



# BRANDED COURSES

## How to MARKET your online course

It is one thing to BUILD a brilliant online course. It is another thing to SELL an online course. You want to have a really clear marketing strategy to ensure that you recruit customers for your course. Like all marketing you need to move people from

1. Awareness – Generate Traffic to your Course
2. Interest – Create a course that people NEED or WANT
3. Conversion – Get some of these people to BUY your course

In this e-book we are going to outline some of the ways that you can market your business online and sell your course. You want to be able to generate leads, nurture those leads by building relationships and create a message that connects with people and compels them to buy from you.

## Create Great Content

Everything starts with the product you are offering. Have you created something that is really of VALUE to people? Have you created something that people either NEED or WANT? You can ask yourself three simple questions to get to the root of your online course offering:

What expertise do I have that is worth sharing?

Who needs or wants this information the most?

How will they transform or benefit from what I am offering?

If you build a product that truly benefits someone you are far more likely to easily attain testimonials, word of mouth and customers that will want to buy MORE from you.

Once you have got an awesome online course created, then the marketing and selling can begin!



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# Create Awareness and Generate Traffic

## 1. Social Media

As with all marketing there are free opportunities to sell and paid for opportunities to market your business. Most businesses will use a combination of both. You have four key options when it comes to social media platforms

1. Social Media
1. Post
2. Engage
3. Influence
4. Advertise

**Posting** on your various channels about your offering is the first step of getting the word out there about your online course. Depending on your target audience you will be posting on Facebook, Twitter, LinkedIn, Pinterest, Twitter, or whatever other channel you are on. Spread the word initially with people in your network and let them know about your offering. Go one step further and ask them to share the information with their network to really extend your reach.

**Engage** with people in groups or on forums that are relevant to yours. If you have a course

***“Top 5 Secrets on How to get your Toddler to sleep 8 hours a night”*** then you will be posting and engaging with forums that have mothers chatting to each other on them. Research in your market the websites, forums and hashtags that your customers are using to discuss the topic areas you are trying to sell.

**Influencers** are most often thought about at a celebrity level but most markets, whether it is consumer or B2B, have people who “influence” others because of their expertise or knowledge in an area. It is good to identify people who influence your target audience and connect with them on social media and share your course with them. They may be willing to share that with their followers for free (hopefully!) or for a reasonable fee.

**Advertising** on social media is popular because it can be so targeted. If you have a clear target audience for your course, it is a really good option for you to sell your courses. You can connect directly with people who fit the profile of your ideal customer. You can sell the course directly or give away a “lead magnet” which is a piece of completing content that enables you to showcase how you course might be the ideal fit for them.



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You can also use Google AdWords to advertise your online course

## 2. Remarketing

A lovely piece of paid for advertising is retargeting. You put a piece of coding on your website called a pixel and it tracks the people who interact with your ads and your website. It then goes back to them later with another piece of advertising to encourage them to make the purchase. For example, your remarketing advert might say something like this for the Sleep Consultant advert:

“Is your child still not sleeping? What are you waiting for?”

## 3. SEO

Search engine optimization (SEO) is another way to get people to your website and online course that are interested in your topic area. SEO means that when people search for you in Google, they find you at the top of their search page. Here are some of the ways in which you can move your way up the page!

1. Optimise your website content – including keywords throughout your website so that google can pick up easily on these
2. Optimise your photos – use your photos to include those keywords
3. Blogging – creating up to date content on your site related to your topic areas
4. Backlinks – build up links with other 3<sup>rd</sup> party websites. Google likes brands that are trusted by others, so backlinks show google that other people are happy to send traffic to your website e.g., guest blogging

## 3. Affiliate Marketing

This is where you get other people to market the product on your behalf and you pay them a percentage of your online course. This means you are a revenue earner for someone else who is in contact with your target audience. If you take the sleep consultant, they may have affiliate sellers such as yoga teachers, lactation consultants or Mum and Baby group leaders. It is in the affiliates interest to sell more to make more money. It does not require any work on your side, and you only pay for it when the product is sold!



## Conversion: Get people to BUY your COURSE

So you have got people to go to your website so now you need to convert them to buying it! If they come to you because they already know you then you do not have to do so much work as they have already bought into your experience, your expertise and essentially YOU. If you are getting cold customers in who DO NOT know you then you will have to showcase this to them in a compelling way. Regardless of how well they know you, they will still need convincing that what you are offering is right for them.

1. Email marketing: have a mechanic that captures their email address so that you can follow up with valuable and helpful content that will give them a chance to see what you can do for them.
2. Webinars: this enables you to talk to your customers and showcase your knowledge and expertise before they buy into your course. It gives them a flavour of what to expect on your course. You can choose to do it live or they can watch it later at their own convenience.
3. Sales Page: ensure you have a good landing or sales page for your course that really sets out why they need to choose your course, what is included and why they should buy from YOU.
4. Testimonials: there is nothing as powerful as someone else saying that you are good! Gather, if possible, video testimonials of people who have tried your course. It is the most powerful form of communication as it tells the STORY of the impact of your course on a real person.
5. Connect: enable your customer to connect directly with you whether that is by messaging apps or setting up a discovery call so that they can ask any questions that they have about your course before they make their decision.

Do not forget that marketing takes time. Not everyone will join your course straight away and will need some further information or prodding along from you.

If you keep HELPING rather than SELLING at the heart of your marketing by always providing VALUE to your customer, you are far more likely to engage people who are being presented with your offer.

At BrandedCourses.ie we are passionate about bringing your content to life online! You build the content, and we create a bespoke branded platform for you.

For any questions book a call with us

<https://brandedcourses.ie/marketingcoach/register-branded-courses/>

Look forward to hearing from you!

Muireann & Karl



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