



Memorable Content™

your challenge

Your content is only effective if people remember it. But marketers often create a lot of product-focused content that doesn't leave a lasting impression. And to make matters worse, people will naturally forget up to 90% of your content after two days.

The result? Outbound campaigns fail to generate leads, opportunities fail to progress, and your audience only remembers a small amount of random information that doesn't make them any more likely to buy.

what's going wrong?

- Content isn't compelling enough to win your audience's attention.
- Your content looks too much like everyone else's.
- Concepts are too abstract to be fully understood.

what if you could...

- ...determine the critical concepts your audience must remember (your "10% Message")?
- ...direct your audience's attention to the most important parts of your content?
- ...take charge of a message that you want audiences to remember long-term?

Your audience
will forget up to

90%

of your content
after 48 hours

if...

Your marketers are creating standard, static content

Your content is dull and forgettable

Your content assets are about you, not your buyers' business challenges

then...

You need Corporate Visions' **Memorable Content™**, where your marketers will learn how to grab your audience's attention, keep them engaged, and stick in their minds long enough to influence their decisions.

what it is

With **Memorable Content**, your marketers will learn how to apply brain science principles to make your content memorable, and help prospects and customers make decisions in your favor.

what you gain

- The skills to determine the critical concepts your audience must remember and direct their attention to them.
- Design and animation techniques that are scientifically tested to stimulate the brain.
- The ability to take charge of a message that you want your audience to remember long-term.

flexible learning options

classroom training:

In our instructor-led classroom training, participants view eLearning content for a pre-event knowledge transfer of the skills they'll be putting into practice.

In the classroom, they work in groups to discover and apply concepts to their actual work projects.

instructor-led virtual classic training:

In our instructor-led Virtual Classic training, participants attend a virtual classroom environment with live facilitation and coaching, complete eLearning modules, and work in small teams to apply concepts and create content for actual work projects.

inline training:

In our Inline training, participants self-schedule and complete online modules, then actively apply skills by reviewing a challenge assignment and rubric. They then create and present content that aligns with the concepts learned, and they receive personal coaching from Corporate Visions facilitators about how they applied their new skills.

ongoing reinforcement

Engage your team with a series of activities designed to accelerate adoption and help them apply their new skills on the job.