QR Code** in the dropdown menu.



3. A pop-up window shows you **QR Code Settings**. **Enable** QR Codes and then select the QR Code you require – in this case, click on **Enroll**.



4. A PDF document will download to your system with a QR Code. It will look like the one below:



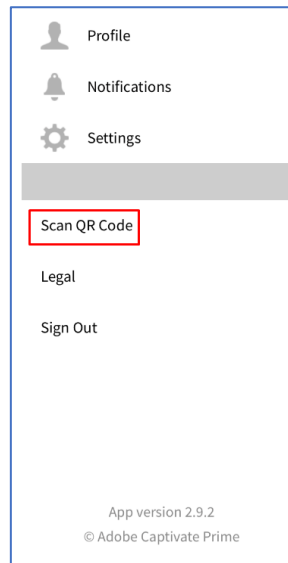
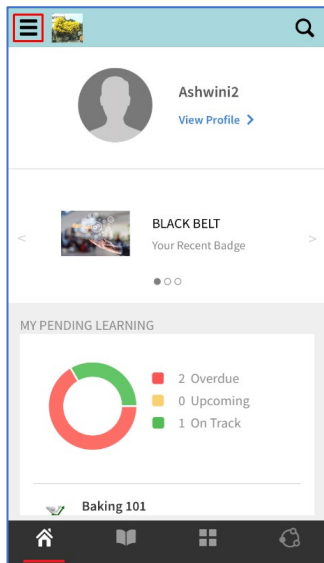
Once you have the QR Code for learners to enroll themselves, you can paste, print, email it anywhere and allow learners to scan it with their Captivate Prime app and smartphones. For example, if you are sticking

posters around your office campus, make sure that the enrollment QR Code is printed or pasted on the poster. Stick/pin/place the poster in strategic places like the water cooler in the corridor outside the recreation room.

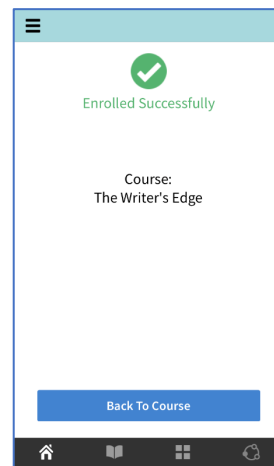
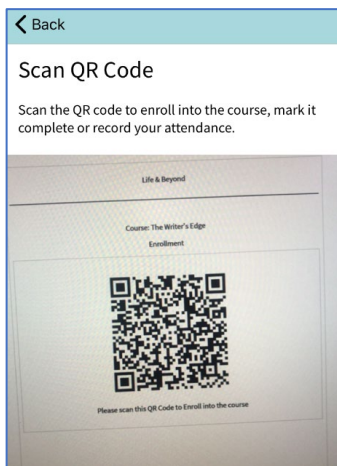
The Learner Perspective

To enroll themselves in the Course, learners must ensure they have the Captivate Prime app downloaded on their phones and then follow the steps below:

1. Click on the hamburger icon.
2. Select **Scan QR Code**.



3. Scan QR Code.
4. Enroll.



Once enrolled, details of the Course will be emailed to them.

Summary

QR Codes were developed to save time and lengthy processes, allowing people quick access to information when needed. In Captivate Prime, getting learners to enroll themselves in Courses with a quick scan of a QR code, saves valuable time and energy. While top-of-the-mind recall is still fresh (e.g. right after reading a poster on a Course), a learner can immediately enroll themselves in a Course. They do not have to go to their accounts, find the Course and then enroll. Coupled with strategic marketing and promotional materials, Captivate Prime's enrollment QR codes are a great way to encourage enrollment.



USE CASE SCENARIO

Utopian Residential Services (name changed to protect customer identity) or URS is an HVAC company with offices across the USA, that provides a variety of residential services. These include heating, air-conditioning, plumbing and drainage services.

The URS has a large workforce that is continuously deployed in the field. This is not a group of learners accustomed to using computers for training.

Training is nearly always in the form of a video demonstration and is shown in a classroom situation. To

accommodate varying individual schedules and numbers, Courses in technique, strategies, customer handling, policies, etc. may occur multiple times throughout the day at all their various offices. Learners are required to come into the office and watch the video in the classroom to complete the Course.

The training management team promotes the Courses on flyers and posters in various parts of their offices with corresponding times. At the bottom of the flyer/poster is a QR Code that employees scan and use to enrol themselves in upcoming training. Every learner has a smartphone with the Captivate Prime app downloaded on it. When they later enter the training classroom to watch the video, they use another QR code to mark attendance and completion. ([See that document here.](#))