

Organic Landing Page Video Script (AI)

Keywords: AI for personalized learning, AI tool for instructional design, Opportunities for AI in personalized learning

Script	On-Screen Visual Description
Articulate logo	Articulate logo Animates on
What: <i>Persona angle & problems: Course authors who need more than their current tools allow</i>	
Unlock your team's full potential with gorgeous, interactive training that drives results.	
Value Proposition	
Articulate 360 is the #1 platform for creating engaging workplace training. 93% of customers create courses faster with Articulate 360, and over 97% have improved outcomes like onboarding time, skill development, and compliance.	
Outcomes: <i>speedy course creation (with AI and templates), adaptable courses</i>	

Our integrated AI Assistant helps you build better, more personalized learning experiences up to 9x faster.

Get a head start on the instructional design process. Use AI to generate images and content. Choose from millions of free course templates and media assets. You never have to start from scratch unless you want to.

Instructional designers of all skill levels love the intuitive authoring experience—and that training looks great on virtually any device.

Why & How Pt. 1: versatile, easy-to-use, powerful, engaging in authoring apps

Articulate 360 is a powerful platform with easy-to-learn tools that take you from concept to distribution in record time. AI Assistant helps you design quickly digestible microlearning courses, or longer, more custom training for personalized learning.

And it's so easy to use! 93% of Articulate 360 course authors build training faster.

Why & How Pt. 2: The Articulate Difference

<p>Experience the Articulate 360 difference.</p> <p>It's accessibility-focused, designed for course creators of all skill levels, and supercharged with AI.</p> <p>It's a versatile platform that supports everything from creation to delivery, and home to the world's largest e-learning community.</p>	
CTA: Free Trial	
<p>Discover endless AI instructional design possibilities with Articulate 360. Sign up for a risk-free, 30-day trial today.</p>	