Greenhouse | Multichannel Launch Content

Bloom Learning Group (BLG) • Portfolio Demonstration • October 2026

Project Overview

This demonstration shows how structured, reusable source content can be adapted for multiple communication channels while maintaining consistent product information and messaging.

The three deliverables—a website announcement, customer email, and LinkedIn post—support the fictional launch of Greenhouse, an integrated learning portal from Bloom Learning Group.

Deliverable 1 | Website Announcement

Introducing Greenhouse: Your Learning, All in One Place

A simpler way to access courses, track progress, and manage your professional development.

Bloom Learning Group is introducing Greenhouse, a new online learning portal that brings essential learning functions together in one convenient location.

With a single login, learners can explore available courses, enroll in eligible programs, complete learning activities, and track their progress. Greenhouse also provides access to learning history, assessment results, and earned certificates and digital badges.

One place for your learning journey

Whether you're developing your own workplace skills or participating in an employer-sponsored training program, Greenhouse makes it easier to manage your learning experience.

A personalized dashboard helps you find courses in progress, review completed learning, and access available credentials.

For organizations, Greenhouse also simplifies employee learning administration with improved tools for tracking enrollments, progress, and course completions.

A smoother transition

Greenhouse will bring together functions previously accessed through separate BLG learning systems. Existing learners will receive advance information about accessing the new portal and getting assistance during the transition.

Your learning, connected.

Watch for more information about Greenhouse and what to expect when the portal launches.

Deliverable 2 | Customer Email

Audience: Existing BLG learners

Subject: Greenhouse Is Coming: Your Learning in One Place

Preheader: A simpler way to access courses, track progress, and find your learning records.

Hello,

We're excited to introduce Greenhouse, Bloom Learning Group's new online learning portal.

Greenhouse brings your learning activities together in one convenient place. With a single login, you'll be able to:

- Access your eligible courses and learning paths
- Resume courses and track your progress
- Review your learning history and assessment results
- Find earned certificates and digital badges

What does this mean for you?

Instead of moving between separate learning systems, you'll have one central location to manage your learning.

What happens next?

We'll send you more information before Greenhouse launches, including when it will be available, how to access your account, and where to find help if you need it.

We look forward to welcoming you to Greenhouse!

The Bloom Learning Group Team

Deliverable 3 | LinkedIn Post

Channel: LinkedIn — Company Page

Audience: Business professionals, organizational training contacts, and prospective learners

Objective: Build awareness of the new Greenhouse portal

Your professional development. One connected learning experience.

Introducing **Greenhouse**, Bloom Learning Group's new online learning portal!

Greenhouse brings essential learning functions together in one convenient place, making it easier to:

✓ Discover courses and guided learning paths

✓ Manage learning and track progress

✓ Access learning history and earned credentials

For organizations, Greenhouse also offers improved tools for tracking employee enrollments, progress, and course completions.

Less time navigating separate systems. More convenience throughout the learning journey.

Greenhouse is coming soon. Watch for updates!

#ProfessionalDevelopment #WorkplaceLearning #LearningTechnology

Content Reuse & Governance Summary

Deliverable	Source modules	Adaptation
Website announcement	M01–M04	Broad product overview, benefits, and transition messaging
Customer email	M01–M04	Existing-learner benefits and next steps
LinkedIn post	M01–M03	Concise promotional messaging for professional audiences

Content Management Note

All three communications draw from the same modular content library. Product claims remain consistent, while language, emphasis, and length are adapted for each channel. Launch timing, account access instructions, and other pending operational details require confirmation before publication.