# Targeted Marketing Template/Example

The page below is an example of a targeted marketing program. The idea is to use short microlearning assets and have users apply the knowledge at each step. Begin with a simple overview of the subject, then build on the knowledge with each asset.

Cadence can be however you feel would work best – daily, weekly, monthly. The example below is weekly, but could be changed to whatever cadence makes sense for your audience.

Use the example below as a template, deleting the existing text and replacing with your own topics, asset links and activities.

**Learning Program: Design Thinking**

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| **Introduction:**  Design Thinking is quickly becoming an important part of any companies process for innovation. Everyone should have an understanding of the design thinking process, and be able to use it at a high level. Training design especially can benefit from design thinking as the companies attempt to be more agile and deliver learning continuously.  This program will provide an overview of design thinking and allow you to apply design thinking in practice. Complete one section at a time, completing each activity before moving on to the next. | |
| **Week 1: What is design thinking?** | **Read:** This IDEO article on design thinking:  <https://www.ideou.com/blogs/inspiration/what-is-design-thinking>  **Activity:**  Consider any upcoming projects in your work or personal life. How can you use design thinking to improve upon your planning of this project? Write down some thoughts about how you can use the design thinking process in an upcoming project. |
| **Week 2: The design thinking process** | **Watch:** This YouTube video:  <https://www.youtube.com/watch?v=_r0VX-aU_T8>  **Activity:**  Role play he design thinking process with your team. Imagine you are creating a new model of a car. How will you use the design thinking process to create a prototype? |
| **Week 3: Using Empathy** | **Watch**: The Skillsoft course “Learning to be Empathetic”.  **Activity**:  Have an empathetic discussion with someone in your life. Find out what they would like to know and how they best learn. |
| **Week 4: Creating Personas** | **Read**: Creating Personas for Design Thinking <https://www.innovationtraining.org/create-personas-design-thinking/>  **Activity**:  From your conversation in the previous activity, create a persona for whom you would design a learning program. Create a Word document or a PowerPoint slide defining this persona, including an image. |