



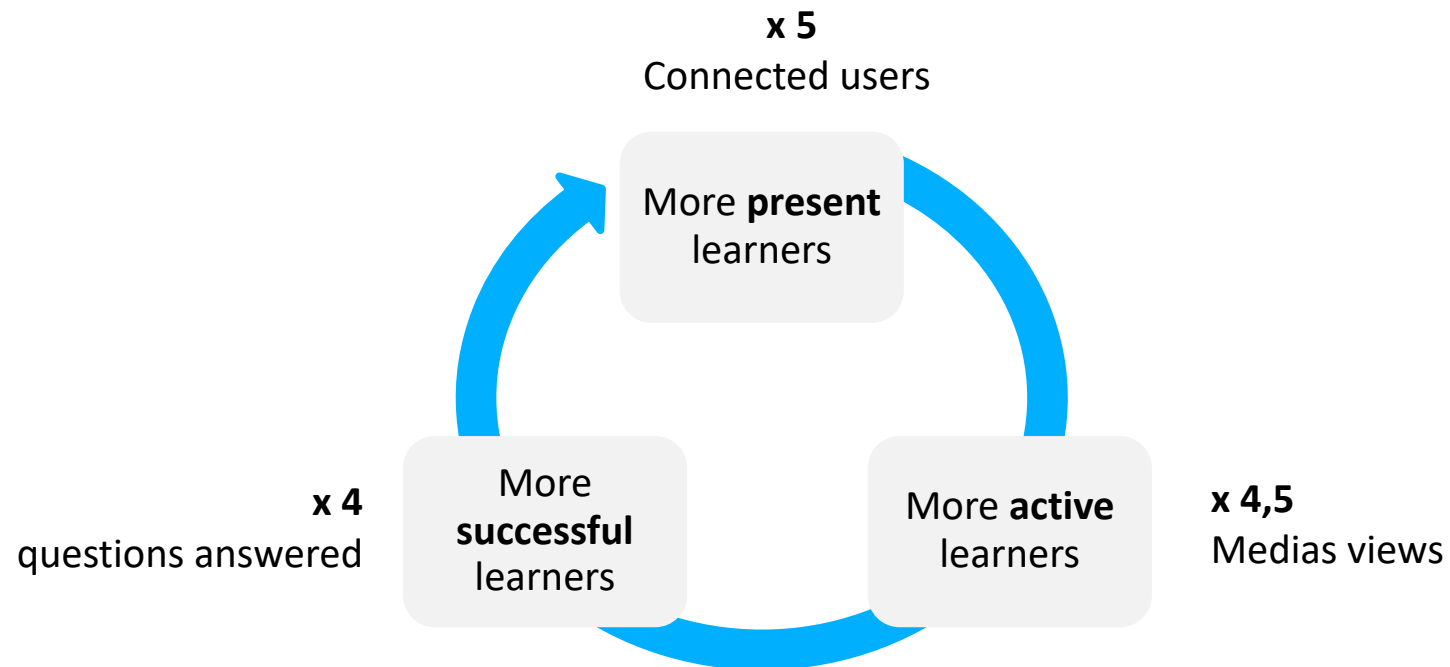
coorpacademy

Spreading a *Forever Learning* philosophy to learners.

Premium  
Animation  
Package

Forever  
**Learning.**  
Program

Our animations are here to boost all **learners' engagement** and to maximise your training **impact**.



## YOU WILL BENEFIT FROM:



A **dedicated** communication team, rich of 6 years of client support.



Working for you on **personalized animations & recommendations** to your stakes



Scheduled in a **calendar** adapted to the learning lifecycle, up to **one action per month**,

## 5 MAJOR KEY ASSETS

- 1 **Personalized recommendations** based on your monthly KPIs analysis
- 2 **5'Learning** emailing campaigns
- 3 **Contests and game plays** for your learners
- 4 **Satisfaction survey** & testimonies
- 5 **Live workshops** / Intervention by Coopacademy experts

# Timeline

Premium  
Animation  
Package

Forever  
Learning.  
Program

 Snow-ball  
Effect.

 Build daily  
Habit.

 Renew  
Routine.

SENSATIONALISE THE  
LAUNCH

SOLIDLY HOOK THE  
LEARNERS

STRENGTHEN  
STICKYNESS

ATTRACT (NEW) USERS  
& ENGAGE THEM

M-1 → M

M+1 → M+ 3

M+4 → M+ 8

M+ 9 → M+...

One animation per month among:



Prototype test  
workshops



Videos /  
Visuals



5' Learning  
Campaign



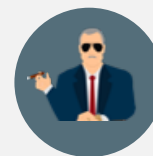
Custom  
E-mailing



«Battle week»  
Game



Top scorer  
contest



*The king of soft  
skills ? / The  
digital star*



Conferences  
(e.x Digital  
Learning  
Days)



Satisfaction  
survey



Digital  
Escape  
game



Team plays in a  
physical meeting  
(Totem/Exalt)

## Example

Premium  
Animation  
Package

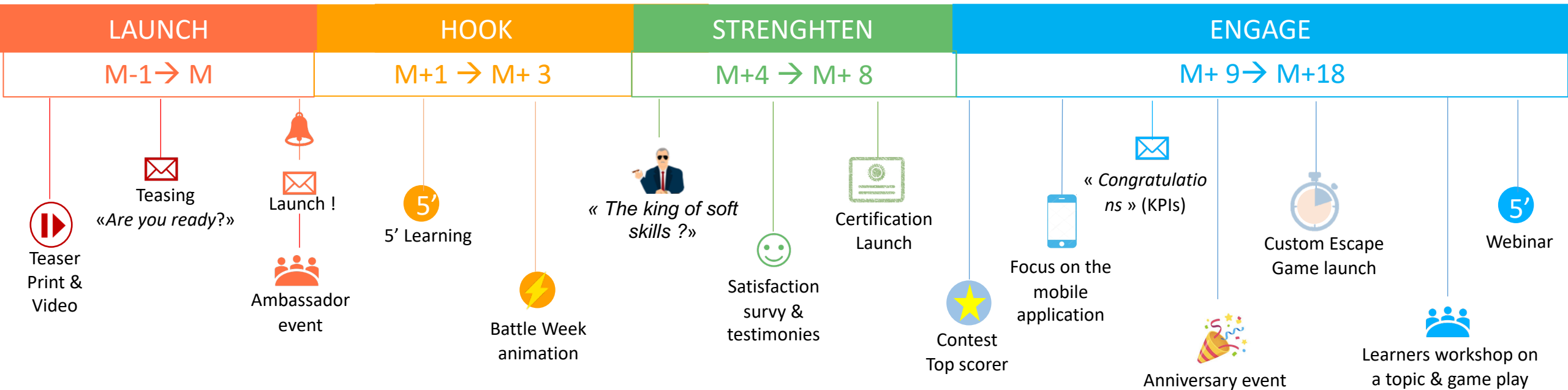
# Forever Learning.

Program

Snow-ball  
Effect.

Build daily  
Habit.

Renew  
Routine.



Monthly:




- Digest Newsletter on the most recent courses
- KPIs reporting (for admin & managers)

## Details & tariff

Premium  
Animation  
Package

# Forever Learning.

 Program

### ✓ Onboarding Support

- Our guide gathering all the best practices for communication
- **P/** User guide on your platform
- **P/** Onboarding course on first connection
- **P/** Notification + News + pop-in for the launch
- Coopacademy vidéos : Teasers + Launches + Guide
- Landing Pages

### ✓ Publicity Material

- Skills-based videos and brand content : big data publis speaking...
- Custom Posters and Online Banners
- **P/** Notification + News + Interstitial on your platform for the various animations

### ✓ Newsletters Campaigns

- ✓ 5' Learning emails
- Monthly Digest emails (top 3 courses)
- Animation Emails (Teaser, launcht, feedabcks, KPI, certification, app..)
- **P/** Hooks (algorithmic emails)

### ✓ Games

- *The king of soft skills ? / The digital star* : customized game
- Battle week kit
- Other Contest kits (*email +poster/banner + 1 gift*)
- Quiz (IQ test) for events

### ✓ Consulting Services

- Satisfaction Survey with personalised recommendations
- Monthly KPI's Reports for Managers, Administrators with personalised recommendations
- Personalized yearly animation calendar
- Co-animation of a webinar
- Mobilisation of Coopacademy team members to assist you in internal events
- **P/** Support for your skills and certification paths

### ✓ Assistance et gestion de la communauté

- Answers for all questions on Assistance
- Moderation on the Forum

**P=** Platform's features

Up to one monthly operation : 2000€ HT/month (included in the Entreprise pack)

## Focus on main animations

ANNEX



# GAMES: Who's the boss?

Our fully-customisable game is a fun and quick way to engage your learners.

**The aim of the game?** Rise to the top and become the Boss.

**In order to succeed and become the Boss,** you have to correctly answer 15 questions on the topic of your choice!

[Try the generic version](#) and you will be convinced



## IMPACT

→ 148 234 viewed pages

→ 33 190 unique players

Animation on our public target for 1 week.



# ESCAPE GAME

**What ?** A series of enigmas hidden on the plateforme. Each enigma contains a key to win the game.

It aims at helping learners discovering the platform features and variety of courses. It also give learners the means to apply the lessons they have learnt in an entertaining way



## 2 escape games ready to use :

Animate the community of learners with an Escape Game :

**Black Hole / Le Forum de Babel**

Already designed and ready to launch

Animation kit ready to use



## Create a **custom escape game**

2 scenarios to choose according to the objective

A customized communication plan to animate the game

# GAMES: Battle Week

A Battle Week is a **competition** organised over a period of one week, during which users can participate in (and aim to win) a maximum number of Battles.

- **Objectives:** to encourage and invite new users to the platform & to add value to active users
- **Rewards:** stars, certificates, goodies



## IMPACT

240 % Started battles

→ +56% sessions

→ +76% answered questions

→ +145 % started courses

→ +84 % finished courses

Extract from 1 platform (3 weeks) that launches a Battle Contest

# EMAILING: What is 5' Learning by Coorpacademy?

*A 5 minute learning session delivered by email on hot topics of Coorpacademy's courses*

## **5' Learning**

Every two days, receive your 5' Learning  
**A 5 minute training session delivered to your phone!**



**5 minutes,**  
to train on your  
phone



**Recommended frequency**  
Every 2 days



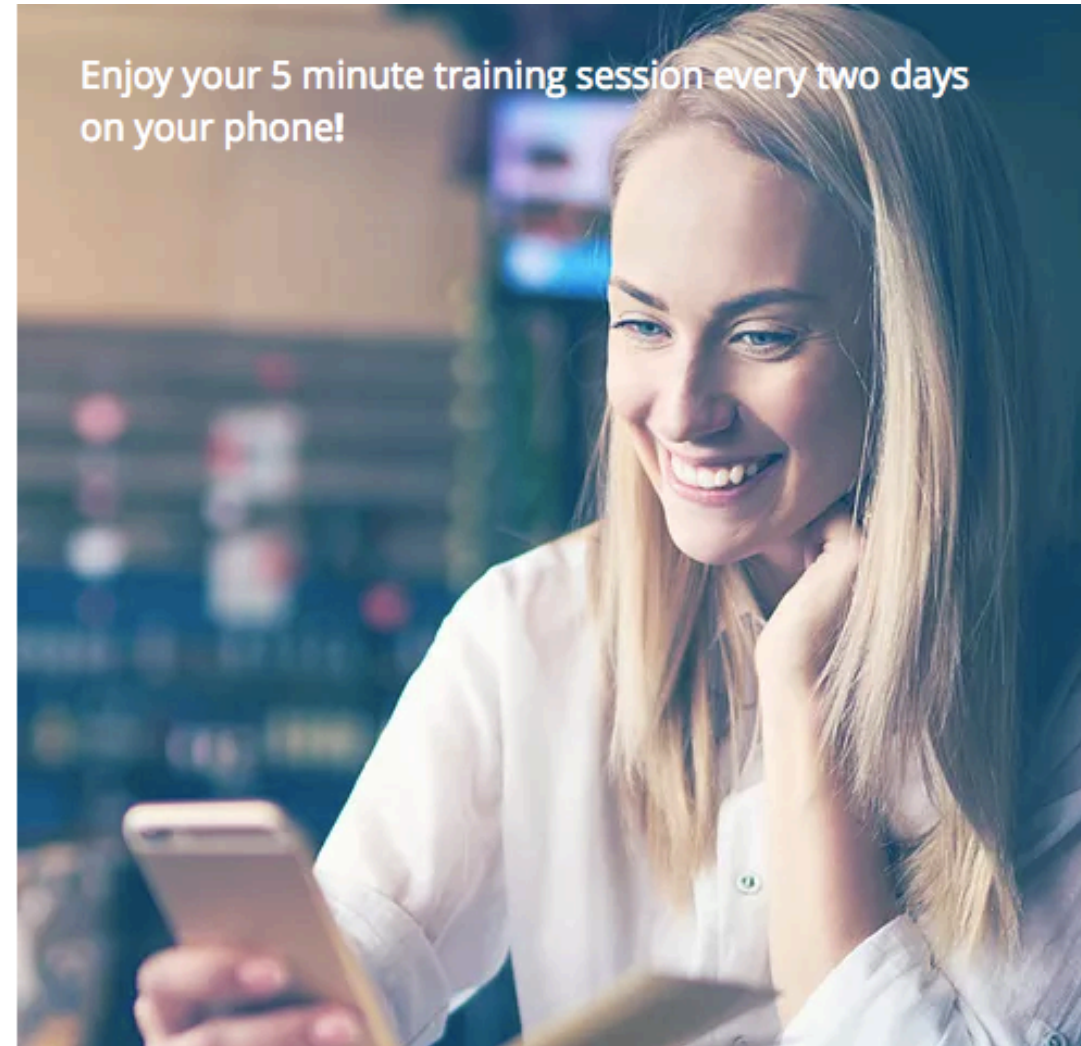
**Microlearning :**  
4 questions  
+ 1 course video  
to master a notion or  
develop a new skill



**COORP ORIGINALS**  
Courses co-produced  
with selected experts



**Coorpacademy  
EXCLUSIVE**  
Bespoke e-mails  
for your learners



# E-Mails branded to your platform's colors

 **5' Learning**  
5 minutes chrono d'apprentissage 2 fois par semaine

**Qu'est-ce que le social selling ? Les principaux enjeux et tactiques.**

Cours coédité avec **Minds & More**


[Commencer à apprendre](#)



**Les entreprises qui pratiquent le social selling, c'est-à-dire l'utilisation des réseaux sociaux dans leurs processus de vente, atteignent plus facilement leurs objectifs.**

**Le saviez-vous ?**  
*Selon une étude de Sales for Life de 2017, les entreprises ont un retour sur investissement supérieur de 57% quand elles utilisent le social selling, contre 23% quand elles emploient des techniques traditionnelles.*


[Commencer à apprendre](#)

 **5' Learning**  
Your 5 minute learning session twice a week

**What is social selling? Main challenges and tactics.**

Content co-produced with **Minds & More**

[Play now](#)



**Companies that use social selling, in other words that use social networks as part as their sales process, find it easier to meet their objectives.**

**Did you know?**  
*According to a 2017 study by Sales for Life, companies obtain a return on investment of over 57% when they use social selling, compared to 23% when they employ traditional techniques.*

[Start learning](#)

## Rate 2 to 3 times higher than average

OPEN RATE  
**23,5%**  
(29% on core target)

CLICK RATE  
**3,4%**  
(4,5% on core target)

Results of the 40 days test on our public platform on 4,000 learners.

**Available in EN & FR**



Enjoy learning !

