

How Hilltop Securities Gets the Majority of Employees Learning through Seasonal Marketing

The two-person HR team at Hilltop Securities spends only about **5%** of their time on L&D, yet **100%** of their key learner audience—their associates—spends time learning with LinkedIn Learning. The CEO is thrilled. The team’s key to success? A commitment to marketing.

Among their tactics are seasonal marketing campaigns, like “Back-to-School” in August and “12 Days of Learning” in December.



“We knew we could buy the best learning tool in the world, but if we didn’t market it to our associates, they wouldn’t use it.”

Valerie North

Former Senior Human Resources Business Partner
at Hilltop Securities



The L&D team at Hilltop Securities put apples in the office kitchen with a branded message as part of their fall campaign.