



TRAILHEAD

myTRAILHEAD CONTENT SERVICES



EXPERT SUPPORT FOR EVERY STEP IN YOUR CONTENT DEVELOPMENT JOURNEY

You've taken the first step in creating a culture of learning in your organization by investing in myTrailhead. Hooray! Now's the time to start thinking about how you'll drive successful adoption with a robust learning and enablement plan that includes content that's engaging, relevant, and fun. After all, if your users aren't aware of what's available to them at the right time, don't understand what's in it for them, or don't believe the content is of value, the chances of them adopting learning will be low.

We recommend you start with a content strategy that aligns to your business goals. Next, develop content that's informative, optimized for myTrailhead, and written in a voice that everyone can understand. Lastly, you'll want to set your communication plan and document a way to measure success once your content is live. Sound overwhelming? It doesn't have to be.

Trailhead has created public-facing Trailhead content that's been consumed by millions of people globally and has them coming back for more. Our creative content writers and designers are experts in creating content that's bite-sized, easy to consume, and fun to read and look at too! Let us help you develop a content strategy and adoption plan that delivers. We can also augment our advisory services with additional services, such as custom content creation if you need more hands-on support. Whether you need help with one aspect or all of it, we've got you covered.

LET US HELP YOU CREATE A CULTURE OF LEARNING

With more than 20 years of combined experience providing custom learning creation development and adoption strategies for organizations of all sizes, we are primed to help you succeed. Whether your ultimate goal is to onboard new employees faster, drive employee productivity, increase Salesforce adoption, or align your teams around a core set of company values, our proven approach will keep your learners engaged and hungry for more. Ready to get started?



CUSTOM CONTENT SERVICES TO FIT YOUR NEEDS

Content Advisory: *Strategic Guidance for Learning and Enablement*

Your content needs might be one-of-a-kind, but chances are the challenges you want to solve with your content are not. We've helped many customers in similar situations. We're pros at advising on how to develop a learning and enablement plan that not only works but also fosters a culture of continuous learning. Content Advisory services include:

Content Strategy

Working alongside your team, we'll review and assess your objectives, identify your needs, and jointly develop a content strategy to meet those goals. We'll also provide best practices for writing, publishing, releasing, and maintaining your content.

Execution Plan

We'll not only help you keep your launch project on track with resource and milestone plans but also prepare your organization for the successful adoption of myTrailhead with communication templates and end-user surveys.

Content Full Service: *Where Content Advisory and Content Creation Meet*

One of the key factors of your success with myTrailhead will depend on the type of content that fuels it. We know that creating content that is engaging, relevant, and unique to your business and goals isn't something everyone can do, so let us do it for you! Our expert writers will develop original content that meets your learners' needs. Content full service includes all of the support you get with content advisory services, plus:

Content Creation

Working alongside your subject matter experts, our writers will outline and create your custom content while our editors review it for structure, tone, and consistency in message.

Content Structure

Using the content strategy ideation as a base, our experts will design and develop learning paths—comprised of units, modules, and trails—that are unique to your organization.

Content Formatting

Once your content is ready to make its debut, our team will prepare it for launch by adding metadata to make it search compliant, organizing it into set structures, making sure it looks great, and packaging it for publishing.

Adoption Strategy

End-user adoption will be critical to your success. We'll develop a timeline adoption strategy that includes a plan for pre-, mid-, and post-launch activities, and we'll help you draft the initial communications to your team. We'll also provide advice for automating communications to drive adoption.

Tracking Guidelines

It's crucial to measure the ongoing effectiveness of your content and user engagement to drive the best decisions. You'll receive guidelines on how to track, report, and assess your success with myTrailhead.



LEARN MORE ABOUT MYTRAILHEAD CONTENT SERVICES - CONTACT US

Tell us about your myTrailhead content plans and aspirations—we're here to help! Contact us via <https://sfdc.co/contentservices> to connect with us about content service offerings for myTrailhead.



LEARN

Learn at your own pace, from our experts, and your peers.

EARN

Earn points, badges, and skill-based credentials that grow your resume.

CONNECT

Connect with fellow Trailblazers to learn, inspire, and blaze new trails.

CONTACT US

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