

Fables

Case Study: High-value Content

Sana.ai

When was
the last time
you shared an ad?

Friction

A beautiful brand. A technical game. Creating confusion.

Sana AI was prepping for its next funding round — all hands were required to ready the team for Series B.

Senior Product Marketing Manager Lauren Crichton and Growth Marketing lead Jenny Luo needed a storyteller who knew the HR space. But more than that, Lauren and Jenny needed a writer who they could trust with their brand. To understand their customer's problems. And interview them, to learn their stories. Ghostwrite leaders, inhouse and in our world. To craft nuanced stories to deliver ARR and growth.

To deliver compelling and effective B2B SaaS communications to bring warmth, humanity and sell the benefits of a product to their Ideal Customers.

Commitment to the world of learning drives Sana; content needs to take create story-lead editorial pages that convert strangers to customers and allow Sana Labs to change the way the world learns.

Process

Uncovering

- Client onboarding
- Stakeholder interviews

Reflecting

- Landing suggestions with marketing lead
- Adding to agency strategy

Creating

- Writing blogs
- Assessing SEO strategy
- Growing brief to rich content

A unique path

made for you

Resolution

A beautiful brand.
Lots of ideas.
Not enough time.

An SEO agency set the agenda: volume of content, pumped through with SEO.

We created stories that were rich with speaker's voices, customer problems and product features. Only to plug them into SEMRush and bloat the copy.

The strategy also risked our audience's interest.

So we went bold. With Marketing Lead, Lauren, we decided to bet on rich content.›

Key Copy

"Confidence is a skill, a thought pattern, and a behavior. It's affected by the worlds we live in, the cultures and bodies we're born into, the streets we live in, and the messages society gives us."

"What if those people prefer
a job where it's less desktop,
more rooftop?"

Reimagining training for compliance

"AI is filling your news feed. Headlines are claiming the dawn of a new tech era. Writers are panicking about their futures. And who even owns the copyright? It's 2015 all over again—but this time the stakes are higher."

The L&D Leader's Guide to AI
in the digital workplace

Lead gen//AI

The L&D Leader's Guide to AI in the digital workplace

L&D's role in an AI-assisted world

Many functions are experiencing role shifts in response to AI, and L&D is no exception. But trust me, the shift is positive! With less time spent answering repetitive questions and creating content, L&D can assume a more strategic role. Here's how.

The rise of power skills

Power skills are those uniquely human skills, such as showing empathy, working with others, and critical thinking. Traditionally they've been called 'soft skills', but this label undervalues their importance. In a world where AI is doing the heavy lifting, L&D can finally leverage these power skills to its advantage.

Take critical thinking. Completing a never-ending laundry-list of 'research latest GDPR' and 'update compliance ASAP' doesn't leave much time for horizon scanning. There's little scope to allow L&D to build relationships with the wider business and address business critical needs.

When you're free from endless content creation briefs and managing course completion rates, L&D can embrace strategic questions. Like how to increase employee retention and reduce time to productivity for new hires. Or what role learning can play in improving the sales team's close/win rates. These are exciting and challenging problems to solve. And with AI covering more content needs, you finally have the time and space to embrace them.

The art and science of LMS Selection

Soft skills for leadership

Rita: You're a big believer in making data-driven decisions. Can you tell us about how you test your platforms with your employees, and why that leads to a more reliable choice?

Filip: To select an LMS, you need to know how employees really feel about it. At Alan, we wanted to know if our choice of platform would make a significant difference in user experience. So we ran an A/B test, which involved creating a training course in two different LMS systems. One of them was Sana.

We asked questions such as, 'If you were to review the tool, what rating would you give it?', 'Would you recommend this tool to a friend', and 'How intuitive did you find the tool?' We also asked people if they found the tool to be delightful. Sounds like a strange question, but we want to work with consumer-grade tech that people love.

We also wanted to create a collaborative learning culture. This question allowed our users to tell us which tools they found delightful. If a tool is delightful to use, that's a big plus when you're trying to build this new learning culture. And the question showed that one platform was consistently rated higher by course content creators.

We took a different approach with our learners. We didn't ask them what they thought about the training content. We asked them if they found the training good, and how engaging they found it.

We used the same content, the same pictures, and the same text in both LMSs. And all our learners preferred Sana.

Lead gen//
product

Don't limit your LMS for training. Use it to uncover new leaders.

Unlock expertise with frictionless tools

Rita: You're a big believer in making data-driven decisions. Can you tell us about how you test your platforms with your employees, and why that leads to a more reliable choice?

Your Experts need the best tools to create the content you need. That means our L&D tools must be accessible and intuitive – a pleasure to use.

Fellow design theory nerds know the lessons of Donald Norman. In his seminal work 'Design Theory', Norman uses the example of poor door handle design. How many times have you pulled a door handle towards you, only to realize it's a push door? So annoying, right? But when a designer uses a push-plate on a push door, the door is completely frictionless to use. It's a gift to every person who uses it.

The same logic applies to an LMS. As soon as learners identify a knowledge gap, they know that they have the tools to help their team to move forwards. As they log into the LMS, your learners should find the templates they need to create the training. The UX and UI should be optimized so that your new leaders can simply create a new learning, without needing extensive training and support from L&D.

For many of us, the hardest part of leading is standing up in front of our peers. All while navigating multiple tools. It can be incredibly stressful. You only need one bad experience for people never to return. So look for an LMS platform which builds in frictionless facilitation tools. Then allow your new leaders to deliver their training with ease, all with minimal help from L&D.

Key Results

Results from
one piece of content.

36

Shares from paid ads

1,175

QLs

5,362

Profiles reached

Increase in booked meetings
from one piece of content.

4x

600%

Above average
read time

The Review “Ann was more than a freelance writer to us; she was part of our team.

Collaborative, supportive, and flexible, Ann adapts to the changes of a fast-paced scaleup and communicates brilliantly from a distance. She helped us create the fuel for our demand generation engine from the ground up.

Thanks to her customer and brand-led approach, Ann embraced the Sana tone of voice while consistently writing with empathy and nuance — whatever the context.”

Lauren Crichton, Marketing Director
Sana.ai

Thank you for reading!

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