

HOW TO INCREASE
**REVENUE &
MEMBERSHIP**

WITH

**CONTINUING EDUCATION
+ DIGITAL MARKETING**



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“

*An investment in
knowledge
pays the best
interest.”*

Benjamin Franklin

INTRODUCTION

TRADITIONALLY, DEVELOPING, MAINTAINING, AND MARKETING ONLINE COURSES HAS AT TIMES PROVEN TO BE VERY TIME CONSUMING, EXPENSIVE, AND SOMETIMES EVEN FRUSTRATING FOR MANY ASSOCIATIONS.

There are countless outdated processes and general misconceptions that make offering online courses much more difficult on the surface than it really is. The goal of this eBook is to clear up these misconceptions and to simplify the process. We believe that online courses and e-learning in general play an important role in information sharing, membership outreach, revenue generation, and the overall sustainability of today's associations. Therefore, by publishing this guide, we hope to encourage better course development practices, improve the online experience for members, and decrease the frustration of marketers and content developers tasked with course creation and marketing.

This eBook is separated into two chapters: the first chapter walks you through setting up online courses using video, and the second chapter takes you through the digital marketing world. Specifically, throughout this guide, you'll find clear step-by-step instructions, general information, and video tutorials on creating and marketing online courses. We will review the basics of e-learning as well as how to create online video learning classes in different formats. We will also examine the various types of digital marketing, including an overview of digital marketing tools, and tips on how to best utilize them to drive sales, expand memberships, and increase revenue. In addition to the basics and beginner information, we also include a number of links for more advanced tutorials at the end of several of the sections. By the end of this eBook, you will have the tools needed to set up and maintain different types of digital marketing campaigns and to create simple yet effective video based courses.

“*We believe that online courses and e-Learning in general play an important role in information sharing, membership outreach, revenue generation, and the overall sustainability of today's associations.*”

Marcus Thraen
E-learning specialist

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**HOW TO BRING
EDUCATION
ONLINE**

WHAT YOU NEED TO KNOW ABOUT ONLINE LEARNING

INTRODUCTION

BEFORE WE GET STARTED, LET'S CLEAR UP SOME E-LEARNING MISUNDERSTANDINGS UP FRONT.

First of all, setting up an online course doesn't have to be complicated. In fact, it shouldn't be. If setting up a course is complicated, then rest assured it is most likely going to be complicated for your users. The number 1 rule is keep it simple, especially when you're just beginning to offer online courses.

Keep in mind that the media, whether it's radio, TV or computers/Internet, is only a vehicle for transmitting knowledge. Some vehicles, like the Internet, make education more convenient and accessible than ever before, but the message, the content itself, needs to have the same quality as in-person courses. At least, if you want them to be effective, they do.

That leads us to the next clarification (and some good news!). You don't need to develop new

course content for an online audience.

Sure, you may need to video record lectures or make an audio-accompanied PowerPoint presentation if you don't already have one, but the content itself can and should be the same content that you would deliver in person, there's no online magic here.

More advanced users wanting to know how to quickly and easily set up video learning, see the chapter on Online Video Learning below. Otherwise, beginners should continue reading and we'll go through all of the steps together.

WHAT DOES A MODERN LEARNING MANAGEMENT SYSTEM (LMS) LOOK LIKE?

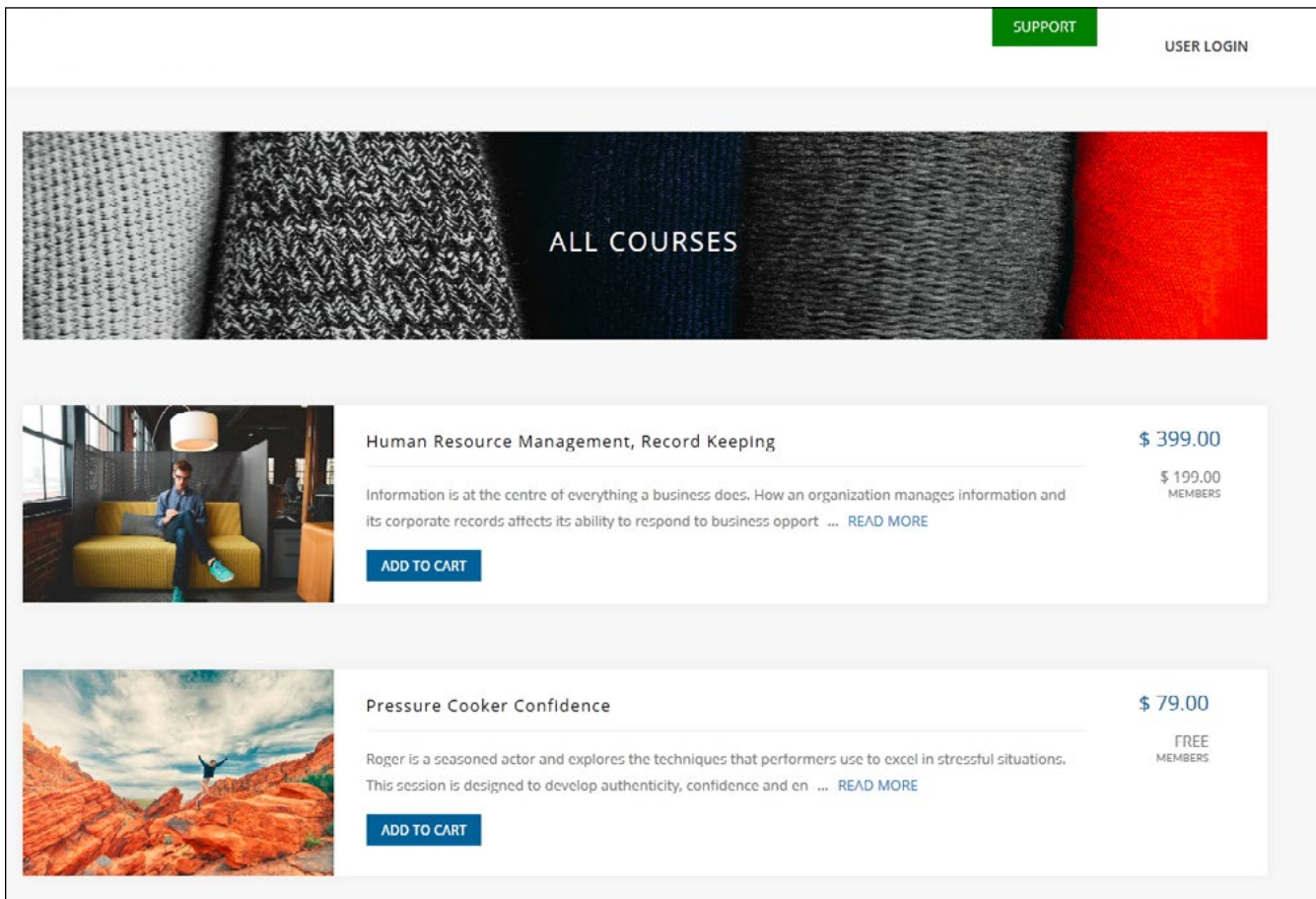
A Learning Management System (LMS) is a platform for administering, delivering, tracking, and reporting of online courses and programs.

Today, LMS platforms range from basic to advanced and the features vary from system to system, but all modern LMS platforms should have three important elements: course catalog/e-commerce functionality, a learning interface, and a reporting feature.

Course Catalog/E-Commerce

The function of an LMS is to provide a clean, eye-pleasing outline for your online courses.

- The course catalog should be easy to use and mobile responsive. Mobile experiences have become an integral piece of all powerful LMS platforms, capable of running as smoothly on handheld devices as on a desktop computer.
- The LMS should also provide e-commerce capabilities such as creating, listing and marking up/down products for sale. Like the course catalog, the e-commerce function should be simple to use and look as clean as possible.





Reporting

The modern reporting tools on an LMS give administrators an outlook and trajectory of their student body.

- The LMS must offer detailed information on your courses, from click rates to completion times, page views to high traffic times.
- These reports should give your organization a glimpse into where members or students are succeeding and where they're struggling, which means you can make changes and adjustments to improve your courses.

Learning Interface/Learning Desktop

The actual learning interface of a modern LMS must be easy to navigate for all users, not only the tech savvy.

- Course progression should be obvious and the layout should be clean. Even the tools used by administrators for ongoing maintenance should be simple.
- The interface needs to make accessing multimedia (videos, slide-shows, etc.) for students and administrators so easy that anyone with basic technical capabilities can access and pay for courses. A modern LMS must make implementing 3rd party media (YouTube, etc.) straightforward or else it will alienate users and administrators.
- Quizzes and tests also have to be easy to navigate and laid out in an easy-to-follow format for the student (and for the person in charge of setting these up).
- Obtaining certificates and qualifications and the expectations for obtaining them must be intuitive without the need to explain those steps to the user.

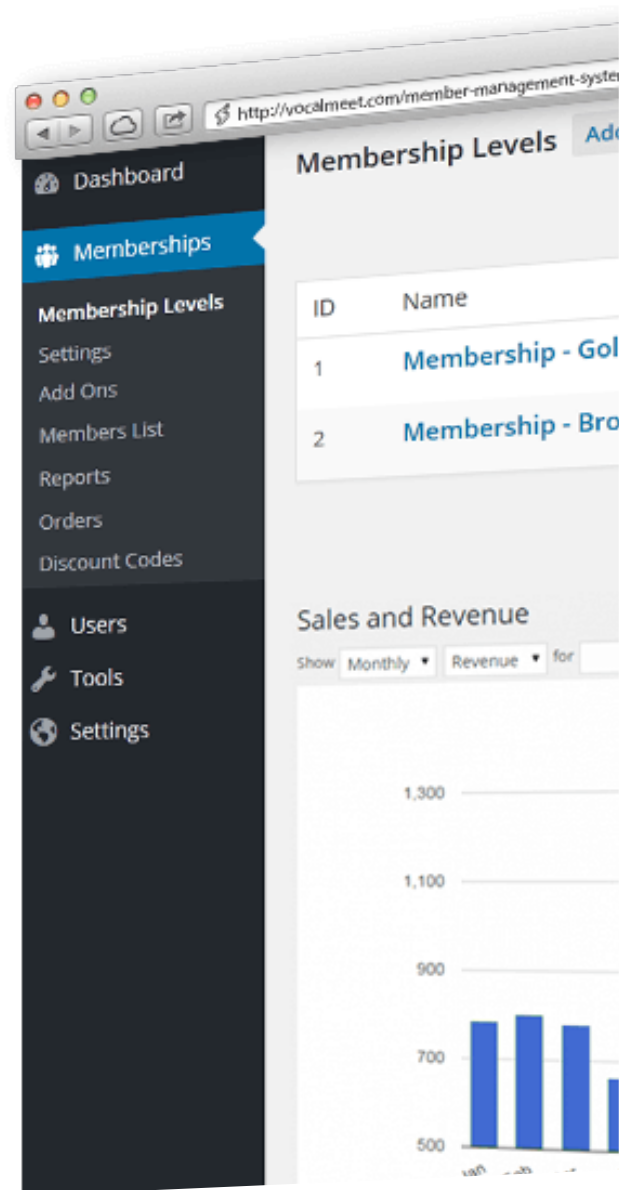
WHAT DOES A MODERN MEMBERSHIP MANAGEMENT SYSTEM (AMS) LOOK LIKE?

While the basic components of a LMS are must-haves for organizations offering online courses, some modern LMS can be easily integrated into a Membership Management System. There are also vendors who offer more modern systems with an all in one platform. This is where membership and learning management functionalities are integrated as one.

Membership Management

A major benefit of LMS platforms as part of a membership management system is in the easy and accessible registration and renewal processes offered for your members.

- You'll have a much wider registration reach and more extensive membership data.
- You'll be given the tools to track where your members come from, when they sign up and what marketing campaigns worked best.
- Communication among your members is also made easier with the ability to integrate and work with social media channels and emails providers (**More on that below**).



WHAT TO CONSIDER BEFORE YOU START

Before you take the leap, there are some things that you need to consider and need to understand in order to give the courses you offer the best chance for success. You can find more detailed explanations of these steps in the [9 Things to Consider Before Offering Online Courses](#).

KNOW YOUR STRENGTHS

While this guide is designed to help provide a basic understanding of online courses, you still need an active and capable facilitator to get the most out of your courses.

- Since all posting, hosting, discussions and troubleshooting will happen online, you'll want to have someone who is computer literate nearby.
- Active communication is needed to keep courses running smoothly and to keep students or members engaged.

more basic or set up helpful tutorials to get everyone up to speed.

- Another is location/time zones. If your student or members are all from the same area, you have the option of running live courses, scheduling tests, and feedback to fit the most common time slots for activity. Otherwise, consider on-demand courses so that your participants can learn at their own convenience.
- In addition, a firm understanding of relevant topics in your sector will be the key to driving interest in the online courses.

KNOW YOUR PARTICIPANTS

There are a couple of considerations here that will help you best develop the right courses for your members and target population.

- The first and most important consideration is technological experience. If you expect individuals to have varying levels of computer expertise, make your courses

KNOW WHAT E-LEARNING OFFERS

Understand why people choose e-learning and highlight the benefits in order to maximize your return.

- e-learning offers more geographical, financial, and temporal flexibility for online students compared to in person courses.
- The ability to pause and stop lessons allows students to learn at their own pace and in the comfort of their own home.
- This freedom often results in more involved and honest discussion and participation in online classes, but like in person classes, they need engaging lessons and instructors to keep students on track.

CHOOSE THE RIGHT APPROACH (SELF-MANAGED VS. MANAGED)

By knowing what you want to offer and to whom, you are in a strong position to pick an LMS that fits your needs and wants. There are really two large groups of LMS: self-managed platforms and managed platforms.

- Self-managed LMS platforms, on the one hand, are usually bought as is or purchased on a monthly basis, and you usually need to manage all support, troubleshooting and customizations. These platforms usually are self-hosted or cloud-based.
- Managed platforms, on the other hand, offer more support from the vendor. The vendor may have course development, end user support, and platform customization packages available. Ensure

that the tools and services you're offered satisfy and support both your current needs and the growth you are aiming for.



GET THE PROPER SUPPORT

When choosing a LMS or the services within your LMS, think ahead to the support you will need. If your organization has the benefit of extremely savvy computer staff and users, you may not require full support. However, if you feel that you are not capable or don't have the time to support, to troubleshoot, or even implement your courses, choose an LMS that can do that for you.

CHOOSE THE RIGHT SERVICES

If you're adding services, some of the major considerations are:

- What delivery formats are offered (streaming live videos, text-based instruction, imported media)?
- Does this LMS support mobile devices?
- What type of progress reporting is offered?
- Are additional services able to be added on?
- There is also the addition or implementation of 3rd party tools, which some LMS platforms allow and others do not.

Choose the best match for what you need.



CHOOSE THE RIGHT DELIVERY METHOD

The two major methods are virtual classrooms and on-demand classes.

- Virtual classrooms are run the same as a regular class, with a scheduled start and end, an instructor present, and live participation.
- This type of class requires you to consider, how long each lesson will be and how often?
- What time will you post your lessons?
- For on-demand classes, instructors upload lessons and students have access to them on their own time. For these type of lessons, you need to have answers for the following questions:
 - When will you be online and available for questions?
 - How will students reach you otherwise?
 - How long will each lesson be and how often?
- For both methods, there's a wealth of information out there to help you maximize your time. Once you've answered these, you now need to consider the type of media you'll use.

GET STARTED WITH ONLINE VIDEO

INTRODUCTION: WHY ONLINE VIDEO LEARNING?

Today, platforms like YouTube have millions of learning videos. In terms of e-learning and online courses, video learning has caught the world by storm. It is, by far, the largest method of e-learning there is.

VIDEO LEARNING IS:

- 1 | Affordable to set up for organizations.
- 2 | Less expensive for students.
- 3 | It's easy to follow and understand.
- 4 | It works.

So, you ask, what's so different about video learning compared to in-person learning?

Nothing, and that's the beauty of it. Video learning is simply a quicker, more accessible and more cost-friendly way of offering online courses. That's if it's done right. Simply uploading your videos onto YouTube isn't enough—there's tracking, content backing and more that we need to take care of first.

A SESSION RECORDING

There are two types of content for session recordings that we will deal with:

- Existing content
- Creating new content

Existing Content

You have existing course content that you want to convert into a video course. Where do you start? Well, first, you simply need to record the content. Whether it's a lecture, a conference or a seminar, just record it with any smartphone and you're ready to go.

On almost all smartphones is a high powered camera and editing software. If your phone doesn't have the software, there is plenty of free editing software online and even some social media channels have video making software available.

If you're looking to make revenue off of your video learning courses, keep reading and we will go through how to optimize that potential.

Visuals

If you're narrating over a PowerPoint presentation, be sure to include as many visuals as you can to break up the monotony of text. Our brains process visual information much more quickly than text, so when following along with a lesson, images help us retain what we hear.

You can also attach a slideshow to your video so that participants can follow along with it.

Creating New Content

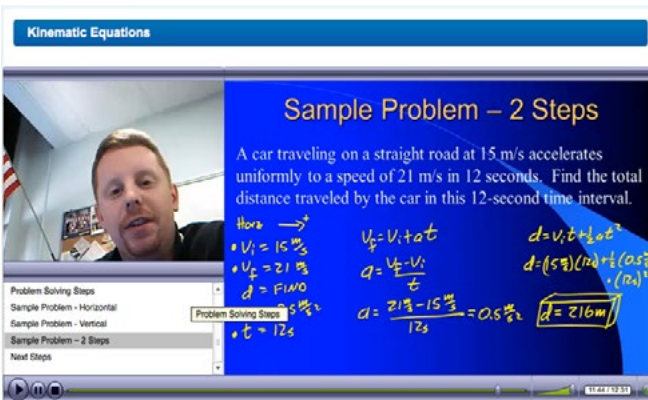
Start with a script, maybe you already have one. Even if you don't, you probably have some written content already. Now it's just a matter of talking it out.

- Try writing out what you want to cover in the video lesson first. You might think that you can freestyle the material without a script, but we strongly suggest you don't. You can always read your script in a more casual tone, if that's what you're after, but "umms" and "ahhs" can become distracting for a viewer.
- After you've written out the lesson, record yourself speaking it and time it. Ideally, you want your lessons to be about 10 - 20 minutes long; however, if you include smaller segments throughout, you can extend the length without issue. This length will help keep student attentions on the content.
- Include small interactive elements throughout to ensure that your audience is engaged, following along and comprehending the material.
- Finally, bounce your script off of someone. Ask them to point out any confusing or awkward statements so that you can fix anything that might cause learning problems.

B SCREENCASTING

Screencasting is one of the easiest methods of recording an online course because it requires nothing more than recording your computer screen. This method is most common for technical courses, computer tutorials and software training, but with the proper training any course can be taught this way.

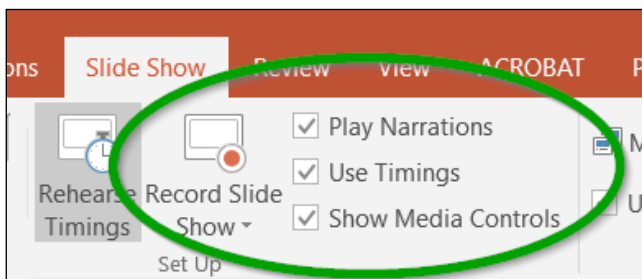
There are plenty of options available online for screencasting, such as Screencast-O-Matic or Free-Screencast. You'll want to choose one that has editing capabilities that allow you to scratch out some rough spots.



via aplusphysics.com

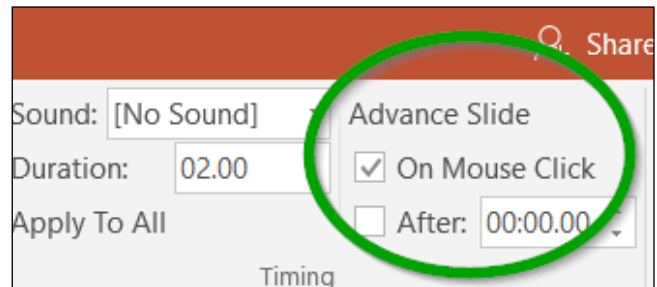
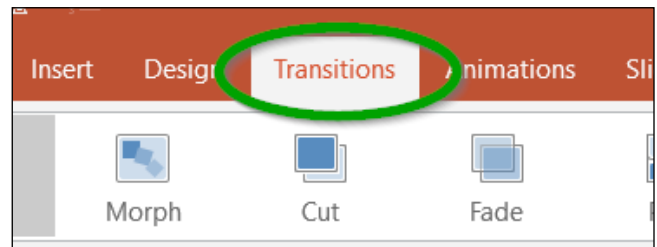
Audio Over PowerPoint

Recording a voiceover on a Microsoft PowerPoint presentation is as easy as clicking the “Record Slide Show” button on the “Slide Show”



drop-down menu in Microsoft PowerPoint 2016.

Remember, you don't want to simply read your on-screen text. Try adding context, giving examples or providing additional information so that the viewer has a complement to the text in the slides.



To set a timer that automatically switches the slides with your audio in MS PowerPoint, click the “Transitions” drop-down menu tab and then enter in the number of seconds you want the slide to stay on screen for in the Timing section.



BOOST SALES WITH
DIGITAL
MARKETING

HOW TO SET UP DIGITAL MARKETING

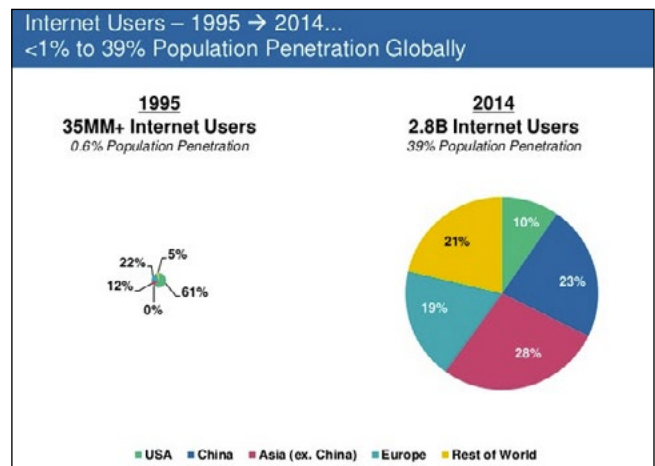
INTRODUCTION

Digital marketing is a term that scares people into thinking it's something more than it really is. The Internet is a big and mysterious place, and likely because it sounds scary, Internet marketing is often underused or misused altogether.

In today's world, a very efficient way to market online courses is, you guessed it, through online marketing or digital marketing. One of the major reasons that e-learning courses fail is because they aren't advertised properly.

Despite what you may think, digital marketing is not the same thing as traditional marketing. Though the goals are similar, the methods and strategies are much different. But, again, doing this right doesn't have to be difficult or even pricey.

For organizations, digital marketing is simply using the various online media channels (Google, Facebook, Email, LinkedIn, Twitter, etc.) to generate leads and boost revenue for their organization. Since, according to KPCB, there are more than 2.8 billion Internet users, digital marketing is a no-brainer for any organization. But how do you get the most value for your time and energy?



The major benefit of digital marketing, especially when compared to more traditional methods, is in the wide reach and the conversion-oriented approach of your marketing efforts. Everything you advertise is just a quick click away for potential consumers.

With a few easy-to-use tools, you can track and analyze what works, what doesn't, how many people visited your courses, what they clicked on, what they shared, what was most effective, and, most importantly, why for all of the above. And, the best part of it all? Absolutely none of it is rocket science.

Here's an example

Mary is in her 50s and she is looking for online courses, so she starts with a basic Google search. She finds three organizations that offer the certification that she's looking for—organizations A, B and C.

- 1. She notices that organizations B and C both offer online courses, something she needs because she works fulltime. Since organization A doesn't offer online courses, she crosses that organization off as a possibility.*
- 2. Now Mary doesn't know this yet, but only option C utilizes digital marketing. After she checks out the websites for organizations B and C, she considers both of their course offerings to be equals. She shuts her computer down and leaves the decision for another day.*
- 3. The next day, while checking a weather app on her phone during her lunch break, Mary notices an ad for option C. This gets her thinking a little more about it, but she goes back to work.*
- 4. Later that night, Mary is playing on her tablet when she sees another ad from organization C. This time she clicks through to the website and researches option C a little more.*
- 5. When going back to compare option B, Mary struggles to view organization B's website properly on her tablet because Flash is not supported. This is a major disadvantage because mobile-friendliness means Mary can study anywhere, not just in her computer room, and organization B is clearly not mobile-friendly.*
- 6. After weighing all of this, Mary chooses Option C.*



Now this may seem like complicated magic if you're new to digital marketing but, actually, it's really easy to set this type of system up. You never want to give a potential member a reason NOT to choose you.

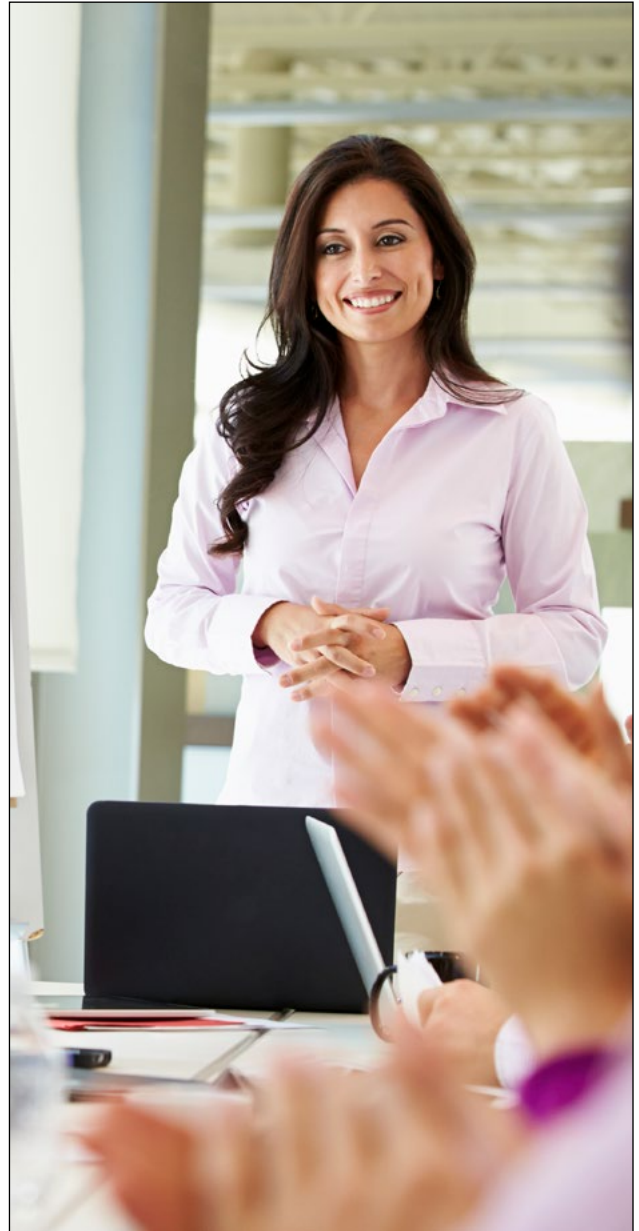
WHERE TO START

LET'S NOT GET AHEAD OF OURSELVES. IN THIS CHAPTER, WE'RE GOING TO LOOK AT THE DIFFERENT ELEMENTS OF DIGITAL MARKETING AND LEARN HOW YOUR ORGANIZATION CAN PUT THESE TOOLS TO WORK FOR YOU.

From email to social media, like Facebook and Twitter, to search engine optimization and retargeting advertising, we will discuss how the major digital marketing tools work and the most effective ways of using them to promote your online courses. After reading this chapter, your organization will be better able to attract customers like Mary. So, let's start with some basics.

First, you should use the digital world at your fingertips to get some basic information like getting to know your members/customers, as well as your potential members, better.

- To get a strong perspective, check out your competitors or organizations you strive to be like: see who follows them, who reads their posts, who shares their posts, and why.
- Research your members and the issues that concern them most (these are also likely to be the issues that concern you the most).



EMAIL MARKETING

INTRODUCTION

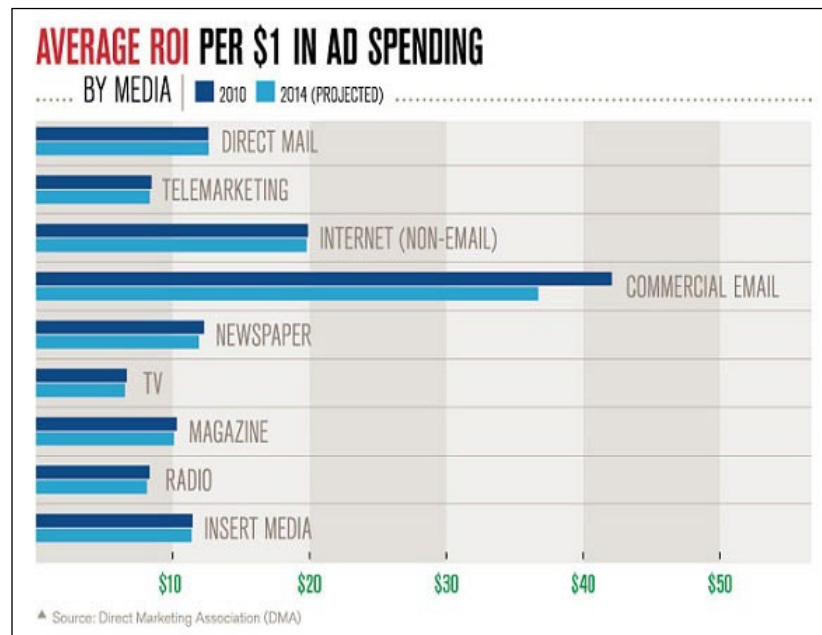
Email marketing is simply the act of using email to offer valuable products or content. Despite the claims that email marketing is dying, it still represents the best return on investment (ROI) in the digital marketing world, meaning that, more than the other digital marketing tools, email marketing results in more profits earned on the time and money you invest in it. That being said, there is a fine line to walk to avoid coming off spammy, intrusive and annoying.

Let's start with some email marketing stats:

- When used correctly, email marketing can be a personalized and custom-feeling advertisement.
- It can be used at almost any point in the sales cycle (i.e. to generate brand recognition or leads, build trust, bring leads closer to a transaction, or to close a transaction).
- The average ROI for email marketing in 2014 was approximately \$40 earned for every \$1 spent.
- In 2014, 44% of email recipients made at least one

purchase from a promotional email.

- In 2014, 82% of consumers opened emails from organizations.
- Like every form of digital marketing, email marketing provides organizations with almost-instant analysis into its effectiveness, giving you plenty of time to tweak and adjust your campaign before the next attempt.
- These results are too appealing to ignore.



GENERAL INFORMATION ABOUT EMAIL MARKETING

Build an Email List/Lead Generation

You probably already have all of your members' emails, so that's a good start. If you don't, your first step is to build an email list. You can also increase your existing list, all with the goal of creating a list of leads that you can start marketing to. To do so, you need to give something of value to first-time visitors in order to obtain their email addresses. Since some countries, states and provinces have specific anti-spam laws, be sure to look into what's permissible in your region. Let's use a free course as an example.

- If you want to get more email addresses, offer out a free course to everyone who provides you with an email address.
- When asking visitors to fill out information, only ask for the information you really need. The last thing you want to do is scare them away when you've got them to this point.
- Also, if you plan on using the email addresses to send discounts, special promotions and free trials, be sure to say that in your privacy policy.

TIP: Set it up so when the form is completed, your system emails them right away, when you're still fresh in their minds—also, give them instructions on how to whitelist your organization's email address so you won't hit their junk mail folder now or in the future.

Now onto the email specifics.

Tone and Direction

Choosing the right tone for your emails requires a little research and a lot of common sense. Test out what works and what doesn't and perfect your email strategy over time.

- Know your competition. If it applies to your organization, sign up on your competitor's email lists and see what they send you, decide what you like and what you don't. This will also allow you to be unique and separate yourself from your competition.



- Use a conversational tone. Too formal and it will feel like it was written by a robot, too loose and it'll seem unprofessional.
- Show some humility and be as personable as you can.
- Above all else, be honest. Whatever you promise in your subject line has to be delivered upon in the email.
- Include a specific and purposeful call-to-action (CTA). A CTA is a button in the email that will link the clicker through to your landing page, the goal of most

emails. The CTA should be direct and describe exactly why you should click.

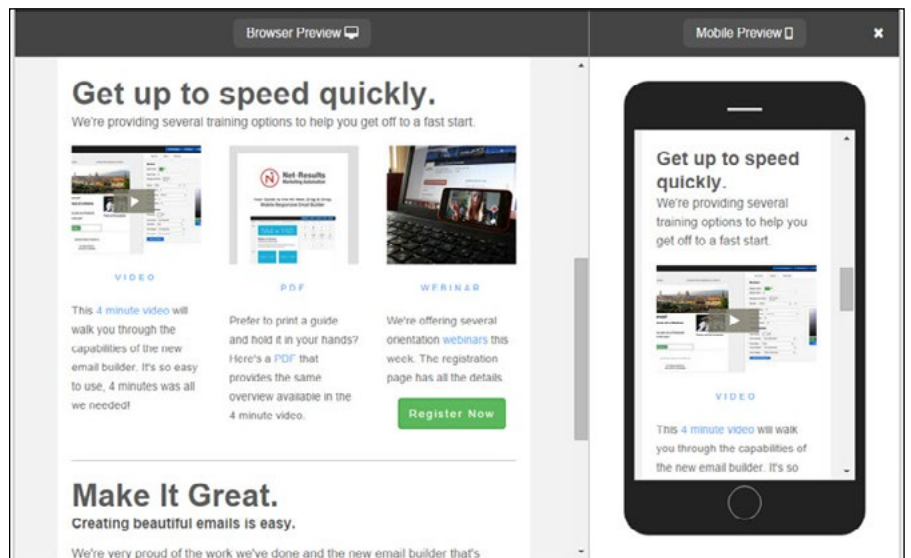
CONTENT

It sounds obvious, but send content that can (and will) be shared.

- It doesn't hurt to ask your recipients to forward emails to their friends and colleagues, but make sure it is worthwhile to pass along, things like additional savings, promotions, discounts or just useful content that people will feel is worthy of sharing.
- As mentioned, you want to have a clear and obvious call-to-action; whether it's share, visit or buy, be specific and purposeful.
- Most importantly, don't always be selling. You want to use these emails as a vehicle of information and for building trust, meaning solid content and important updates—not just a weekly flyer.

or ignore it altogether.

- The sender section should be personalized. Rather than wasting space in the subject line or preview section, make sure that email is sending from your organization's name and not an individual's name.
- Emails **MUST** be mobile friendly. Since space is so important, make every character meaningful and consider what mobile viewing will do to the subject.actual word



STRUCTURE

The three most important areas in an email are in the Sender, Subject and Preview sections. The space in these sections needs to be utilized fully.

- In general, short emails tend to perform better. If it's long, it will need to be incredibly worthwhile to read, otherwise people will put it off for later (and maybe forget)

“free” is risky because our spam-free eyes have been trained to scrutinize it. Try using some other words like “giveaway,” “complimentary,” “courtesy,” and more.

- While offering something free in the subject line can be a great way to generate views, the actual word “free” is risky because our spam-free eyes have been trained to scrutinize it. Try using some other words like “giveaway,” “complimentary,” “courtesy,” and more.

- Consider how emails look in the preview section of an inbox. Most email service providers have a "Preview" feature that shows you how both desktop and mobile inboxes will preview your email. This will allow you to plan and format your emails so that important information will be visible even if the email isn't actually clicked into.

FORMATTING

Most email marketing providers handle the formatting for you, but there is one issue we want to highlight. Since most email providers block images in emails by default today (43% of Gmail users block them), you'll want to use one of these easy-to-use workarounds to help combat this trend.



via marketingonlineworkshop.com

First, several of these email providers show images for trusted senders—so get on those whitelists!

- Describe your images with Alt Text—a well-described image might encourage people to unblock images. This will be explained in more detail in the video tutorial below.
- The most detrimental part of blocked images is when the image being blocked is your call-to-action button (CTA). Thankfully, there are things called "bulletproof buttons," which appear to email providers as text but look like images to the actual viewers, meaning they don't get blocked. These should almost always be used for your CTA buttons.

TIMING

The most important consideration for email timing is consistency.

- Pick a delivery day and a time and stick to it.
- Since almost every email and email service provider has the ability to schedule emails in advance, it's easy to setup and will give your recipients a structured delivery model.
- Adjust your schedule over time, play with different time slots and see which ones get the best responses.
- Statistics suggest that nights and weekends are the least convoluted timeslots, but you may find business hours to be better suited for your email. The choice is yours. Expect that during business hours, emails are opened more frequently but clicked through less frequently.

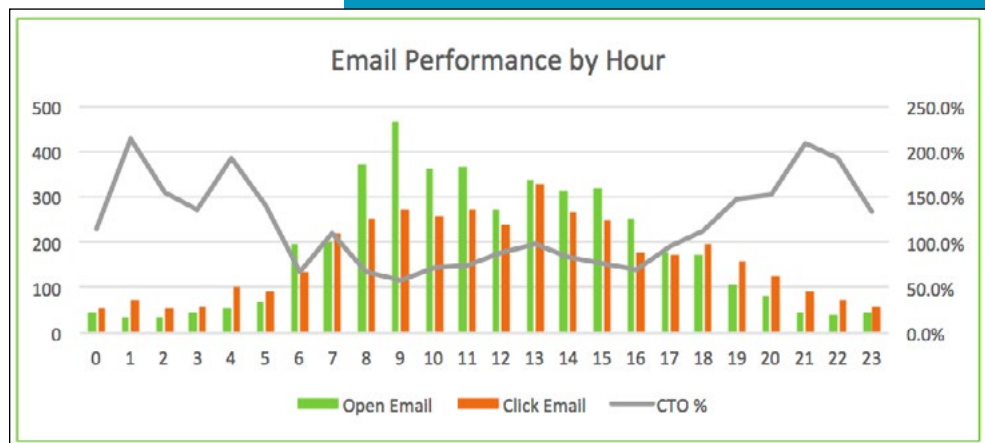
TIP: If you're using your own email to send out marketing, avoid using the CC field (Carbon Copy) to reach your list members. This can lead to the dreaded reply-to-all id people respond to you, which can be a major nuisance for everyone involved. Plus, it reveals your member emails to everyone attached, a problem of privacy and security.

Strategy

Like every marketing channel, your email campaigns need to be strategized.

Everyone on your email list is different so don't be afraid to treat them differently. Since we, as Internet users, have been so trained to filter out spam, use personalization to get to the hearts and the wallets of your audience.

Try segmenting your email lists into groups of where customers sit in the buying cycle (e.g. One-Time Visitors, One-Time Purchasers, Regular Customers, Shopping Cart Abandoners, etc). Doing this allows your emails to speak directly to a group of people, like sending a follow-up email after a purchase, touching base with inactive customers, sending a shopping cart reminder, or even offering coupons or special offers to complete a purchase.

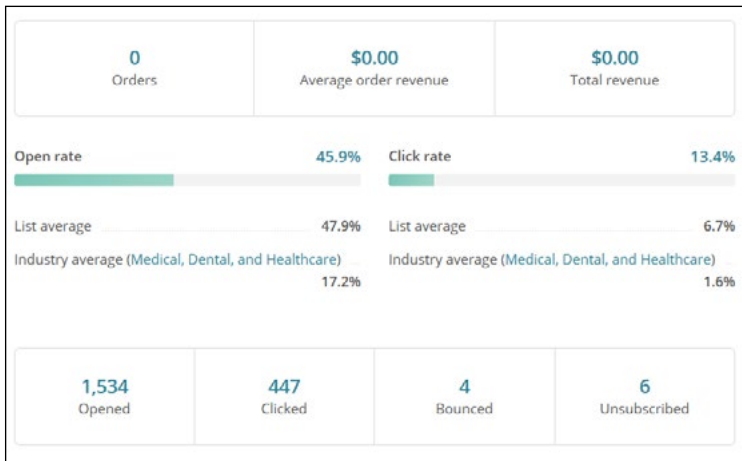


via learn-infusionsoft.com

ANALYZE

As mentioned earlier, digital marketing offers the luxury of providing near-instant analysis on your email marketing efforts, so you can make informed decisions, adjustments or even wholesale changes when needed.

- Analysis, such as click-through-rates (CTR) show you how many people see your links and how many people are clicking them.



via www.mailchimp.com

- Other data like unsubscribes and open rates give you valuable information as to where your customer base currently sits, as well as where your email marketing is missing the mark.
- If people don't open your emails, you may not have built enough of a bond or trust early on.
- If people open the emails but don't click through to your website, your content may be unconvincing or lacking quality.

Don't take drastic measures right away, but look for simple trends and act accordingly. With the information and analytics available, you can measure your website traffic and activity against your email marketing efforts and see what works and why.

- Even people unsubscribing tell us a lot about the campaign: unsubscribing early on may mean you weren't clear enough up front as to what will be offered in the emails (or it isn't important enough to the user).
- Unsubscribing later on usually means you didn't stay relevant or useful.
- If users unsubscribe after opening and clicking into a specific email, there might be some content issues.

For a more in-depth tutorial on how to properly implement Email Marketing for your organization:

[Watch This How-To Video](#)
Password: vocalmeetce

EMAIL SERVICE PROVIDER

To make email marketing easier, check out an email service provider like MailChimp for one of the easiest options on the market. It is free to use for up to 2000 members/subscribers.

Ease of use and setup

Especially when you're starting out, an email service provider (ESP) can make the process a lot easier and less labor intensive. With pre-made templates, layouts, formats and tutorials, many ESPs make email marketing a little easier of a process, so take a look at the providers that offer what you're looking for.

More effective deliverability

Many ESPs have formatting rules and suggestions that help you navigate the email marketing world. By adhering to their guidelines, your emails are less likely to be viewed as SPAM, bounceback or have trouble being read or previewed.

All-in-one tools

ESPs let you to manage your subscribers, your campaigns and your templates all in one place. This makes for more convenience and time - and cost-effective management of email marketing. Less programs to learn and master usually equates to less headaches in the long run.



For how-to do an email campaign in MailChimp:

[Watch This How-To Video](#)

Password: vocalmeetce

SOCIAL MEDIA MARKETING

INTRODUCTION

Social media marketing is leveraging the popularity and the audience of social media to provide valuable content and products. There are basically two options. One is to market to your organization's followers or members, which are harder to get, for free. The other is to pay for ad campaigns and market to an audience of your choice, which is easy to get.

There's no denying the dominance of social media on the Internet. For many, social media is the Internet; it's their homepage, where they get their news and where they interact with others.

According to PEW research, over 65% of Americans use social media, and because of its prevalence, digital marketers would be foolish not to maximize their efforts trying make use of it all. Luckily for us, the basics of social media marketing are actually pretty straightforward, so it shouldn't scare anyone off.

Mastering it and making it really work for you takes some determination, but the dividends that it pays are well worth the effort along the way.

WHERE TO START

Perhaps the best place to start is to clear up what social media marketing is best used for. While you certainly can use the space for traditional ads—and we will get into that down below when we discuss the specific social media channels—the overall goals of social media marketing for organizations, in order of importance are:

- Increasing traffic on your website or e-learning page (Facebook marketing etc.)
- Leveraging the gigantic audiences to reach more members/customers.
- Developing a social media footprint and presence.
- Becoming an industry resource.
- Interacting with your member base.
- Establishing positive brand organization.

It seems like a lot, but the strategies overlap quite a bit. Still with us?

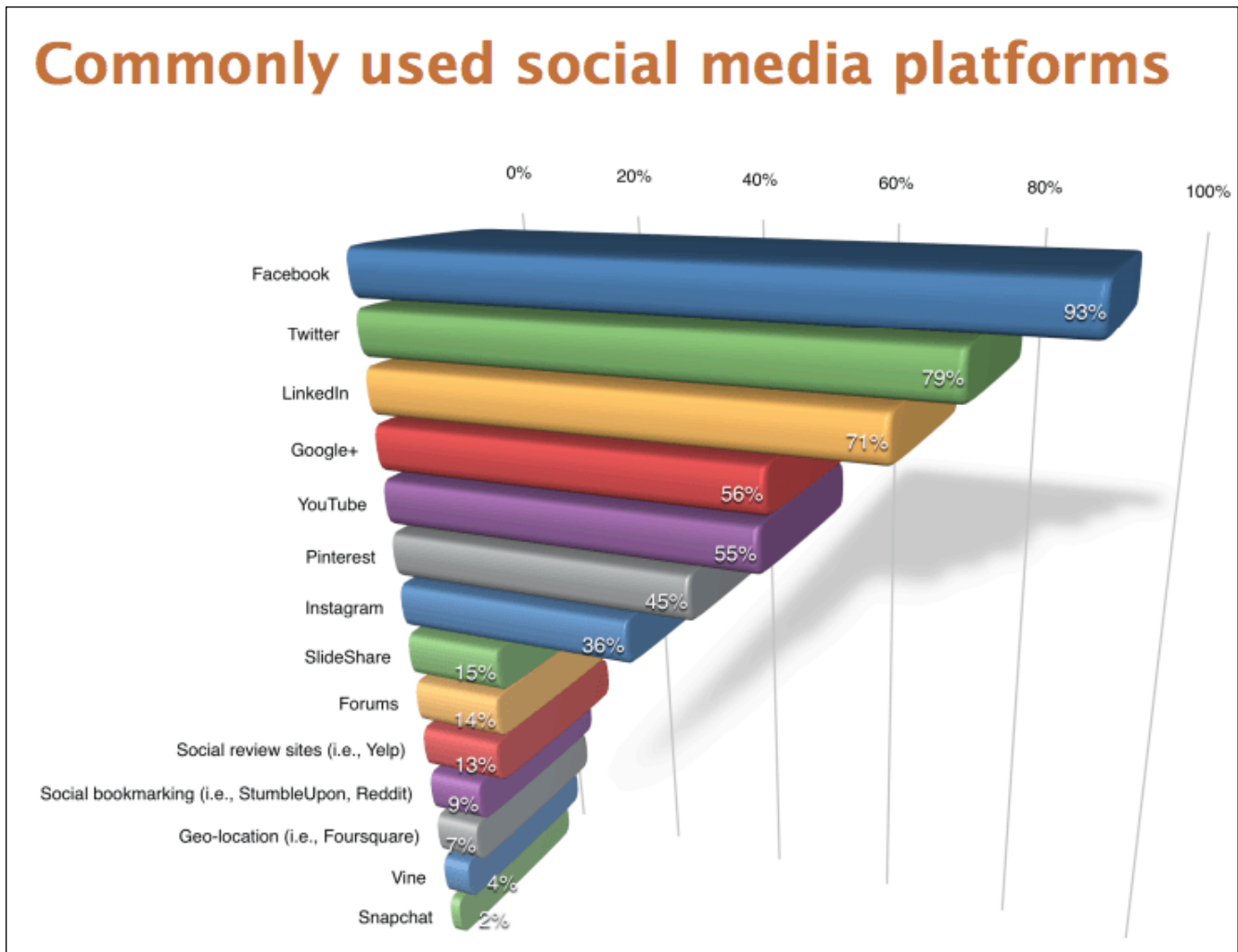
The immediacy of social media, the real-time discussions, give your organization the opportunity to stay current or even stay on the cutting edge.

In addition, because of it's always-open, live communication, social media allows you to troubleshoot issues and address major concerns right away and in the open, and transparency is almost always welcome and highly regarded in the social media world.

BUILD A NETWORK

Across all social media channels, the first step, as mentioned above, is to get involved right away.

- Since we're using social media as a source of audience/member information, get on each channel and join the conversations that matter most to your organization.
- Research your competition, see who networks with them and see the issues that get the most interest.
- If, for some reason, you can't find the conversations you want, create them yourself.

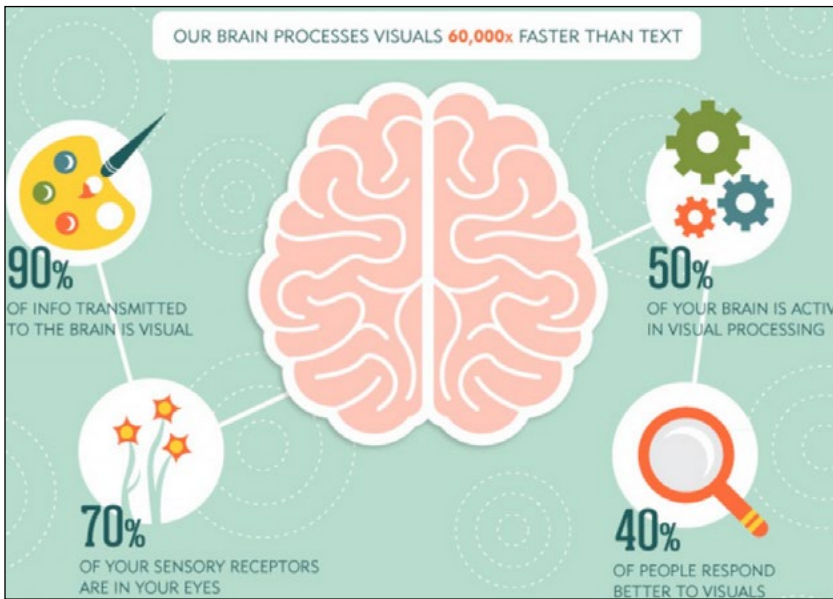


via technoworldinformation.blogspot.ca

You'll start to see a group of people congregating around these discussions.

- You want to identify the people that you want to be seen by and start building quality relationships with them.
- This starts with finding the people who

The worst thing you can do, especially when stating out, is promote only your own interests. You want to make yourself as useful to others as you want them to be for you. This means promoting their content as well, discussing and contributing on their materials as much as your own.



via thenextweb.com

→ Often times your interests are going to overlap, so really all you're doing is showing that you care about the industry that you are part of.

→ While it can be time consuming, try acknowledging the people who reach out to you; this will keep people interested in you and thankful to you.

→ Last but not least, give your loyal network some channel-specific benefits. Send them something that you can only get by joining and participating in your network, whether it's a free demo, a free trial, a discount or whatever else.

are most willing to repost, share, converse with, and promote other brands.

- Highlight these people, help these people, and make them happy, you already know that they're going to return the favor.
- **TIP:** Don't play favorites so openly that you alienate the rest of your network.
- This can take some time, so BE PATIENT.

TIP: Don't be afraid to get off topic once a while. Keep it fresh, interesting and human.



For a more in-depth tutorial on Social Media Marketing:

[Watch This How-To Video](#)

Password: **vocalmeetce**

CONTENT

On the Internet, it doesn't matter what facet, content is always king.

- Across all channels, the golden rule is to post scheduled and consistent material. You want your friends and followers checking in on you regularly because they expect new and engaging material from you.
- By no means do you want to overwhelm with posts every hour, but you want to be reliable.
- If it isn't of value to your desired audience, think twice about posting it. Sometimes less is more.
- Also, break up your self-serving posts or else your social media-savvy audience will see right through your account and will ignore you.
- Along with staying consistent in the type and time of your posts, stay consistent with your tone as well. Social media has an excellent memory and you want to be perceived as a cohesive unit if at all possible.
- There's also a benefit to being unique, or, at the very least, different than your competitors, so take a look at what they're doing and try coming from a different angle.
- Finally, stay current. Using relevant news and events will drive traffic to and around your materials. People searching these current issues are not only more likely to run into your content, but they're more likely to contribute to it as well.

TIP: When posting on social media, images are much more eye-catching than large blocks of text.

FACEBOOK MARKETING

INTRODUCTION

Facebook is a hotbed of activity, a resource that no business can turn their back on. Facebook holds the biggest slice of pie in the social media market with:

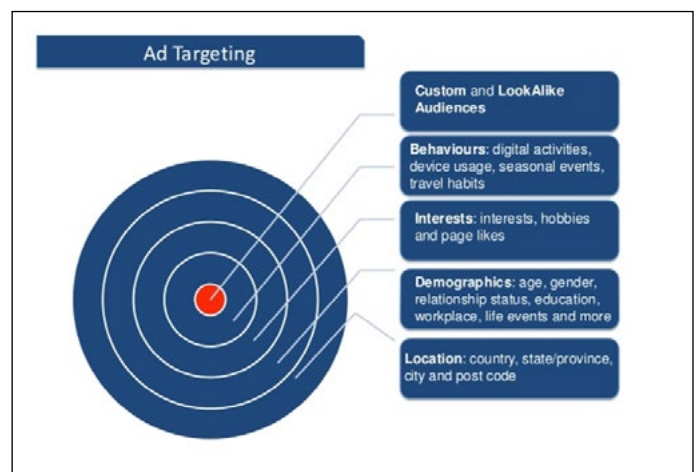
- Approximately 1.5 billion users monthly.
- Approximately 40 million individual business pages.
- Approximately 2 million advertisers.

Because Facebook has such a wide reach, using it will give you every opportunity to connect with a significant portion of your target audience.

GENERAL INFORMATION ABOUT FACEBOOK MARKETING

There are really two major facets of Facebook marketing:

- The first and most straightforward is the free business page. The business page gives you a visible and searchable website on and through Facebook. People can connect directly to this page.
- The other and perhaps the most



via www.slideshare.net

important feature that Facebook offers businesses and advertisers is in Facebook ads. Facebook ads give your organization the ability to target a specific audience, filtering by location, age, gender, interests, events and lifestyle etc.

BUSINESS PAGE (FREE)

Page Building

Making a business page is simple and requires very little time to setup and it's free.

The first step is to click Create a Page and select Local Business or Place. In addition to filling out your standard organization details, you want to

choose your visuals carefully. Facebook is very image based and visual, so make your business page attractive and welcoming.

Once you finish filling out the necessary details, you can start building an audience.

Audience Building

There are essentially three ways to develop a following through your business page on Facebook.

- ➔ The first is to invite your personal Facebook friends to Like the business page. Once they've Liked it, your published content will show up on their news feed.
- ➔ Second, is to ask people connected to your organization—members, employees, customers—to Like and link to the page. Ask your organization members and employees to set your organization up as their place of work, and it will create a link directly on their personal Facebook page.
- ➔ The last, and most effective method to building a Facebook audience, is to

start engaging with the issues and the discussions that your potential customers are part of. Over time, people will start to flock to your page and see first hand the content you've been producing throughout.



For a more in-depth tutorial on setting up a Facebook Business Page:

[Watch This How-To Video](#)

Password: **vocalmeetce**

FACEBOOK ADS (PAID)

There is a common misconception that in order to use Facebook as an advertising tool you need a large personal network. Well, ever since the advent of Facebook Ads, this claim has been patently false.

We will outline a few tips here, but if you're looking for a more in-depth tutorial on setting up a Facebook Ad Campaign, watch the how-to video on the next page.

- ➔ Facebook Ads allow you to reach people that you've never met and you only pay for the types of responses you want, whether that be clicks, likes or whatever else.
- ➔ You can easily target all of the lawyers in a certain state, for example. They don't need to be followers of your organization.
- ➔ Along with blanket advertising,



Facebook also allows for promoted posts and content, which means you can send specific content to a specific audience, an incredibly powerful option for advertisers.



For a detailed tutorial on how to setup a Facebook Ads account:

[Watch This How-To Video](#)

Password: vocalmeetce

- Prices are determined by location, ad placement and the audience you're trying to reach.

TIP: You can target existing members of your organization by uploading their emails or phone numbers. They don't need to have liked your organization or be followers in any way.

Audience Setup

Once you have a business page, you're now ready to start advertising. In terms of Facebook ads, your audience is the most important piece. Too large of an audience and your budget will be wasted. Too small and you won't reach enough people.

You want to target the people who are most likely to be interested. Sound obvious? Good.

- In the Audience Insights tool, you can build a group of people that your ads will target.
- Build this new audience through demographics, page likes, location, activities, households and purchases.

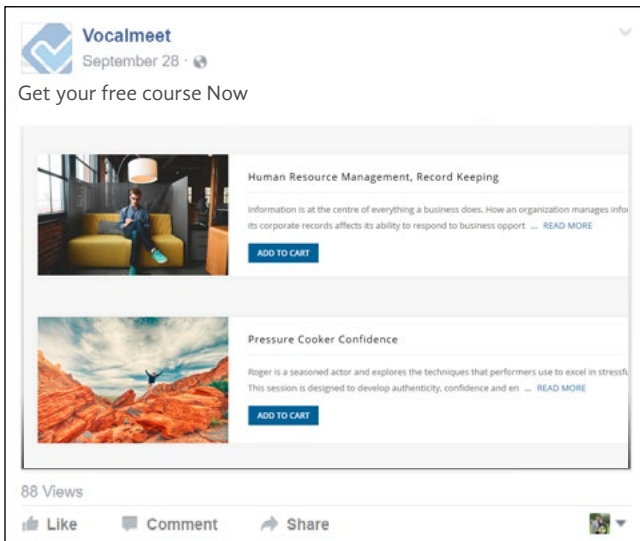
- Instead of using general interests, like reading or walking, find people who have specific educations or jobs, or maybe people who like certain brands and companies (maybe even your competition).
- You can advertise directly to the fans of another organization just by typing in the organization name in the Interests box. If they have less than 5,000 fans, it's possible that it won't show up, but you can still access those people by using targeted interests (e.g. woodworking).
- Another option is to import in your list of member and potential member emails. Simply click Create a Custom Audience and import in a CSV file filled with the email addresses.

TIP: Target life events on Facebook to deliver ads to people who are at the same stage in life (e.g. advertise education to people who attend a certain conference etc.).

Campaign Setup

You can launch an ad campaign in three ways on Facebook.

1. One is to use Boost Post, which is very simple to use and ensures that your posts will show up high in your audience's news feed. The Boost Post option is a blue button that shows up on every post you make. All you have to do is click it, select your audience, select your budget and timeframe, and you're off.
2. The second way is to use the Power Editor, which is a powerful campaign managing tool, but it is somewhat complicated, so we will sidestep it here.



- Early on, rather than messing around with Advanced Budget Settings, it's probably best to use the default options which charge by link clicks and website visits.



For a more in-depth tutorial on setting up a Facebook Ad Campaign:

[Watch This How-To Video](#)

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3. The third and probably the best method and tool to launch your ad campaign is the Create Ads tool. You can create an ad from the Ads Manager by clicking Create Ad or create them directly from your Facebook page.

Create Ads

See that small arrow at the top right of your Facebook profile? Click that and choose Create Ads.

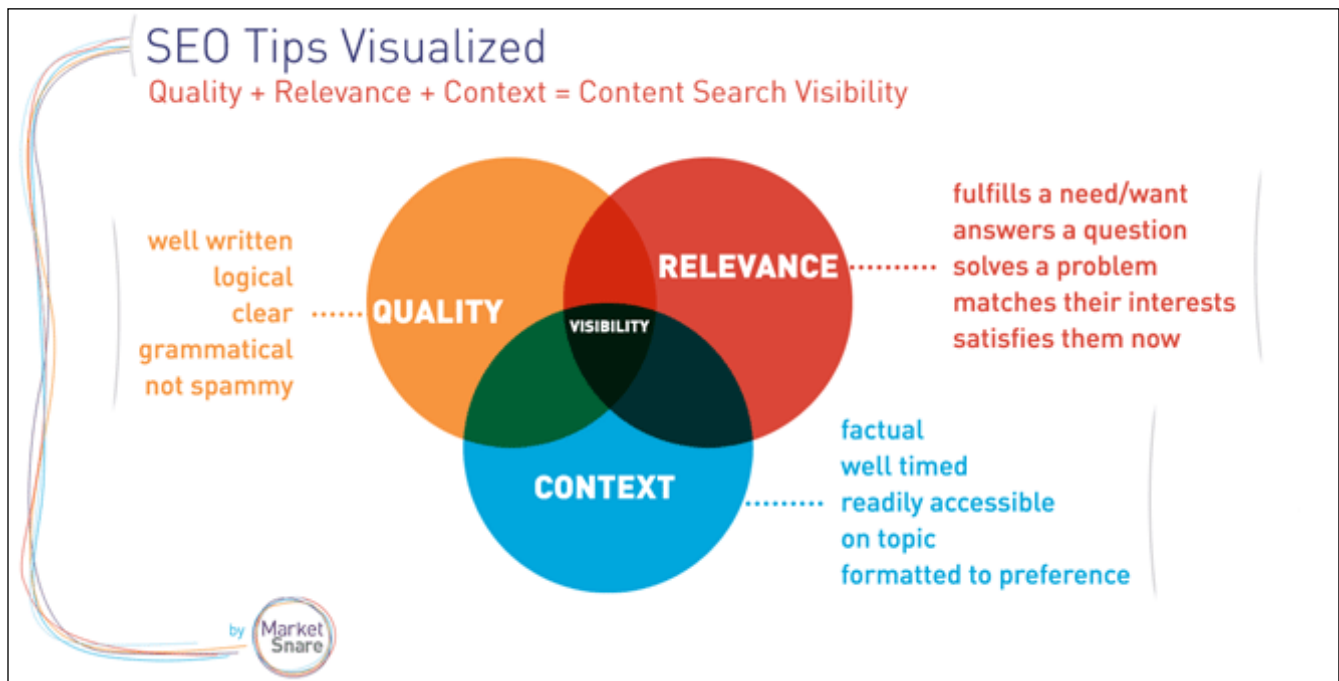
- Choose the campaign objective that best fits your goals. Facebook will automatically optimize the campaign to make it as cost effective as possible.
- If, for example, you choose Send People to your Website, you will be asked to enter in the URL for the website you're directing people to.
- Next, you will be asked to set your budget, choose your target audience and pick your schedule. Narrow your target audience as much as you can to ensure that clicks turn into sales more often (assuming that is your goal).

SEARCH ENGINE OPTIMISATION

INTRODUCTION

Search Engine Optimisation (SEO) is a method of optimizing the content on your website to obtain more favorable search results from search engines. In this case, we'll focus on Google because they are the biggest fish, representing about 80% of the searches online.

There's a lot of misleading information out there about search engine optimisation. Many businesses offer a self-proclaimed silver bullet to catapult your business to the top of the search results, but the truth is, Google keeps everyone guessing for the most part.



via www.marketsnare.com

Companies everywhere strive to get the best results for the best search keywords and Internet searchers want to find the most accurate and relevant results for their searches. It's Google's job to match these two parties as best as possible.

- Search engines are really the roads of the Internet, directing and channeling users to the sites that best answer their queries.
- As much as 90% of Internet users start with a search online.

Because of tools like Google AdWords, we know what search terms people are using to find organizations like yours and your competitors, so now it's up to you to make sure that Google presents your site to your audience.

HOW TO RANK HIGH ON GOOGLE

While there are countless considerations that Google uses to rank search results, there are three major influences: relevance, quality, and context.

- How and what they use to judge if you're relevant cannot be controlled. What can be controlled, however, is the content that you provide and, if Google's done their job correctly, they'll make sure you're visible if you're content is integral and relevant to the search results.
- Quality refers to natural and well-written content, and the other factor, context,

is more about providing structured and helpful content.

- Popularity is another facet, but one that takes time. If you continue to prove that your site is a good option for the search results that you rank highly in, Google will continue to rank you highly and increase your popularity.



CONTENT, CONTENT AND CONTENT

In the early days of SEO, there was a strategy used by many different companies called Keyword Stuffing. This was a method of tricking the search engine crawlers to make your site seem relevant to a particular keyword search because you had the exact keyword phrase written all over site, embedded everywhere and crammed in every corner.

Well, Google and the other major search engines have eliminated these tricks, punishing those

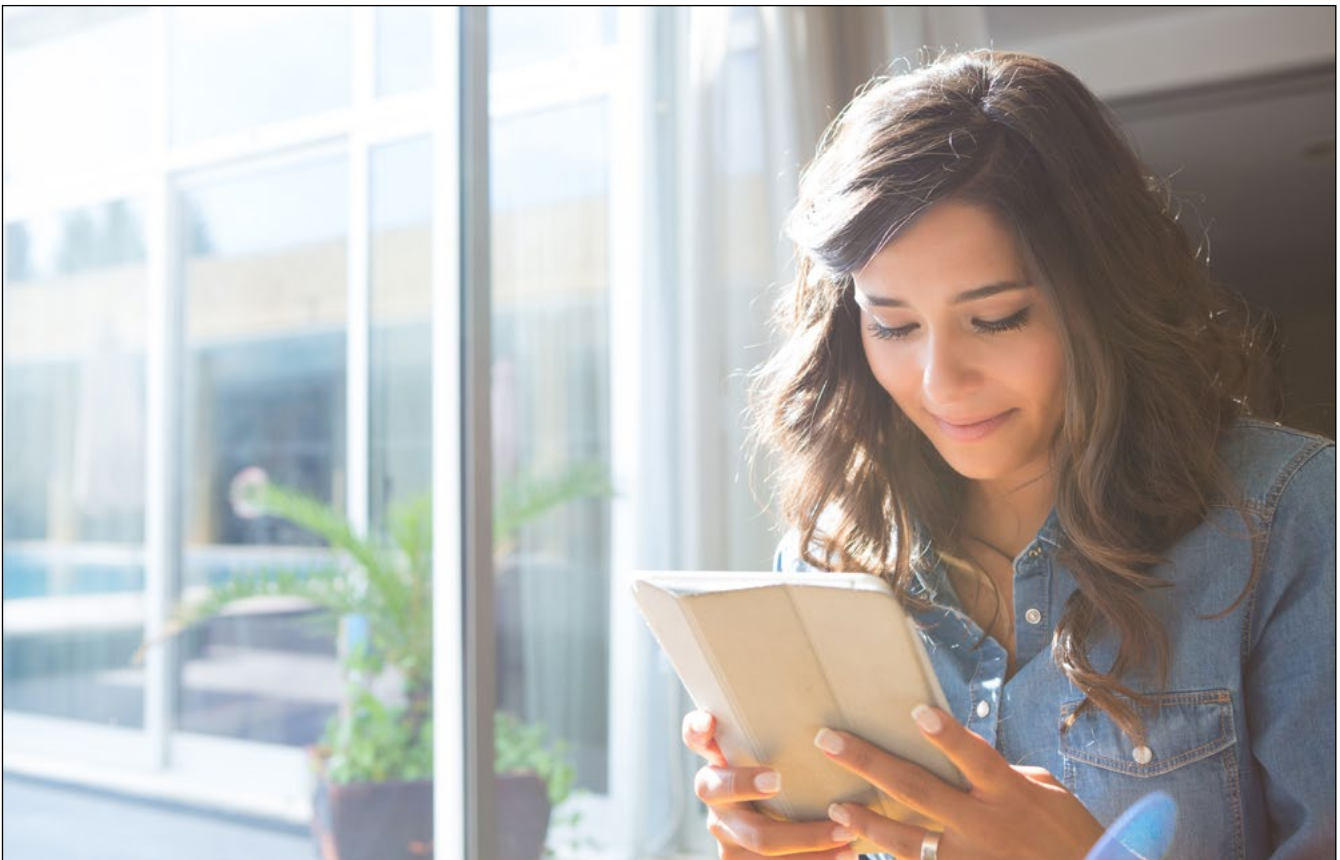
who still try them. Now they give top results for clear, concise, and non-deceptive content. Content is, once again, king.

- First, make sure that you really are relevant for the search. If you're not, start writing unique and helpful content that will help you become relevant.
- You want the search keywords to be present in your titles, your links, and your content, but don't overuse them.
- Write naturally and let the keywords come organically, otherwise it will jeopardize the quality of the content itself.
- Also, keep your site updated and running smoothly. The search crawlers look for fresh content and live links connecting all

of your pages, remove or refresh anything dead or stale.

- Post new and original newsletters, articles, blog posts, news or whatever you can think of to boost your fresh rating.
- Most importantly, keep everything natural and helpful. If search results start driving traffic to your site, and everyone who visits jumps off shortly after clicking because you couldn't answer their query, Google will punish your results. So if you rank highly for a certain keyword phrase, make sure you belong there.

The bottom line is, if you produce useful and quality content for a topic, Google will commend and recommend you.



SEARCH ENGINE MARKETING/PAY-PER-CLICK ADVERTISING

The basic information is pretty simple here.

- You choose which ads you want to show up for and you enter into an auction against others who want to rank for that keyword search.
- The more you're willing to pay, the higher up the list you go.
- Every time your ad is clicked, you pay, simple as that.

Since this is an expensive method of driving revenue for organizations, we won't spend a lot of time on it, but there are some helpful how-to strategies that can aid you in maximizing your return on investment.

- Just because you're paying for that ad space doesn't mean you don't still need to be relevant.
- Google uses what is called a Quality Score to weight your ad ranking. In fact, quality score is the most important feature to ranking, so make sure that the keywords you are bidding on are relevant to the content on your site.

- The other major consideration is making quality ads that warrant clicks. It's not only about preferential ad placement, our eyes have been trained to pass over these ads.



For a more in-depth tutorial on setting up Google AdWords:

[Watch This How-To Video](#)

Password: **vocalmeetce**

- Reports suggest that 70% of searches result in clicks into organic search results (unpaid), so you'll need to convince savvy Internet searchers that your pay-per-click ad is worth clicking into that area.
- Once again, quality content reigns supreme over everything else.

TARGETING AND RETARGETING ADVERTISING

Targeted advertising is simply using the lists of email addresses you have, either the email addresses you've received from visitors, your member's email addresses or a combination of the two, and developing an ad campaign that advertises directly to them. Since these campaigns use lists, they are often called list-based ads.

Retargeting is a form of digital advertising that targets people who have, at some point, visited your website but never gave their addresses. Since the vast majority of first-time visitors to the average website do not convert (upwards of 98%), retargeting is an effective way of reconnecting with visitors at different stages in the buying cycle. To get started, you need to set up a Google AdWords account. We will go through some general information here. For a more in-depth tutorial on setting up a retargeting campaign, watch this how-to video.

Remember our example above about Mary? Well, Mary didn't know it at the time, but she was being marketed to by a retargeting ad campaign.



GENERAL INFORMATION ABOUT RETARGETING ADVERTISING

- ➔ Retargeted ads are ads that show themselves to people while they visit third party sites.
- ➔ The primary goal of retargeting is to reintroduce people with your organization after they've visited your website.
- ➔ As repeated exposure increases, so too does the click-through-rates on your ads.

➔ This means you're spending money on advertising to people who already know who you are and are more likely to convert as opposed to anyone and everyone.



For a tutorial on setting up remarketing campaigns with Google Ad Words:

[Watch This How-To Video](#)

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The screenshot shows the Business Day Markets website interface. At the top, there are navigation links: HOME PAGE, TODAY'S PAPER, VIDEO, MOST POPULAR, and TIMES TOPICS. On the right, there are links for Log In and Register Now. The main header reads "Business Day Markets". Below this is a secondary navigation bar with categories: WORLD, U.S., N.Y. / REGION, BUSINESS, TECHNOLOGY, SCIENCE, HEALTH, SPORTS, OPINION, ARTS, STYLE, TRAVEL, JOBS, REAL ESTATE, and AUTOS. A search bar is located below the navigation. The main content area features a large banner titled "Associations" with an image of business people. A red box with a white border and a red arrow points to this banner, with the text "Potential Remarketing Banner Location". Below the banner is a "Markets Overview" section with a line chart showing the S&P 500 index from 9:30 AM to 4 PM. The chart shows a general upward trend, ending at 1,960.96 with a +3.74 point change and a +0.19% increase. To the right of the chart is a "Market Summary" section. Another red box with a white border and a red arrow points to the bottom right of the chart area, with the text "Potential Remarketing Banner Location". On the right side of the page, there are sections for "Financial Tools" (Analysis Tools, Screener, Portfolio, Alerts) and "DealBook" (Sign up for the latest financial news delivered before the opening bell and after the market close. See Sample | Privacy Policy | Sign Up). At the bottom right, there is another banner with an image of business people, similar to the one at the top.

via www.legalleads.co

WHAT YOU NEED TO KNOW

Retargeting starts with what's called a retargeting cookie on your organization's website.

- When someone visits your site, the cookie attaches itself to the visitor.
- This cookie has a unique identifier (id). This cookie will stick with the visitor after they leave.
- Once the visitor visits another site, a daily newsletter for example, the cookie will be identified because it is part of an invisible ad network (Google Publisher).
- Whenever your cookie is identified, the websites in this invisible network will play the ad that you've created and linked to this particular cookie.
- The ads that show up and what sites the ads show up on are chosen by you in Google Publisher.

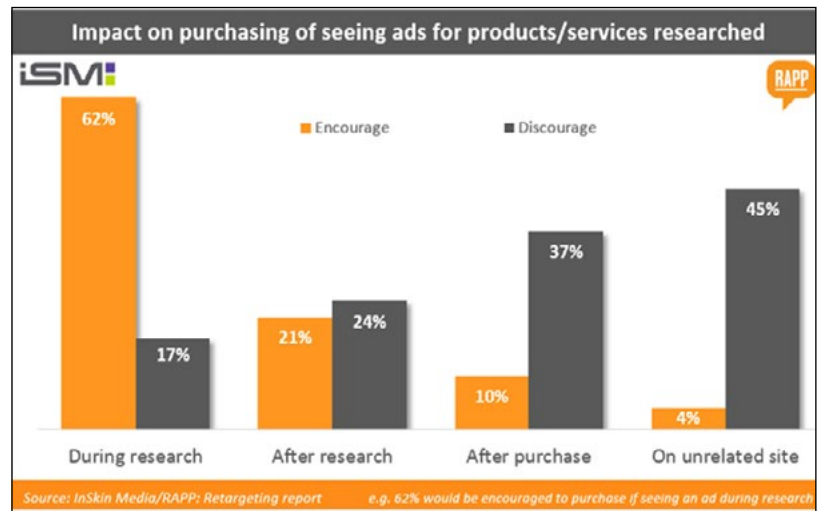
HOW TO OPTIMIZE IT

The first step generates leads that have visited your website. Now it's time to get them to come back and convert them.

- The goal for everyone that visits your site should be getting contact information or converting them by selling them content right away.
- Once you have a list of email addresses, you can create a targeted list-based ad

campaign that will advertise your content to these members/visitors in new places and in creative ways.

- For everyone else, a retargeted ad campaign will reach those visitors whose addresses you don't have. We know they



have some level of interest otherwise they wouldn't have visited you in the first place.

- You might wish for your ads to show up on social media or on your competitor's sites. For either type of campaign, targeted or retargeted ads, you can choose what the ads look like and what sites they show up on.

QUANTITY (HOW MANY ADS SHOULD YOU SHOW?)

Both retargeting and targeting ads are extremely effective when used properly.

- Too few ads directed towards consumers

and you'll be unnoticed, too many and you become a nuisance.

- Studies show that when more than 10 ads are directed toward a user in a month, they are perceived as intrusive and off-putting.
- Sending ads to a past visitor less than 5 times is usually optimal.
- The higher the cost of the purchase, the more ads are usually needed to convert


into sales.

- Learning when to reign in the ads is as powerful as knowing when to employ them.


STRATEGY

A powerful tactic for both types of retargeted and targeted ads is to use specific ads for visitors depending on what stage they are in the buying

Retargeting



Must-Know Stats



Sources:
chango.com | emarketer.com
retargeter.com | wishpond.com

Consumer's reactions to online ads

30%

Positive

59%

Neutral

11%

Negative

Retargeted ads led to a

+1046%

increase in branded search

[buy now]

Web visitors who have been retargeted with display ads are more likely to convert **70%**

Websites see a **726%** lift in site visitation after 4 weeks of retargeting exposure

Retargeting can increase conversion rates by as high as 147% **+147% CTA**

72% of online shoppers are likely to abandon their carts before checking out.

Without retargeting, only **8%** of those customers return to complete their transaction

67% of online advertisers are now using FBX exchange for retargeting.

cycle. By knowing what stage your visitors are at, you can send ads that speak directly to them.

- For example, a guest who simply visited your website but did nothing more, send them a simple ad for name and brand recognition.
- If they viewed a product, send them an ad reminding them of that product, or even advertise additional savings on that product.
- For visitors who left an order incomplete, advertise some order solutions or new savings.
- The last thing you want to scare off repeat business because your ads follow a customer around after they've purchased from you. There are ways around this, such as burn pixels, which automatically eliminate converted shoppers from being retargeted in the future.
- You could also set up an ad that displays similar or complementary products or courses to people who have purchased something off of you.
- You will want to review the sites that you advertise on to make sure that it's the proper place for you. Some sites will not perform well for you for whatever reason, so make sure to comb through the sites and remove those that underwhelm.

EXPECTATIONS

It is also important to understand the differences in these two methods of ads.

On the one hand, initial retargeting ads are great

as lead generators.

Understandably, they have lower click-through-rates than list-based ads, so use them to reignite former visitors or to advertise promotions and sales.

- The goal of these early retargeted ads is to advance visitors into more qualified leads. Ideally these ads bring users to your website and on to a list.
- In short, initial retargeting ads are lead generators, not necessarily lead converters.
- On the other hand, targeted list-based ads are more directed and easier to base on visitor behavior.
- These lists are compiled of visitors who gave you their email or simply your member lists, so you can choose where to advertise to them, on social media for example.
- These ads are powerful because they don't look like typical ads, such as banner or sidebar ads, which savvy internet users have been trained to ignore.
- Instead, they come from specific accounts and are sent to people who have given you their information, so they are already qualified and open to hearing from you.
- It is important to recognize that these email lists need to be manicured. Sometimes visitors use "dummy" emails, so be sure to remove emails that bounce back.
- Anywhere between 20% and 80% of the emails given provide a match, so sort and maintain your lists to get the best results.

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FINAL WORDS

WE'VE COME TO THE END OF THE EBOOK AND THERE'S BEEN A LOT OF INFORMATION TO DIGEST.

Hopefully, the guide provided you with information to hit the ground running with establishing and promoting your online video learning courses.

As we said in the beginning, this process doesn't need to be complicated. The students and members who will be taking these classes don't want complicated. They want straightforward, clear, and concise. Let your high-quality content speak for itself.

In the same respect, promoting these courses with digital marketing is often viewed as a world that only digital marketing professionals can access. We sincerely hope that we cleared up that misconception. With this guide, anyone can and should be able to manoeuvre through the digital marketing landscape, using the incredibly useful tools available to them to their advantage. This is a world that is open to anyone and everyone and, if this guide does nothing else, we hope that it makes you feel more confident in your ability to utilize it.

If you need help or there is a particular area giving you problems, you can reach us by phone at (866) 553-4540 (Toll Free) or visit our website if you want to chat with us.

<https://vocalmeet.com>

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HOW TO INCREASE
**REVENUE &
MEMBERSHIP**

WITH

**CONTINUING EDUCATION
+ DIGITAL MARKETING**