

SAP Litmos 

May 2020 release notes

# SAP Litmos Training Content

**customer experience edition 2005**



THE BEST RUN

**SAP**

# SAP Litmos Training Content customer experience edition

## 3 New products

We are working on translating our courses into various languages in 2020. Under each course description, you will see which language translations are available for that course.

EN - English

SP - Spanish

DE - German

FR - French

To gain access to courses that aren't part of your library, please see your Account Manager.



### GENERAL UPDATE

Content or functionality has been updated. It's not necessary to reassign new versions to learners who completed the previous version recently. If this course is part of an annual training program, update relevant enrollment rules. Update any learning pathways with the latest version.



### LEGAL UPDATE

Legal content has changed. Assign the new version to learners, even if they completed the previous version recently. If this course is part of an annual training program, update relevant enrollment rules. Update any learning pathways with the latest version.



### TRANSLATION

The content hasn't changed, but the course has been translated to a specific language.



# SAP Litmos Training Content

## customer experience edition

The content in this library is only available to customers who have an active subscription to the SAP Litmos Training Content, customer experience edition.

### New Courses



#### Forms and Landing Pages (Global)

Would you fly into a city if your plane didn't have a place to land? The same goes for your customers. Giving them a specific place to land on your website, according to interest, will help increase customer engagement. The landing page typically shows targeted sales content that is a logical extension of the marketing items.

 10 Minutes | EN



#### The Marketing Funnel (Global)

The marketing funnel is the process of converting a visitor into a paying customer. Like a funnel, marketers throw out a broad net to grab as many leads as feasible, and then slowly cultivate and nurture potential customers through the buying decision, slimming down these candidates in each stage of the funnel.

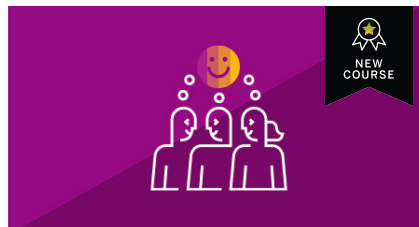
 10 Minutes | EN



#### The New Era of Marketing (Global)

Some marketing leaders are referring to today's marketing field as the new era of marketing magic. In this new world, consumers are the bosses. Thanks to the Internet, consumers can immediately know everything about products and companies. These consumers make on-the-spot decisions about which brands deserve their loyalty.

 10 Minutes | EN



#### Service Marketing (Global)

Service marketing is a wide grouping of marketing strategies concentrating on selling anything that is not a physical product. Any method that conveys a service's benefits and appeals to customers is a valid service marketing approach. This includes content, promotional agreements, advertisements, and any other kinds of marketing materials.

 10 Minutes | EN

## New Courses



### Guerrilla Marketing (Global)

Guerrilla marketing is a strategy in advertising where a company uses shocking or surprise communications in order to endorse a product or service. Guerrilla marketing relies on surprise to make a product's or brand's big impression. This surprise creates buzz about that product as the consumer. develops a relationship with the organization.

 10 Minutes | EN



### Marketing Your Organizational Culture (Global)

How do you determine a company's culture? More importantly, how will observers and employees learn about the culture of your company? Culture plays an important role in an organization; people come to understand the culture through the company's mission statement, rituals, rules and policies, organizational layout, and stories.

 10 Minutes | EN



### The Product Life Cycle (Global)

As generations grow and change, so do the products they're interested in. Understanding the product life-cycle, as well as the interests in your customer demographic, will help you stay ahead of the changes required of marketing organizations. Your company can be the best innovators in the world, but without a customer focus, it's a waste of time and resources.

 10 Minutes | EN



### Ethical Issues in Marketing (Global)

Business ethics is a set of principles and practices that, when applied at every level of a company, maximizes the possibility of long-term profits, protects the company's good name and the trust of its clients, and creates a comfortable workplace. Employees are encouraged to share their concerns about the company's ethical culture and the quality of its deliverables.

 10 Minutes | EN

# SAP Litmos

Follow us



© 2020 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

The information contained herein may be changed without prior notice. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platforms, directions, and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies.

See [www.sap.com/copyright](http://www.sap.com/copyright) for additional trademark information and notices.

THE BEST RUN

