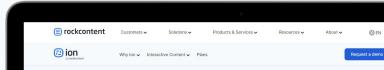
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Ion Adoption Program

Get specialized training to create premium interactive content experiences in the lon platform on your own



MacBook

Break through the noise with Interactive Content

Engage across the full buyer's journey with creative experiences that your prospects will love while capturing the data you need, without ever writing one line of code.



Request a Demo → Watch Video →

lon powers the content strategy of the world's most Symantec Symantec

Training sessions to create a template-based interactive experience in the lon platform with ease

Get the training you need to successfully create an interactive experience in lon on your own. Over the course of the program, we will guide through the lon platform and conduct **one-on-one training sessions** to uplevel your skills, get you comfortable with the creation process and offer advice on best practices.



Expert Training: Training sessions to get hands-on in the lon platform with a design specialist



Clear-cut Methodology: Learning path with clear actions and prerequisites to master the lon platform



Console Setup:

Branded theme and integration included in the program's scope, if you are not an lon client yet



Project Manager: Project Manager figure to lead and oversee the entire program, from start to completion

What you will get from this agreement

From this agreement, you will get the necessary support for you to create and launch interactive experiences in the lon platform on your own, as well as 1 (one) lon Interactive Experience. All sessions will have **up to 1 hour of duration**, each, and be conducted through video conferencing. All copy, imagery, and assets necessary for making the training sessions available will be provided by the client. Content Strategy Session
 Ion Experience Training
 Micro-experience Training
 Content Distribution Session
 Content Content Experience Learn more →
 Ion Interactive Experience Learn more →
 Ion Theme* Learn more →
 Ion Integration* Learn more →

*Only available for new clients

How this service will be delivered

Through the course of this program, you will participate in a series of live training sessions to get collaboration from an assigned expert designer that will support you in building and ideally launching **1 (one) interactive experience** and **1** (one) interactive micro-experience.

Ion Experience Training Session

A set of up 4 training sessions with up to 1 hour of duration, each, to teach you how to create an interactive experience from a template in the lon platform.

Ion Micro-experience Training Session

A training session with up to 1 hour of duration to teach you how to create a compact and embeddable micro-experience from a template in the lon platform.

Content Distribution Training Session

A training session with up to 1 hour of duration to promote your interactive experience in social media and embed within your blog your micro-experience.

By the end of this program, you can expect to know how to create an interactive experience from a template in the lon platform on your own, while ideally launching one interactive experience and one interactive micro-experience during your training sessions.

Ion Experience Training

Let's collaborate with an expert designer to build and ideally launch your interactive experience in the lon platform based on the **template selected**, **creative brief** supplied and **preset procedures** as follows.

1st Session (1h) Welcome to Ion

Take the first steps in the platform, learn how to set up a new creative, learn how to apply your Ion Theme, get an overview on the Elements Palette from Creative Studio (layout, interactive components, social elements, etc.), learn how to place and replace text, learn how to place and replace imagery, address questions as needed.

2nd Session (1h) Personalization

Learn how to personalize content through the micro-themes panel, learn how to apply and change colors, fonts, and other brand elements available in your lon Theme, learn how to position and reposition interactive components and overall elements to your interactive experience, address questions as needed.

3rd Session (1h) Logic Setup*

Learn how to set up the logic of your interactive experience (if applicable), address questions as needed.

*Only available for logic-based experiences

4th Session (1h) Publishing

Learn how to tag interactive elements, learn how to implement SEO best practices, learn how to hook up integration (if applicable), learn how to create the final URL of your interactive experience, learn how to go live with your interactive experience, address questions as needed.

Ion Microexperience Training

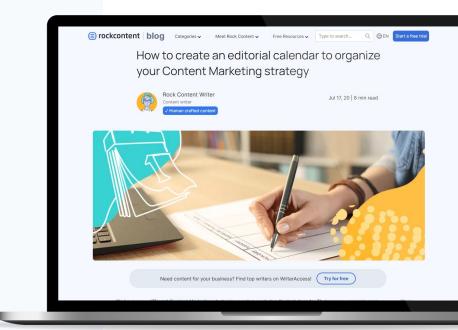
Let's collaborate with an assigned expert designer to **create your interactive micro-experience** in the lon platform based on a preselected model from <u>lon's Templates</u> <u>Gallery</u> selected, creative brief supplied and preset procedures. This is your 5th session.

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What is a micro-experience \rightarrow

Content Distribution Training

Wrapping up your program, let's start planning an **editorial calendar** for your interactive content strategy, post the interactive experience in your social media networks, and implement the micro-experience in your blog. This is your 6th and final session.



How to create an editorial calendar \rightarrow

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What is the schedule of the program

The schedule will have a **minimum duration of 6 weeks** and heavily relies on your team's active participation over the course of the whole program.

Week 1 Program Kickoff Week 2 **Creative Brief** Week 3 Ion Experience Training Week 4 Ion Experience Training Week 5 Ion micro-experience Training Week 6 **Program Closing**

Let's plan and kick-start your lon Adoption Program program accordingly, and also have your Content Strategy session with the Project Manager.

Let's put together the creative brief and gather all the assets required for your training sessions, as well as for the deliverables of the program.

Let's have your first (Welcome to lon) and second (Content Personalization) training session to start building your interactive experience.

Let's have your third (Logic Setup), if applicable, and final (Publishing) training session to finish building and ideally launching your interactive experience.

Let's have the training session to create your interactive micro-experience in the lon platform, ideally a micro-quiz or a micro-calculator.

Let's promote your interactive experience in social media and implement the micro-experience in your blog before wrapping up the training program.

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Ready to get started with your Ion Adoption Program?

Please visit the Professional Services catalog to get further information about your Ion Adoption Program agreement.

Explore Adoption Services for Ion \rightarrow