



CHECKLIST: HOW TO PROMOTE YOUR ONLINE TRAINING COURSES

Picture this: you've got a great course, the ecommerce functionality within your LMS to sell it, but now the question becomes, how do you promote your online training courses to those who would buy it? The answer: digital marketing!

Here's a checklist that can help you get the most bang out of your time and energy while also netting you the most money for your efforts!

1. SEO-OPTIMIZED LANDING PAGE

On this page, prospective buyers will want to find out more information on what course(s) you're offering as well as why they should buy them from YOU as opposed to someone else. The best landing pages include the following: a strong headline that tells the reader exactly what your course is, a subheadline that explains what the reader will get out of the course, 3-5 bullet points that specifically describe the pain points your training course helps solve for the buyer, an image, the sign-up or opt-in form/button, and social proof in the form of a client or executive testimonial.

2. BLOG POST

A great next step would be to write a blog post on something related to your online training course. Keep in mind that you don't want to give away everything, but touch on one small piece of related material and expand on it in a blog post. While you're writing your post, be sure to include a link to your training course's landing page. You'll also want to share away on social media!

3. OFFER A FREE RESOURCE WITH AN UPSELL OPPORTUNITY

Instead of driving traffic from your blog post directly to your course's landing page, you could include a download link to a free resource with an upsell opportunity to your course. This free resource doesn't have to be a completely new piece of content but could simply be a downloadable PDF of the blog post you just wrote. Other free resource options include checklists, guides/reports, tool kit or resource lists, and cheat sheets. Don't forget to include a link to where they can buy your course!

4. SOCIAL MEDIA

Through social media you would want to share the link to your blog post as well as the link to your online course's landing page. Be sure to stagger these postings as you don't want to use your social profiles exclusively for self-promotion. And why not take advantage of the additional pieces of social media real estate available to you such as Facebook's timeline cover photo and CTA button, Twitter header picture, and Instagram bio link, etc. Just create a graphic showcasing the course using a free tool like Canva, upload, and link!

5. EMAIL MARKETING

On this page, prospective buyers will want to find out more information on what course(s) you're offering as well as why they should buy them from YOU as opposed to someone else. The best landing pages include the following: a strong headline that tells the reader exactly what your course is, a subheadline that explains what the reader will get out of the course, 3-5 bullet points that specifically describe the pain points your training course helps solve for the buyer, an image, the sign-up or opt-in form/button, and social proof in the form of a client or executive testimonial.

6. ONLINE ADVERTISING

Lastly, don't disregard the power of online advertising. For some, this may be more of a high-level and time-intensive approach to digital marketing as you'll want to do some research prior to creating any digital ads. The various paid ad platforms include anything from social media (Facebook, Twitter, Instagram, LinkedIn and so on), Google AdWords, digital newspaper ads, search engine display ads, and more.