



# Academy Breakdown



**ACTIVE CAMPAIGN**

An under-the-hood look at some of the best Customer Education training programs, platforms and communities.



# What's Inside?



This guide is a companion to our Academy Breakdown Video that walks through the Active Campaign University and highlights the key experiences and technologies of the program.

We've broken this guide into three parts so you can easily jump to the section that interests you most.

Part 1: Technology

Part 2: Strategy

Part 3: Client Experience

## **Note:**

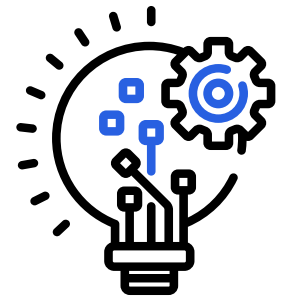
Our agency is not endorsing Active Campaign specifically or any of the platforms listed in this guide. We simply love customer education, digital experiences, and wanted to share what we've been able to learn by observing some of the best brands in the world.

# 01 | Technology

We've identified several of the key technologies that make the Active Campaign University happen. These could and likely will change or evolve as new tools come to market.

At this time of this guide, here's what we found.

## Tech Stack:



### 01 WORDPRESS

Powerful CMS and site technology.

[www.wordpress.org](http://www.wordpress.org) >

### 02 THINKIFIC

Learning Management System solution for Wordpress.

[www.learndash.com](http://www.learndash.com) >

### 03 DEMIO

Webinar and events for customer success and product education.

[www.demio.com](http://www.demio.com) >

### 04 WISTIA

Video player and hosting. Fully integrated with Learn Dash

[www.wistia.com](http://www.wistia.com) >

### 05 DISCOURSE

Community and Forum solution integrated into Wordpress.

[www.discourse.org](http://www.discourse.org) >

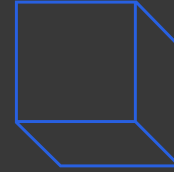


## Key Insights:

- **Meet your learners where they already are.** They can also surface the customers, partners, and learners that are actively engaging with your content.
- **Leverage your Content Management System (CMS) to the fullest extent to make sure content can be leveraged for search, discovery, and support throughout the customer's discovery and onboarding process.**
- **Mix tools to serve the experiences you're trying to create.** It's hard to find a "one-size-fits-all" platform. In fact, there may be so much "bloat" with a massive product that it delivers a poor experience. Active Campaign has seamlessly integrated their CMS, LMS, Webinar Platform, and Community tools to deliver specific experiences. You can see how these systems work together in a quick whiteboarding session.



02



# Strategy

Now that the tech is outlined, let's look at the Strategy and Approach of the program.

Active Campaign University has several important and strategic features that help it stand out in the Customer Education space.

**01** Provide customer training in ways that work for your customers.

Focus on getting the content “in their hands” and usability, rather than vanity metrics around course enrollments.

It's time to go beyond the Learning Management System and build education in convenient, easy-to-use systems like your CMS or socials.

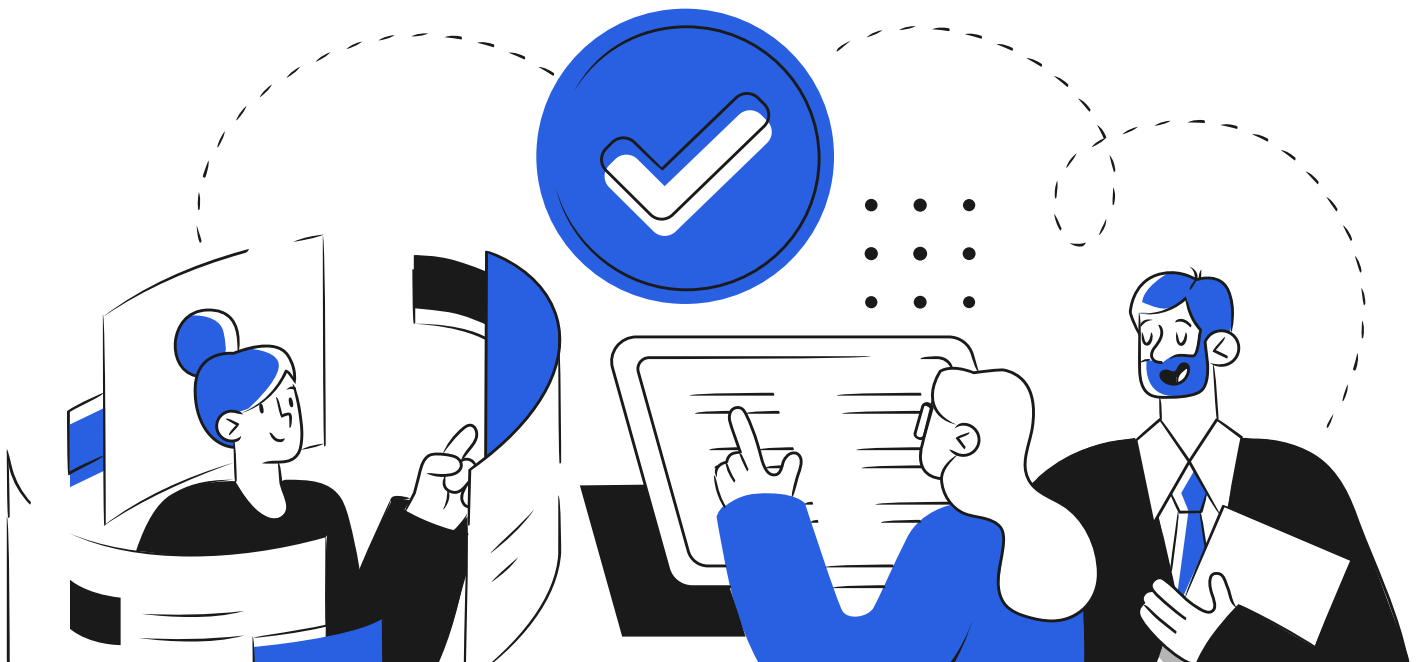
The key here is usability, practicality, and helpfulness.

**02** Use many different forms of education experiences to serve your customers.

Active Campaign shows just how diverse your training experiences can be – from socials to live events, and all of the on-demand training possibilities, they’ve leveraged every medium to ensure they’re serving their customers throughout the journey.

**03** Focus on delivering solutions and outcomes – not talking endlessly about your product.

Great customer education focuses on customer outcomes and delivering solutions to common problems. Listen to your content to make sure you’re saying “your product is great....” Really make sure you’re building paths to an outcome or delivering a solution to a common problem.



03



# Client Experience

Some of the highlights of the program that stuck with us.

01

## **Invest in quality design and production.**

There are times and places for user generated content, or content that may lack in quality, but materials communicating expertise, building trust, and delivering education should be a great representation of your brand and mission.





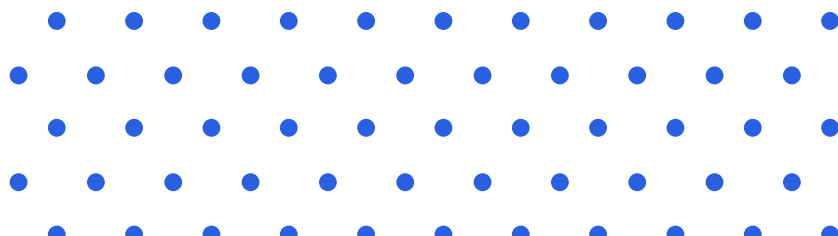
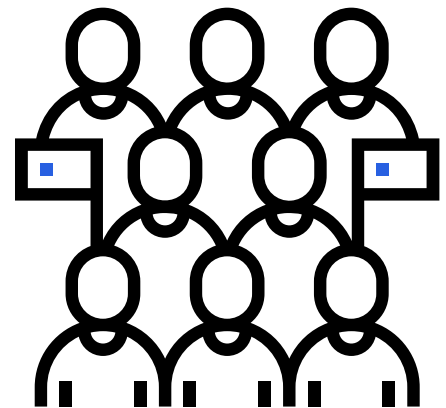


## 02

**Focus on discoverability.** Customer education isn't just about "how many people enrolled in a course." It's about moving clients through the entire journey with your product and how you can continue to solve problems for them and with them at every step.

## 03

**Localize your content for your major audience demographics.** When possible, remove barriers that prevent customers from participating in training and customer education – be it technology, language, or other factors.



If you liked this guide, here are two ways we can help you launch or scale your customer education program – for free.

### ThinkThru TV

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This is our YouTube channel with a growing library of resources to help you build training customers love. We talk technology, strategy, and creative focused entirely on training and customer education.

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Get our insights and content delivered straight to your inbox each week. We love sharing what's working, what we're learning, and highlighting client wins.

# Want to launch or scale your customer education or training academy faster?



If you're a technology company looking to provide product education, a non-profit looking to scale your impact and reach with education, or a consulting firm or expert looking to productize your knowledge, you can book a call with our team now.

We'll hop on a call and determine the best way to help you implement a Customer Academy or Education program and have courses launched to your customers, partners, or clients.

LET'S WORK

