



Marketo makes Lynda.com part of its global foundation for talent development

Marketo Inc. provides software-as-a-solution (SaaS) engagement marketing tools that help a wide range of large enterprise and small businesses develop long-term relationships with their customers. Based in San Mateo, California, and with offices around the world, Marketo has more than 850 employees.

Challenge: find a scalable platform for employee learning

As its workforce expanded and spread around the world, Marketo sought to engage employees and managers hungry for new learning opportunities—recognizing the organization had evolved past its frenzied startup phase to a pivotal point requiring a talent development strategy.

"As you get to be more mature in your business model, you need to really think about your people practices," said Wendy Miller, Marketo senior director of talent development. "These practices include how you develop, grow and retain employees. There are some basic foundational things that need to be brought in, and then you build upon a strong foundation."

Marketo had no learning platform, but the talent development team knew what it wanted from one—including an ability to scale quickly, reach geographically dispersed employees and deliver just-in-time training. Marketo needed an on-demand learning solution designed to provide all its employees, including 25 percent who work outside the United States, with a foundation for high-quality instructional content available when they need it.

Solution: Lynda.com from LinkedIn

To build a strong foundation for learning, Marketo turned to Lynda.com, which provides thousands of on-demand courses covering business, technology and creative skills—available online or when downloaded for offline viewing—on any desktop or mobile device.

Marketo viewed Lynda.com as high quality and cost effective; Miller had recently evaluated and chosen to deploy it while working in a previous role at a multinational technology company.



Challenge

- Needed to build a foundation to support a new global talent development strategy for a rapidly growing company
- Sought an on-demand solution that could scale quickly
- Wanted to help employees solve problems quickly

Solution

- Thousands of video-based courses
- Cost effective and accessible from any desktop or mobile device
- Bite-size tutorials to support microlearning

Result

- Provided foundational eLearning content for the company's global learning and development portal
- Adoption moved twice as fast as expected, with 50 percent of all employees using Lynda.com within just six months
- Content embedded into role-specific learning paths
- Used for onboarding to shorten time to productivity and improve retention
- Provided employees just-in-time learning

"I felt very confident about Lynda.com," she said. "I like that it's broken down into small bites of learning, and the course content is very clearly laid out. The search feature is excellent. The startup was easy. "

Result: high-quality instruction for all employees, anytime and anywhere

The rollout of Lynda.com at Marketo provided a wide range of foundational content for a new intranet portal there called Learning Central, which is devoted to employee development. Lynda.com also immediately supported Grow at Marketo, a pillar of company culture that champions professional development and lifelong learning.

Marketo anticipated 50 percent of its employees would be active Lynda.com users one year into the deployment. The company exceeded that expectation in six months.

Employees across a wide range of departments use Lynda.com to develop relevant job skills. New hires are assigned courses for onboarding while other team members rely on Lynda.com to successfully support their day-to-day activities or grow their careers. In addition, Lynda.com complements instructional content developed in house, benefiting blended learning initiatives that include manager training.

"The biggest benefit of Lynda.com to our learners is the breadth and quality of content—available when and how they want it," Miller said. "Lynda.com allows us to serve the diverse needs of many while putting the learner in charge of learning."

Courses on sales, leadership and management, marketing, customer service and engineering topics such as programming languages are particularly useful, Miller said, adding Lynda.com tutorials are great to assign before or after hands-on, high-touch, in-person training sessions. "It helps make sure people are constantly touched."

In addition, the talent development team as well as managers curate Lynda.com into learning paths designed to provide individuals with role-specific, personalized instruction. In doing so, managers sometimes recommend Lynda.com training during employee development plan conversations.

Some of the most popular courses viewed by Marketo employees cover presentation skills, leading meetings and project management. Employees often view these tutorials in a pinch—searching for and finding the content they need quickly for just-in-time problem solving.

Marketo employee Steve Schaefer, documentation manager, used Lynda.com to explore leadership topics following a promotion. "I felt Lynda.com would help me learn more of what I needed to know and, so far, that's been borne out. The instructors are excellent. I like the wide range of Lynda.com courses."

With Lynda.com, Marketo has an on-demand learning solution with the scale, reach and quick delivery of training content the company needs to build a successful, global foundation for long-term talent development. Employees can train anytime, anywhere—on a vast range of topics.

"Scale is served by our enterprise-wide license," Miller said. "Reach is a big deal for us—providing the same, high-quality solutions for our remote and international employees. And speed is key. With Lynda.com we can get in, find the content we need and get out."

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