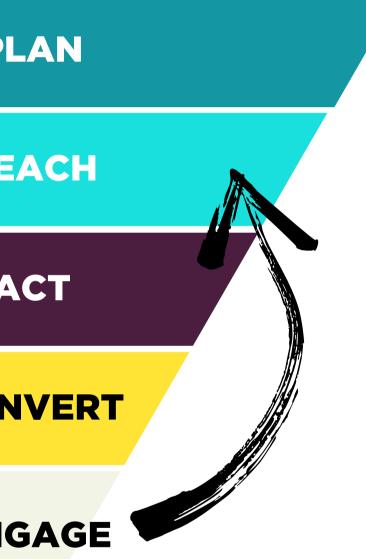
Plan:	Define our goals & strategy	PL
Reach:	Capture attention through email, social media and 'ads'	RE
Act:	Use emotive language to get learners to log into Pluralsight and encourage gatekeepers to promote and support learning	A
<b>Convert:</b>	Learners are logged in - but now we need to get them to actually take a course	CON
Engage:	Create advocacy, leverage word of mouth and recommendations and let learners do marketing for you	ENG





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