GetResponse

How to Sell an Online Course

A Step-by-Step Guide

GETRESPONSE EBOOK BY SHANE BARKER

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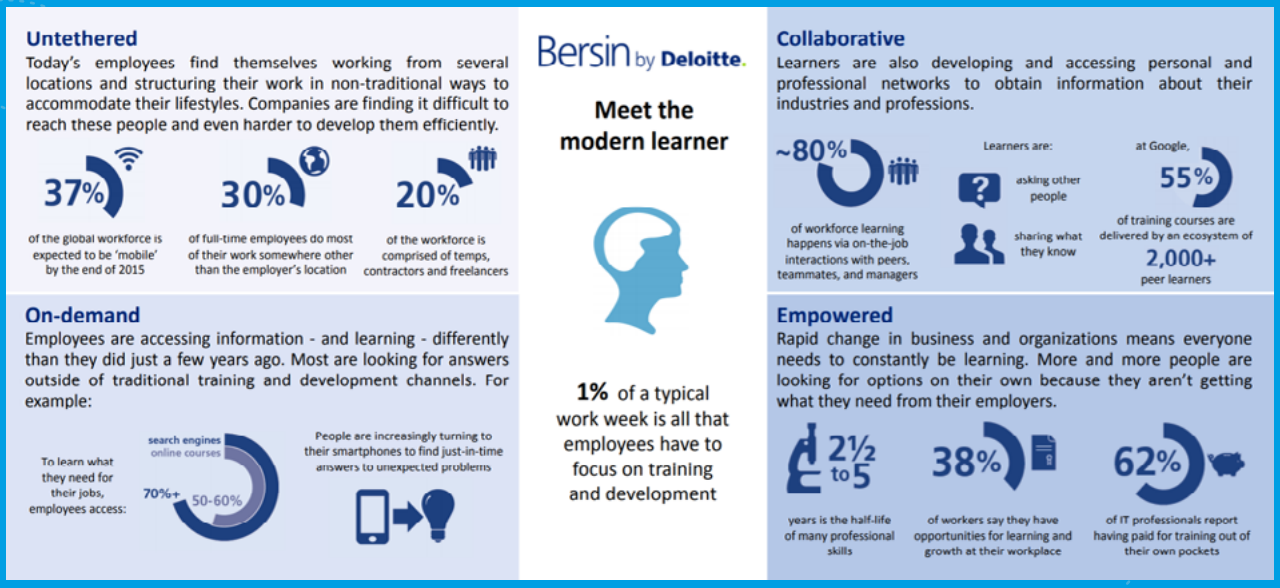
e-learning
and online courses

E-learning and online courses are shaping the way people gain knowledge today. Their usage is so widespread that nearly 77% of companies in the US used them in 2017. This number is expected to increase in the future as the global market for e-learning will reach $325 billion by 2025 (up from $107 billion in 2015).

Companies are jumping on board the online course bandwagon because of its high ROI.

A study found that businesses investing $1,595 into training each employee had 24% higher gross profit margins.

According to another study, employees only have 1% of the workweek to spend in training, which translates to about 4.8 minutes per day. E-learning fits into this criteria perfectly as employers can opt for microlearning and train their employees for a few minutes daily.



e-learning and online courses

While online courses are great for customers, they are equally lucrative opportunities for course creators. Many course creators around the world are using them to generate revenue. For instance, Smart Blogger makes most of its income — more than $1 million every year — from online courses and workshops.

Similarly, Gladice Gong, an online business professional, makes $100 a day from her online courses. Christopher Stafford, another online course producer, also generated $35,000 in revenue through his first online course.

To help you succeed with online courses, I've put together this detailed guide on how you can sell your online courses and generate more revenue. I hope it serves as a valuable resource for you.

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Identifying the Right Audience for Your Course

Before you start selling your course, you need to find the right audience for it. Without knowing your target audience, you won't be in a good position to market your course to them. By identifying the right audience for your course, you'll be able to craft your marketing strategy better to suit their preferences.

To figure out your target audience, you need to do some brainstorming. It's necessary to dig deep into the mindset of your audience, so you should ideally do two levels of brainstorming — primary and secondary.

1. Primary Brainstorming

Primary brainstorming looks into the basic identity of your target audience. This includes their:

- ✓ Age
- ✓ Income levels
- ✓ Goals
- ✓ Locations
- ✓ Gender, etc.

Additionally, you need to find out their budget. This is essential because you need to price your course based on this budget.

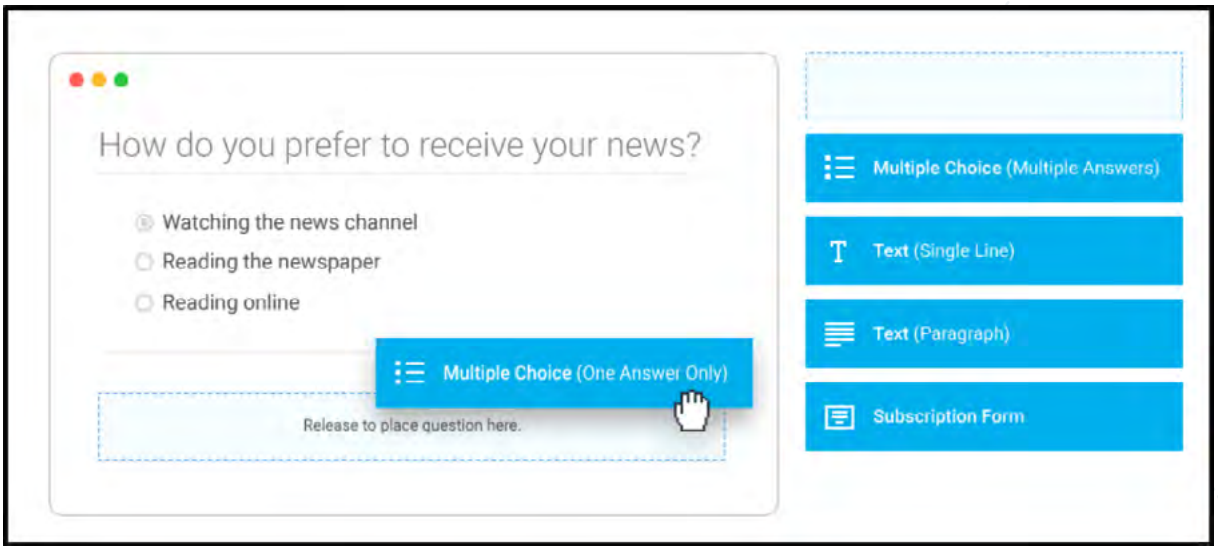
It's also necessary to learn their skill level. This will help you determine if your course is suited for them. For instance, if your course offers advanced training for professionals, you can't promote it to beginners.

2. Secondary Brainstorming

Secondary brainstorming involves digging deeper into the identity of your target audience to understand them even further. This includes finding out the type of courses they like, the kind of content they consume (the format), etc.

You can also look into the reviews they've posted on your competitors' courses and find out why they may like your course. While the former may be easy to unearth, the latter may not be readily available. To find out, you can conduct a small survey of your audience.

Using GetResponse's Online Surveys tool, you can easily create surveys in a few clicks. You can insert multiple choice questions, text questions, subscription forms and more into your surveys using this tool. Additionally, you can add your brand logo, send the surveys through newsletters, thank respondents, and even add a signup form.



Once you've figured out the right target audience, you should create personas for it. These are fictional characters that represent a particular segment of your audience. Creating these personas can help you break down your target audience into smaller sections so that you can personalize your marketing efforts toward them even further.

This is because each segment of your audience will have different challenges and needs. As a result, things that they care about may vary as well. They may also spend their time on different platforms. Thus, by dividing your audience into different personas, you can reach out to them on the platforms where they're the most active.

Key Elements of a Profitable/Successful Online Course

To create a successful online course, you need to keep certain key elements in mind. Here are the main elements that you should concentrate on:

1. COURSE TITLE

Your course's title is one of the most important elements of your course. If it isn't catchy enough, it won't attract enough attention from your audience. You need to ace the course title and come up with something that's both attractive and describes your course accurately. Additionally, the title should be easy to read.

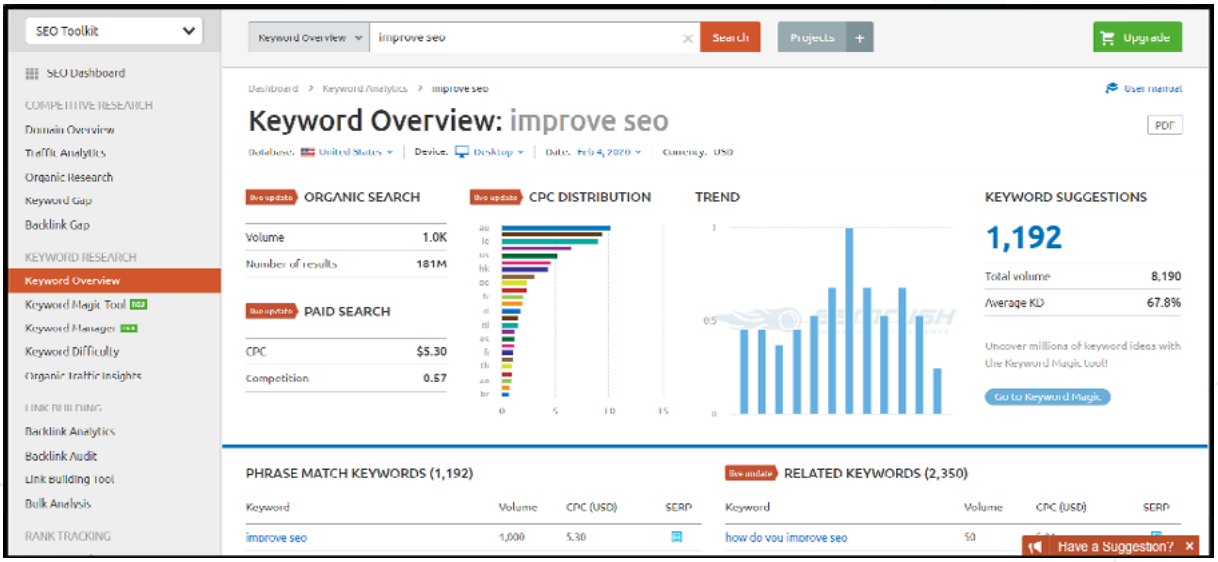
Let's take a closer look at how you can craft a great title:

a. Keyword Research

To come up with a stellar title for your course, you need to start with market research. First, zero in on your target keyword. For this, use keyword research tools like Google Keyword Planner and SEMrush.

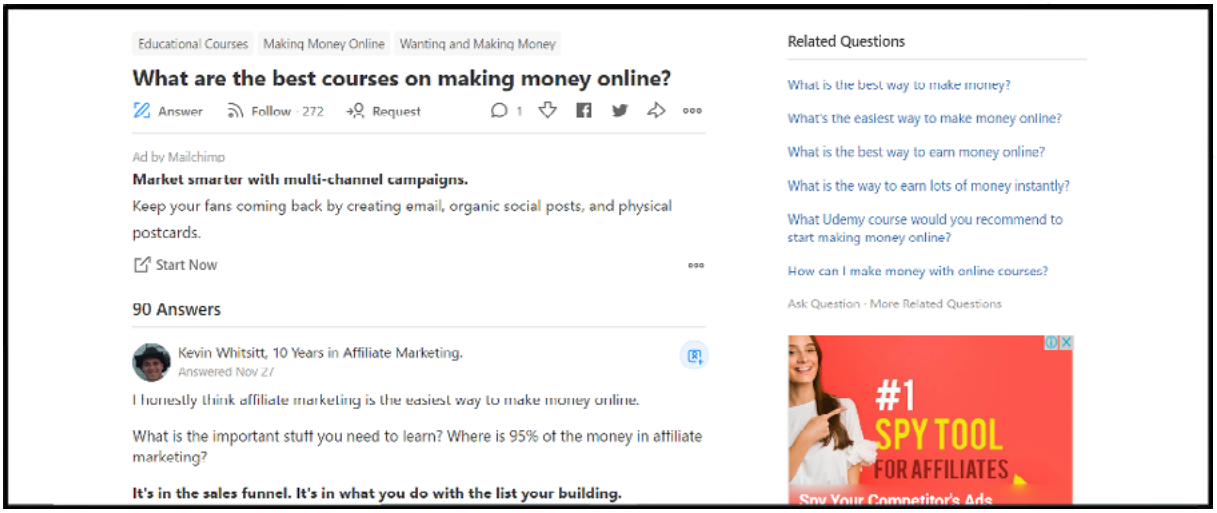
Your goal should be to target keywords that have low competition but high search volumes.
This can improve your chances of ranking higher up in the search engine results pages (SERPs) for that particular keyword.

KEY ELEMENTS OF A PROFITABLE/SUCCESSFUL ONLINE COURSE



Once you've found your target keyword, you need to start framing your course title. A great way to start is by going to Q&A websites such as Quora or Reddit to figure out what your target audience is looking for. When your title is framed such that it appears relevant to your target audience, they'll be more likely to check out your course.

For example, if you're an influencer or blogger, you can head to Quora and search for terms like "making money online courses." You may find questions like, "What are the best courses on making money online?"



Based on those questions, you can start crafting the title of your course. For example, you can title your course, “Learn How to Make Money Online” or “How to Make $1000 Online.” Such titles might prompt your target audience to check your course out.

b. Customers’ Issues

In addition to the above, you should conduct thorough research into the problems that your target customers face. By figuring out their problems, you can not only improve your course content but you can also frame your title. You can address these problems in your course title to attract your audience toward your course.

For instance, if you’re starting an online course on yoga, you can find out the problems faced by yoga lovers or fitness enthusiasts. These could be issues like having trouble creating a regular schedule or sticking to a diet regiment. You can use these issues to write your course titles so that the people facing these issues will instantly find your course relevant.

Nerd Fitness, a website that deals with fitness, found that one of the major challenges their audience faced was that of going to studios for yoga. To solve this issue, they came up with an online course on how you can do yoga from anywhere. The same is reflected in their course title.

Note that the title contains words like “Fun” and “Approachable” to make it sound like something everyone would want to try. Additionally, the title goes on to read, “You Can Do From Anywhere.” This part reassures those people in their audience who don’t want to go to different places to practice yoga. It shows them that they can practice yoga with this course anywhere.

Lastly, the title reads “On Your Own Schedule.” This appeals to those people in their audience who might find it difficult to go to a yoga session due to their schedule. When they see a course title that says that they can do yoga at any given time of the day, they’ll be more inclined to go for it. This reassures them that they’ll be able to fit the yoga session into their schedule with ease.

c. Competitor Research

One of the best ways of creating a great title for your online course is by conducting competitor research. You can scout the web to find other courses that are similar to yours. Take a look at their titles and course content. This will help you figure out what sort of courses they are creating.

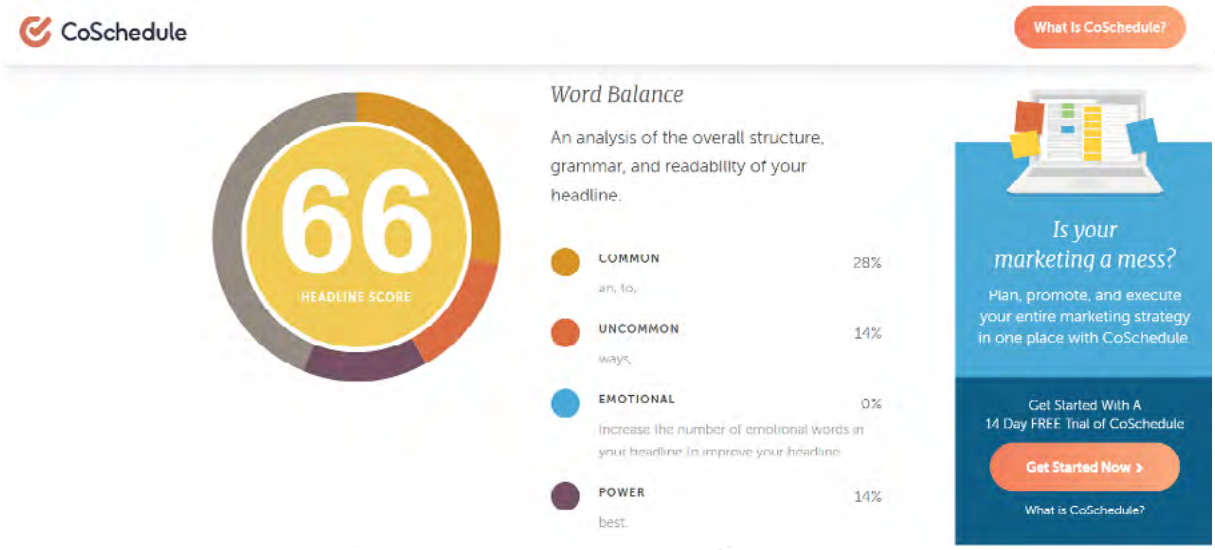
Next, you should dig deeper and check the responses of their customers. Take a look at the ratings of the course and its engagement. See which courses have the highest number of enrollments and figure out if there are any new ones as well. You should also check the cost factor associated with the course. Is the course free or is there a fee?

After that, you can try to find the keywords that they’re targeting. Doing this can help you figure out which keywords you might want to target or avoid.

All you need to do for competitor research is run a quick search using terms related to your course. Check out each competitor’s courses and find the ones that stand out. These are the ones you need to monitor.

The best part about competitor research is that you'll know exactly which types of course titles work for your audience and which ones don't. This way, you can improve the chances of getting more enrollments for your course.

In addition to the methods mentioned above, you can also use tools like the CoSchedule Headline Analyzer to calculate the strength of your course title. For example, if your course title is "Best Ways to Sell an Online Course," the tool gives it a score of 66.



d. Copywriting is Key

You just have a couple of seconds to win the attention of your audience. And if your title isn't impressive enough, you may not be able to get people to check out your course.

To come up with an attractive title, you need to ace your copywriting game. Your course title must be able to clearly convey what your audience can expect from the course.

It should also be attractive and must push the audience to check out the details of your course. The title must achieve all of this while being short and succinct.

For example, this course clearly explains what it's about and also attracts the audience with the use of words like "Masterclass" and "Power words."

2. COURSE CONTENT

Once you've chosen the title for your course, you need to start creating your course content. Here's how you can get it right:

a. Course Structure

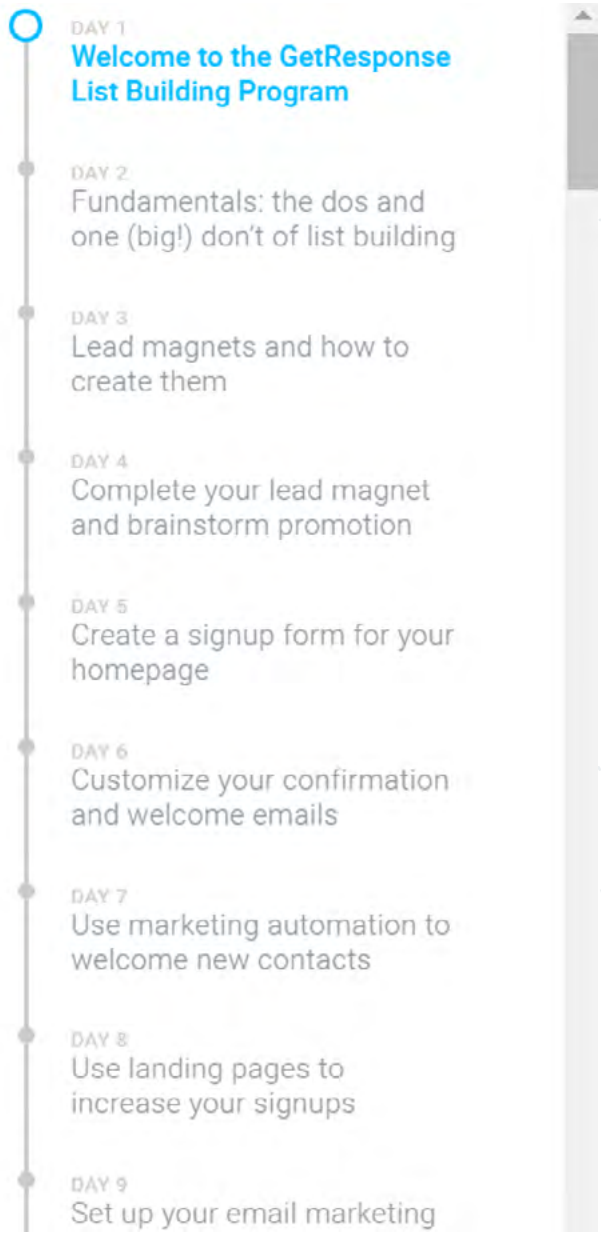
The first step in creating the content for your course is to craft an outline for it. Come up with a basic framework for your course that splits it up into multiple modules.

You need to come up with attractive titles for each of these modules as well. These titles should, of course, also be based on what you intend to teach in the respective modules.

One thing to keep in mind while designing modules is that you can cover multiple topics in each module. For example, if you have a module on Search Engine Optimization (SEO), it can cover different topics like on-page, off-page, and technical SEO.

For example, GetResponse's List Building Program is broken down into the following modules (see graphic to the right):

In each module, you can have multiple subtopics that you'll be teaching, and you can choose to create an assignment for each of those as well.



While designing the modules, you also need to think about what your customers will want from your course after purchasing it. This will help you create a more personalized offering for them. You must figure out what your course will teach your audience, too. The audience requirements and the course goals must match to improve your chances of selling your online course.

b. Choose Your Media Wisely

There's a variety of content that you can create for your course. Let's look at the different types of media that you can use to develop your course:

i. Videos

Video content can help you catch the attention of your customers with ease. It is interactive, engaging, and conveys information quickly. This is in stark contrast to text, which is often fairly long and may fail to engage as well.

In fact, only 1 in 5 people end up reading a complete article. On the other hand, nearly 51% of people are willing to spend between five and 20 minutes watching videos. This makes video content a favorable mode for creating your course.

The benefit of videos is that they allow you to speak directly to your customers. You can explain things to them just the way you would while conducting a webinar. When they see you talking in front of the camera, it also gives a human touch to your course.

All you need is both a good camera and a microphone. You can even use your smartphone if it has a good camera. To create a video course, you can use tools such as iMovie or Windows Movie Maker.

Note how GetResponse's List Building online course incorporates videos to explain the topics.

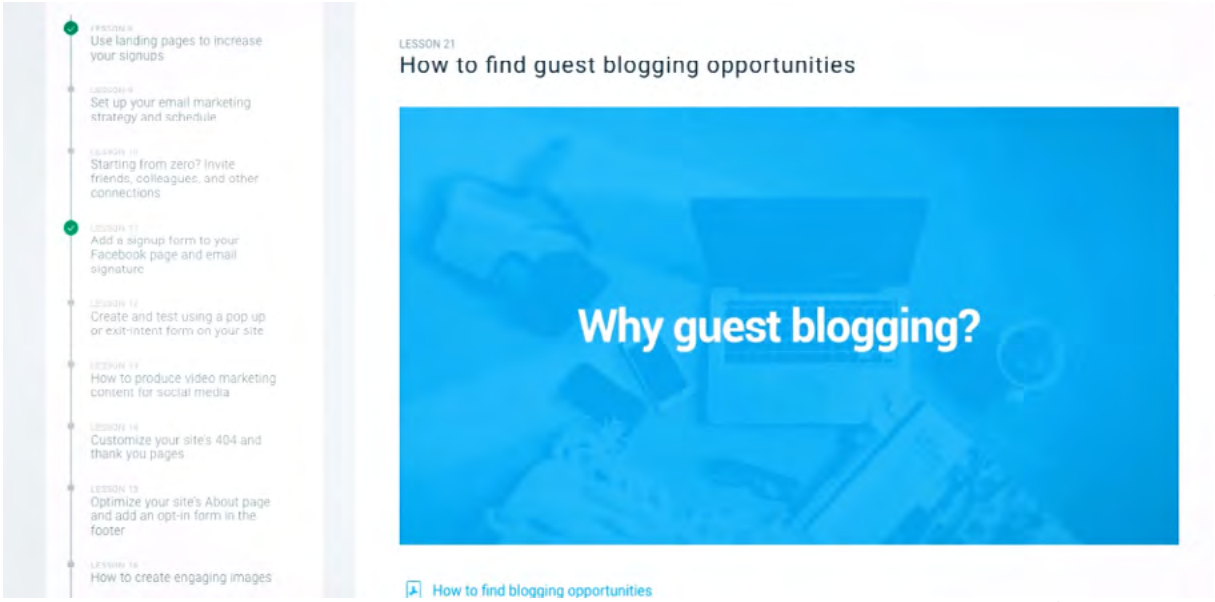
Here is a screenshot from the video:

ii. Presentation/Slides

Slides can come in handy when you're planning to create video courses. You can use the presentation to explain the concepts that you're talking about in your video.

This way, you'll be able to incorporate text, images, examples, audio, and video into your course. Doing so can not only help you hold the attention of your customers but also makes it simple for them to understand what you're explaining.

The List Building online course also makes use of slides and audio to explain the topics better:



iii) Audio

It's not necessary to have visuals in your courses. You could also create a complete course as an audio course. While it's recommended to add a few visual cues to improve the understanding, a standalone audio course can also be effective.

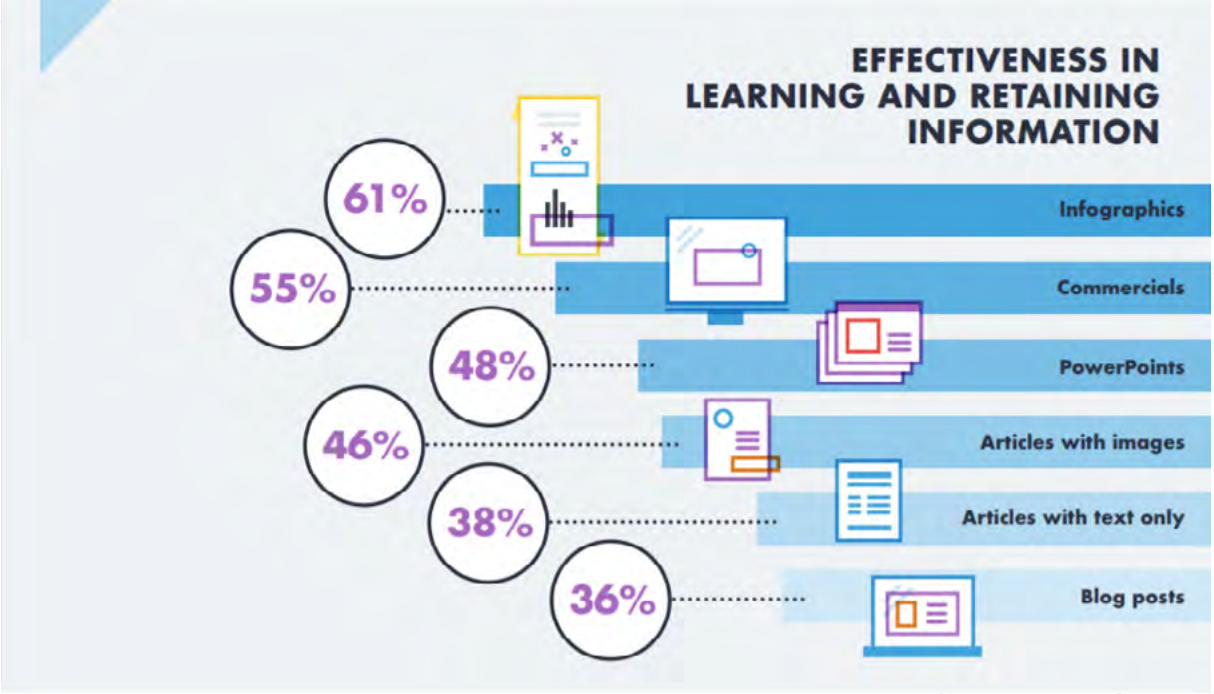
Such courses make it easy for the customer to attend them as well. They can listen to your audio recordings whenever they want to without the need to look at their devices.

iv) Text and Images

You could also choose to create a course that's only based on text and images. Such a course would be similar to a blog post but would be a more elaborate version. While these are the easiest ones to create, it can be difficult for you to hold the attention of your customers with these courses.

However, they're also the most elaborate ones where you can explain every concept in-depth, unlike what you can do in a short video lecture. Likewise, the use of images can help you include some visual content.

You can also incorporate well-designed infographics to convey your information in a short and engaging manner. Additionally, they are liked by the customers. Nearly 61% of consumers said that infographics were the most effective form of content for learning and retaining new information.



The best part about this form of content is that it can be used as a supplement to other types of content. This can help your customers understand the concepts much better.

Apart from these content types, you can also include the following types of content:

- ✓ Webinars
- ✓ Recorded interviews
- ✓ Live Q&A sessions
- ✓ Templates
- ✓ Resource sheets

c. Determine the Audience Learning Level

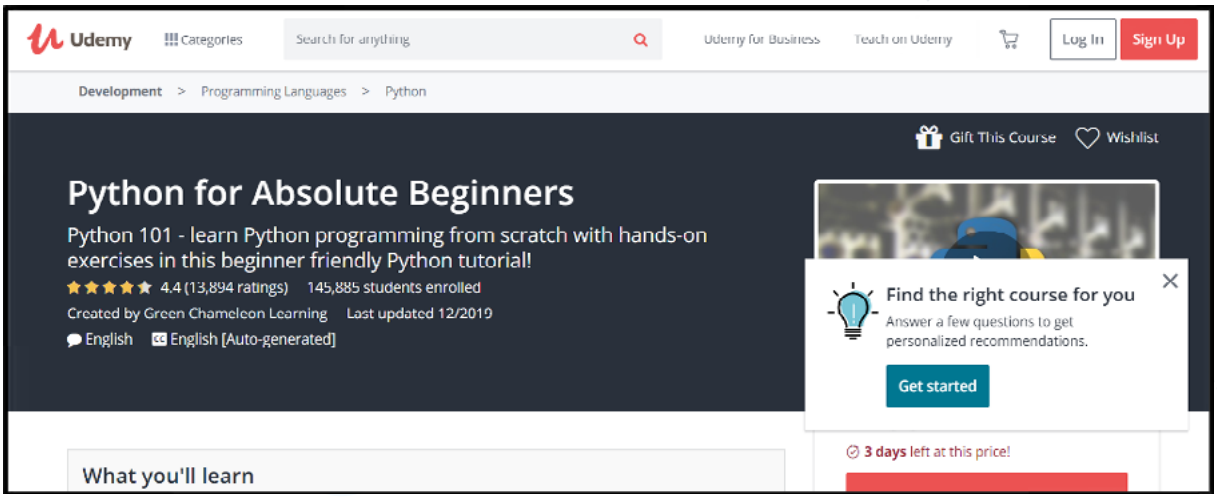
Apart from the kind of media you use, you also need to decide on the level of your course. This is largely dependent on your audience. You could create beginner, intermediate, or advanced courses based on the knowledge level of your audience.

Let's take a closer look at how you can create courses for each of these categories.

i) Beginner Courses

When you're creating courses for beginners, you needn't dig deep into a single topic.
You need to keep in mind that you can't charge high fees for these courses.

A great way of designing these courses is to cover the basics of the topic. You can use a combination of text and images along with videos to create these courses. They are typically short, and you don't want to overwhelm your customers with too much information. For example, Udemy has many courses for beginners such as the one below:



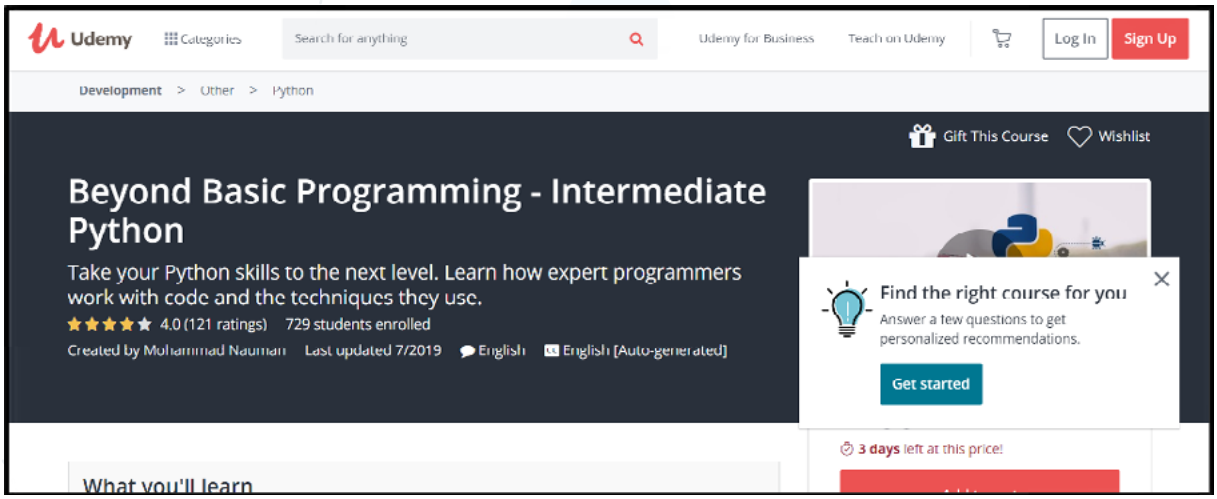
ii) Intermediate Courses

Intermediate courses are ones that are slightly advanced and cover the topics more thoroughly than beginner courses.

In these, you elaborate on the topics in more detail and typically use some industry terminology. You can sell your intermediate online courses for a higher rate than beginner courses.

In such courses, you could incorporate more media elements such as slides along with videos, voiceovers, and even infographics.

The Python course below is clearly marked for students who already have some knowledge on the subject:



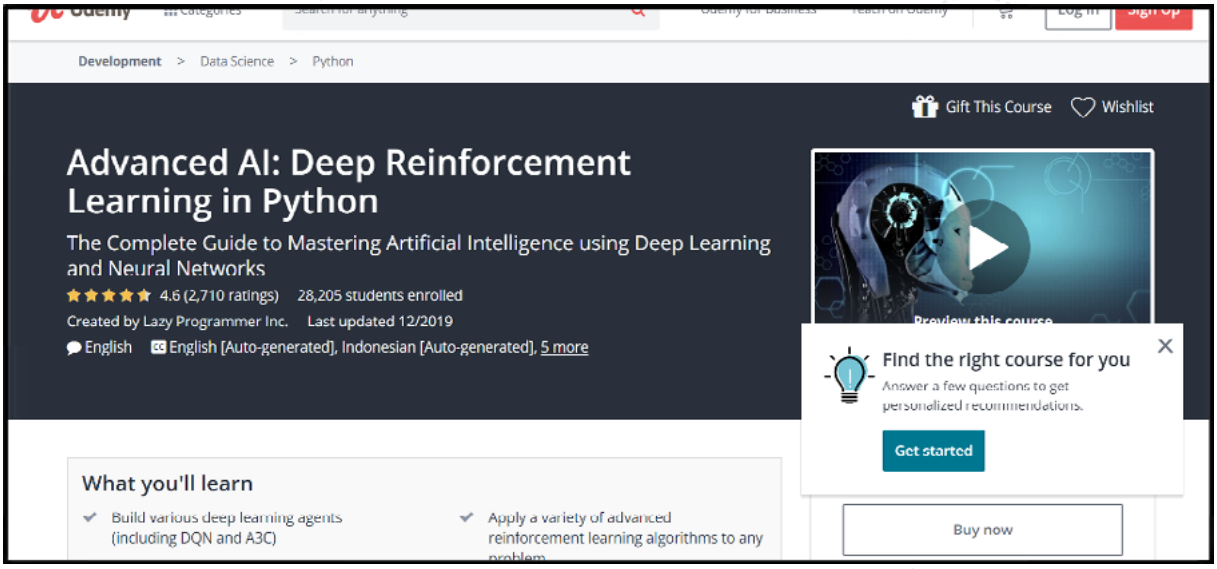
iii) Advanced Courses

Advanced courses offer the most comprehensive learning experience to your customers. They are the most premium courses on the market and go into the nuances of the topic they're about.

Developing these courses requires immense knowledge and experience. As this is premium content, you can sell your online course at a higher price.

The content in these courses can be a mix of videos, images, text, slides, infographics, and even bonus downloads. It also needs to be created for an advanced audience so you can skip the basics in these and move directly to the point.

The below course, on the other hand, is clearly meant for an advanced audience:

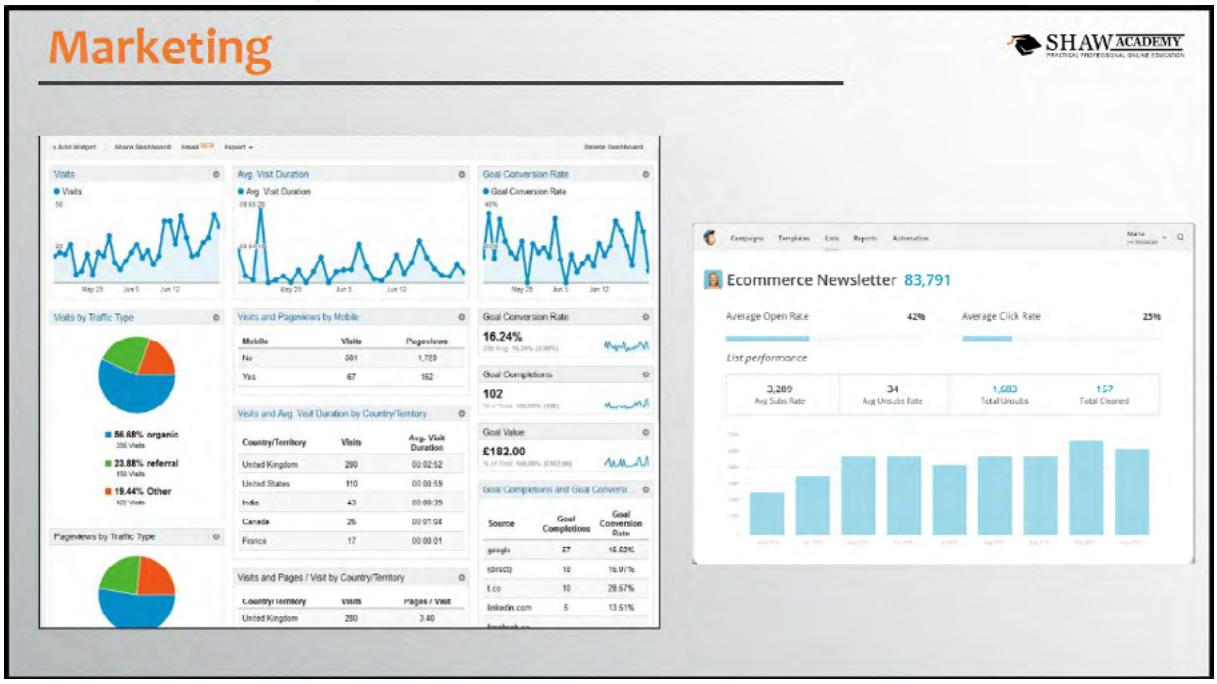


d. Add Value to Your Course

When you're creating content for your online course, you need to make it actionable and insightful. You should try to add as many examples, statistics, and case studies to it as possible.

It also helps if you can personalize your courses by sharing your personal experiences. This can engage your customers and make them trust your word even more. They'll see that the methods you've mentioned are tried and tested by others, and by you as well.

This course by Shaw Academy has multiple examples added to it such as the ones below:

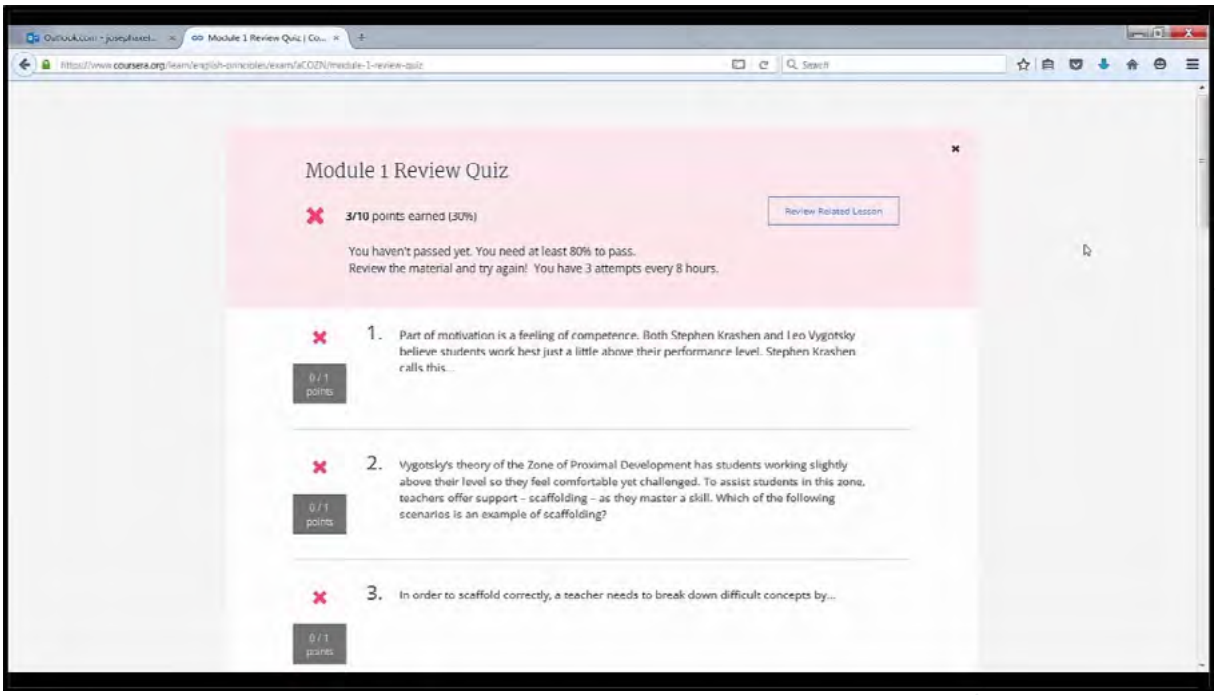


e. Lastly, Insert Exercises for Your Customers

Your course wouldn't be complete without some activities for your customers. These can help reinforce what was explained in the course. Ideally, you should have one such exercise after each subsection of a module. Frame them in a way that your customers can experiment on their own.

You could also have a small quiz for your customers at the end of each module. This can help them understand how much they've learned in the module.

Note how the below quiz is presented at the end of a module:



Define Course Unique Selling Point (USP) and Right Pricing

Once you've prepared your online course, you need to decide the price to sell it. This part is tricky as your course pricing needs to be just right.

If the price is too high, you may not get any sales, and if you set your pricing too low, you may not earn as much as you could from it. That's why you must consider a whole range of factors before coming to the final price point of your course.

You need to be able to highlight why your course is worth its price-point. This can be done by highlighting your USP in the benefits section of your course's landing page.

Here are some things other things you can consider:

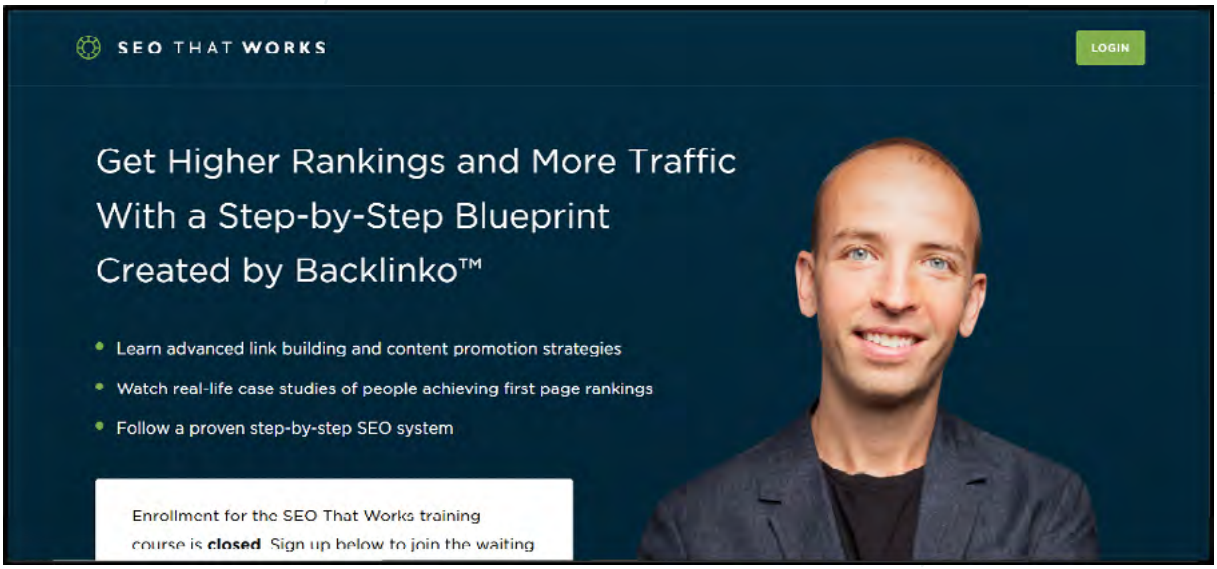
a. Determine the Right Pricing

Ideally, a course that's priced beyond $100 is considered to be respectable. You shouldn't price your course below this price unless you want to attract new customers for it or if it's a beginner level course.

Remember, your pricing speaks directly about your quality as an educator. If you offer your course for throwaway prices, people may not think it's valuable enough.

DEFINE COURSE UNIQUE SELLING POINT (USP) AND RIGHT PRICING

You need to determine the level of the course and figure out if it's meant for beginners, advanced, or experts. Typically, the prices for the courses will rise with the exclusivity and expertise that they offer. Courses for experts may go well into thousands of dollars. For instance, Brian Dean from Backlinko charges over $1,000 for his SEO That Works course. The registrations for the same get filled quickly as well.



Each industry will have different pricing structures, of course. You should conduct market research and see how much your competitors are charging to get a ballpark figure.

b. Identify Your Unique Selling Point (USP)

While there may be loads of courses out there that are similar to yours, it's up to you to figure out why your course is unique. The factor that makes your course unique should be the deal-breaker. That one factor that can help them get more out of your course than they can get from others.

For instance, there may be hundreds of online courses related to SEO out there. However, if your course gives some in-depth guidance about how customers can improve their backlink profiles, it may be more helpful for them. They'll truly benefit from that Unique Selling Point (USP) of your course.

Now that you've learned how to price your online course, let's look at how to sell your online course and make money from it.

How to Capture/ Attract the Right Audience for Your Course

Once you've designed your course through the methods mentioned above, you should start planning how you'll attract your audience. This step is crucial because you must know how to properly promote your course to get customers.

1. DESIGN A LANDING PAGE

One of the best ways to sell your online course is by designing high-converting landing pages. These are the pages your audience will see first, and based on them, they'll decide whether or not to give you their information and become leads or conversions.

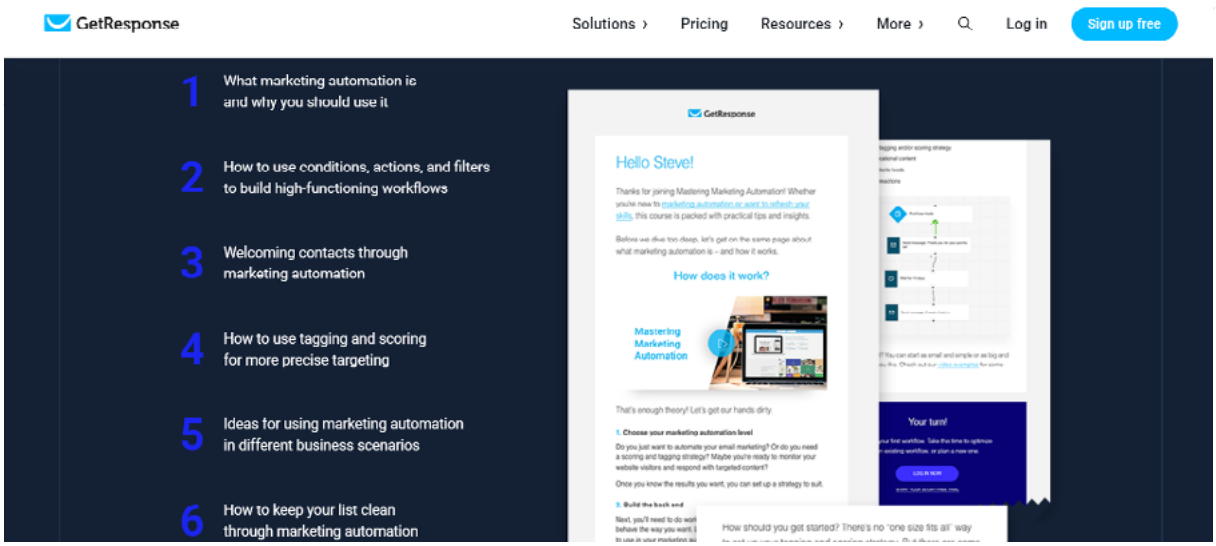
This is why you must put a great deal of effort into designing your landing and optimizing it. Here's how you can do so:

a. Craft Impactful Headlines

The headline of your landing page is perhaps its most important text element. It has the largest font size and is placed in a prominent position, preferably towards the center, above the fold. This ensures that it's seen and read by all visitors to your landing page.

The headline shouldn't be more than 6 to 12 words long and needs to prompt the visitor to take the desired action. It must give them a clear idea of what they can expect on the landing page and why they should continue reading it. The headline can be sophisticated or cheeky.

Note how the landing page for GetResponse's Marketing Automation course has a prominent headline right in the center of the page. It is short and simple as well.

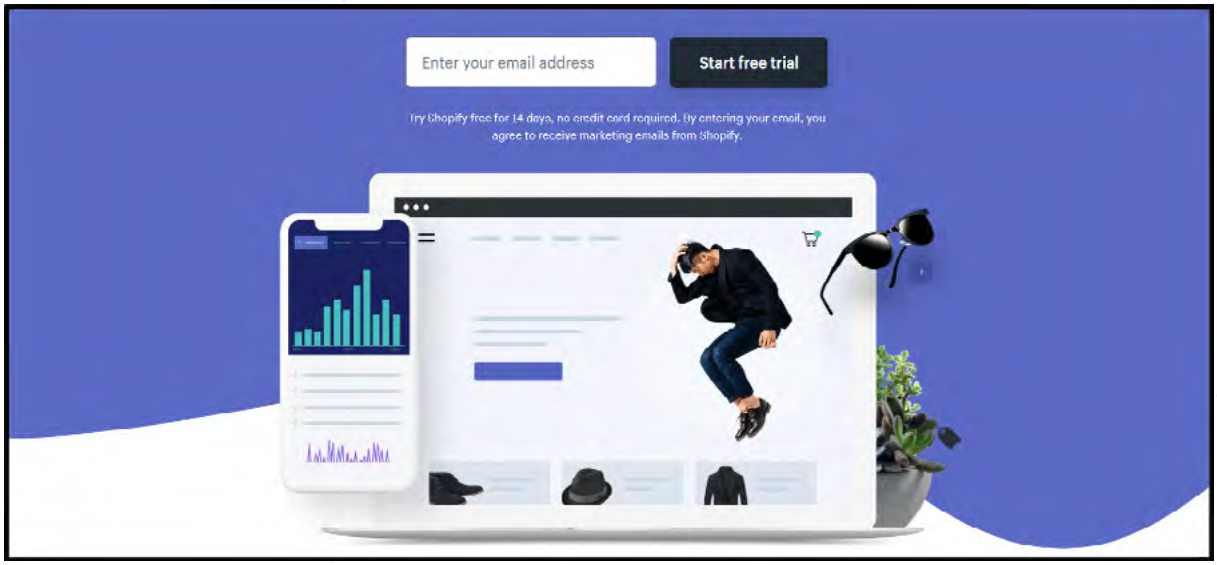


b. Add Attractive Visuals

Visual content can play a crucial role in helping you sell your online course. You can consider incorporating relevant images, videos, infographics, GIFs, etc. to get the attention of your target audience.

This is because people tend to go check out visuals but they may miss your text content. In fact, 72% of people prefer to watch videos rather than read text. That's why you must not miss the opportunity to add visuals to your landing page. Be careful while adding these visuals because the wrong visuals may end up actually being detrimental to your success.

Note how Shopify uses visuals to their advantage on their landing page

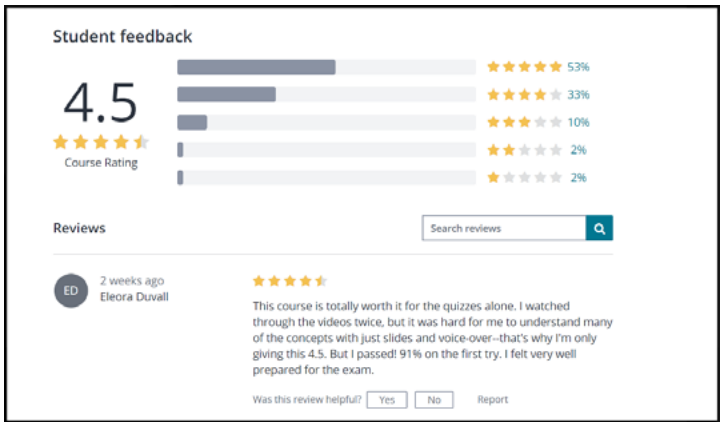


c. Use Testimonials to Your Advantage

If you've got any testimonials for your course, try to incorporate them into your landing page. They can be of great importance when it comes to selling your online courses through landing pages.

Through testimonials, you can showcase what your customers have to say about your course. When your audience reads that other customers are satisfied or happy with your course, they'll be more likely to buy it. This is because reading the experiences of other customers increases your brand trust.

Note how all the courses on Udemy have a review section where you can see what others have to say about the course.



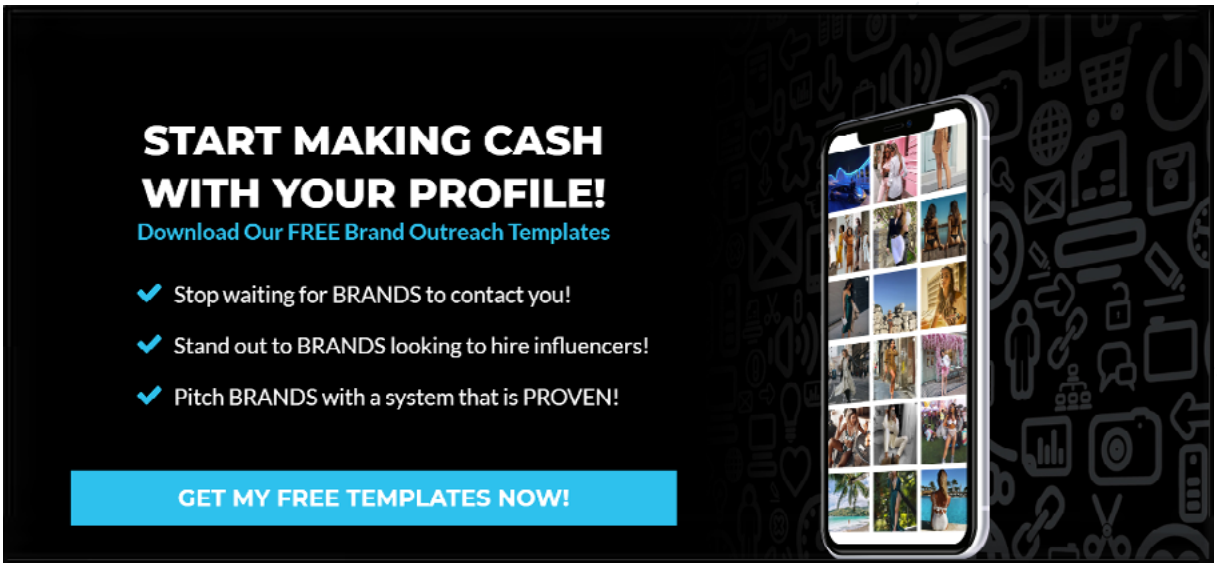
d. Add a Unique CTA

A call-to-action (CTA) is one of the most essential elements of a landing page. This element helps push your visitors to take the action you want them to take. The CTA is usually a button that is both well-placed and well-designed.

The three major aspects of a CTA button that you need to keep in mind are its color, text, and size.

- ✓ **Color** — Your CTA button must be colored such that it stands out from all the other elements. This can help your audience spot it with ease.
- ✓ **Text** — The button should also have some text inside it. The text needs to be attractive enough to get the audience to click on it.
- ✓ **Size** — Lastly, the size of the CTA button needs to be such that it's easily visible.

Try to place the CTA button above the fold so that it's prominently visible on your landing page. Note how I've put a CTA button for my course above the fold to attract the attention of my visitors.

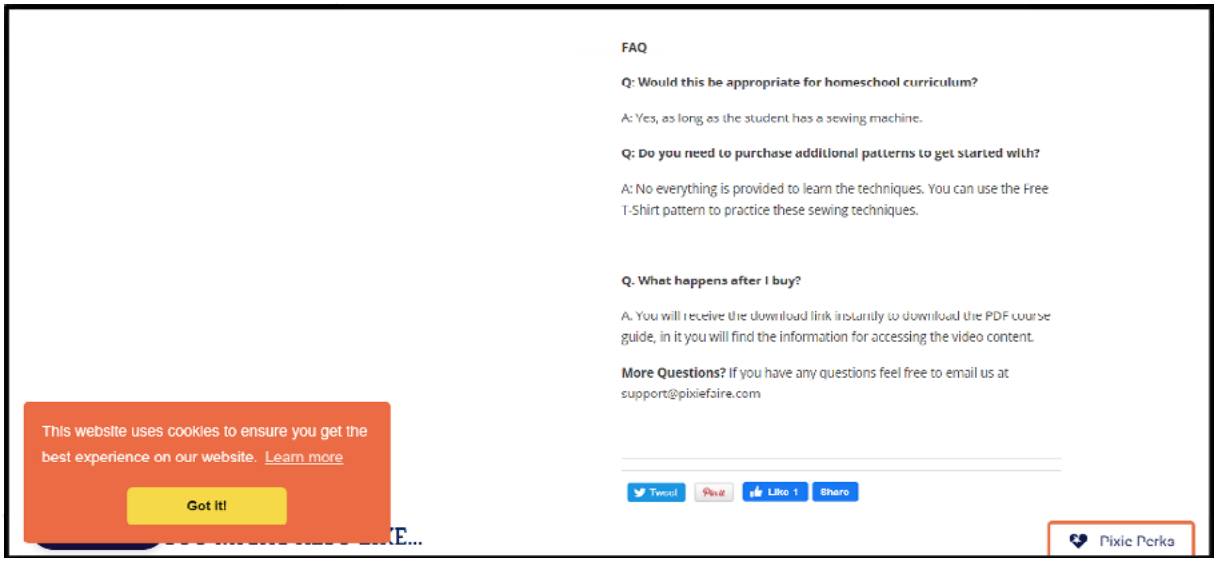


e. Incorporate an FAQ Section

When your audience visits your landing page and goes through its content, some of them might have questions. You might lose out on those potential leads if you don't answer their questions right away. A great way of answering those questions is through an FAQ section.

You should brainstorm and come up with the most relevant and common questions that your audience may have. Write thorough answers for each of these questions so that your visitors won't have any further doubts related to the topic.

Pixie Faire, for instance, has an FAQ section on their landing page for the course, "Sewing With Knit Fabrics — Master Class Video Course."



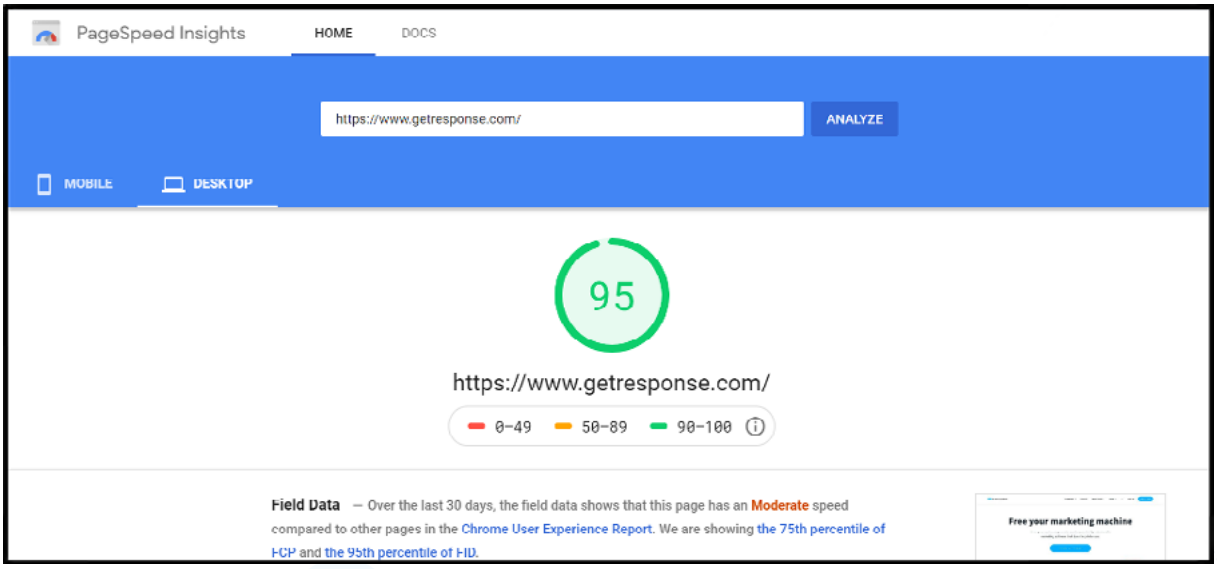
f. Optimize for SEO

Your landing page won't do any good if you can't get traffic to it. That's why it's essential to optimize your landing page for SEO to improve its chances of ranking higher up in the search engine results pages (SERPs).

For this, you will need to conduct keyword research and decide on your target keywords. Use these keywords well throughout your landing page description and incorporate them into your heading as well. However, ensure that they are added naturally and don't seem forced, as that would be detrimental to your cause.

You will also need to optimize your visual elements to improve your page loading speed. This will help reduce your bounce rate and increase your time on site because it improves the browsing experience of your visitors.

To test your page loading speed, you can use Google PageSpeed Insights. It'll show you scores for your website on both desktops and mobiles. This tool will also suggest improvements that you can make to your landing page to optimize it even further.

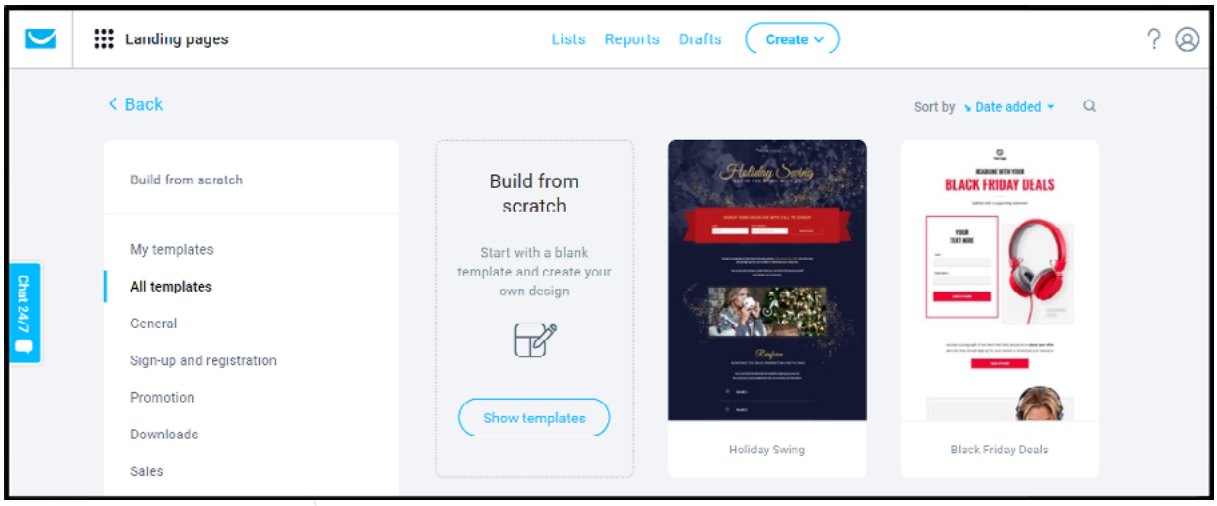


Now that you know the importance of each element of the landing page, let's look at how you can create your landing page with ease.

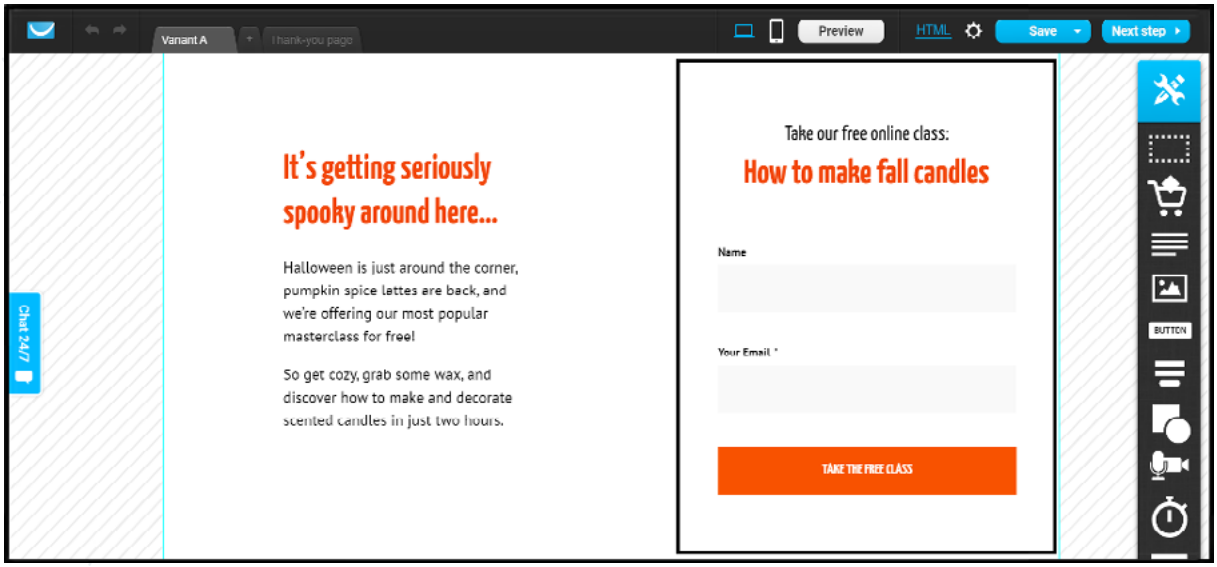
BONUS: One Way to Create a Landing Page

Building a landing page from scratch can be an arduous task. With GetResponse's Landing Page tool, you can create high-converting landing pages with a few clicks without any web design knowledge.

It has a variety of ready-made mobile-responsive landing page templates that you can customize to fit your requirements using its drag-and-drop page builder.

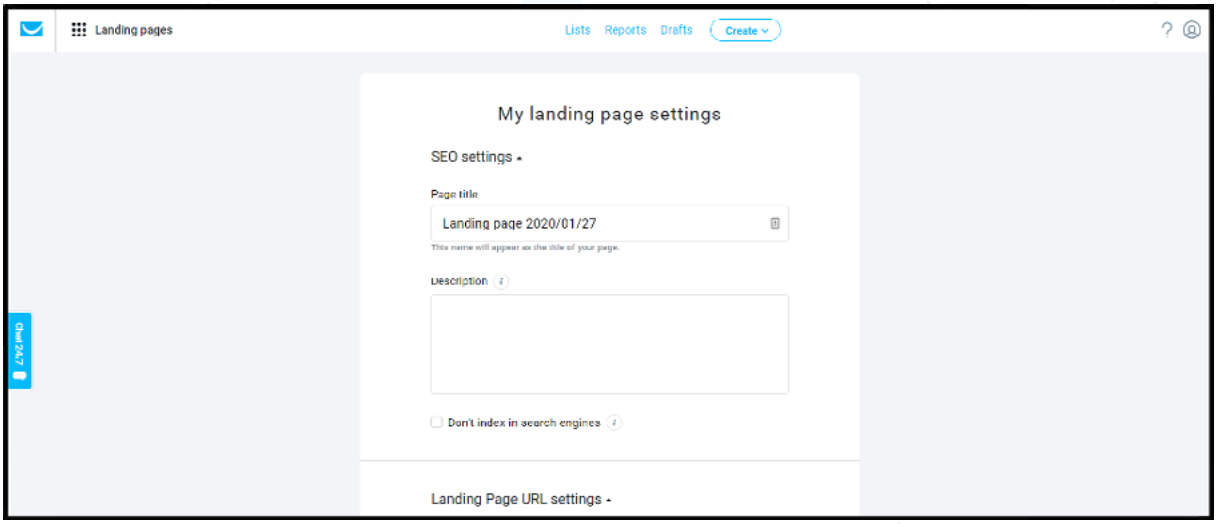


The tool also has a built-in image editor that lets you add images from Shutterstock and GIFs from Giphy.

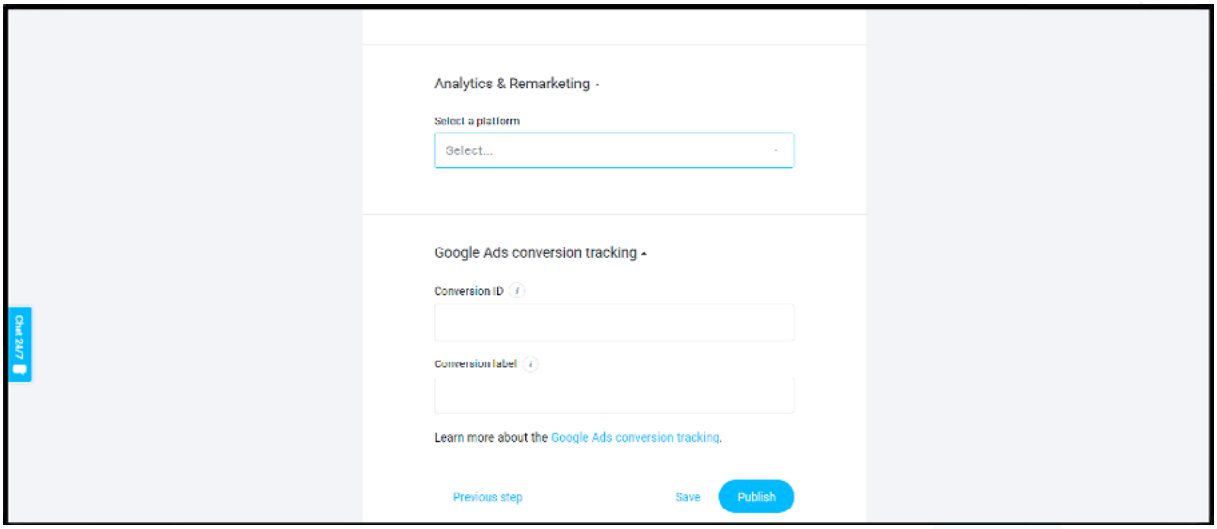


It also has an A/B testing tool that can help you run tests to find the best performing elements and increase your conversion rates. You can also add forms, countdown timers, precisely-timed pop-ups, and more to your landing pages.

On top of that, you can insert your webinars on the landing page and integrate PayPal. The tool also gives you complete control of your page's SEO, and you can enter an SEO title, meta description, and URL as well.



It's also possible to use a variety of platforms for analytics. The tool offers integration with Google Ads for conversion tracking too.



2. GET TRAFFIC TO YOUR LANDING PAGE

Once your landing page is ready, the next step is to get traffic to it. Without sufficient traffic, your page won't generate many leads and, in turn, customers.

To grow your traffic, you should leverage multiple marketing channels. These include both paid and free channels. Let's take a closer look at each channel.

a. Paid Channels

There are many paid channels that you can use to sell your online course.
Here are a few prominent ones:

i) Social Media Ads

Social media has over 3.48 billion active users, and you can reach out to this massive audience through social media ads. Several social media platforms like Facebook, Twitter, and Instagram offer advertising options.

HOW TO CAPTURE/ATTRACT THE RIGHT AUDIENCE FOR YOUR COURSE

You can create customized ads for your audience and even promote them to a select audience on social media. These platforms allow you to select this target audience based on their demographics, location, and interests.

This allows you to show your ads to exactly those people who'll be interested in your products or services.

You can create ads for different goals like:

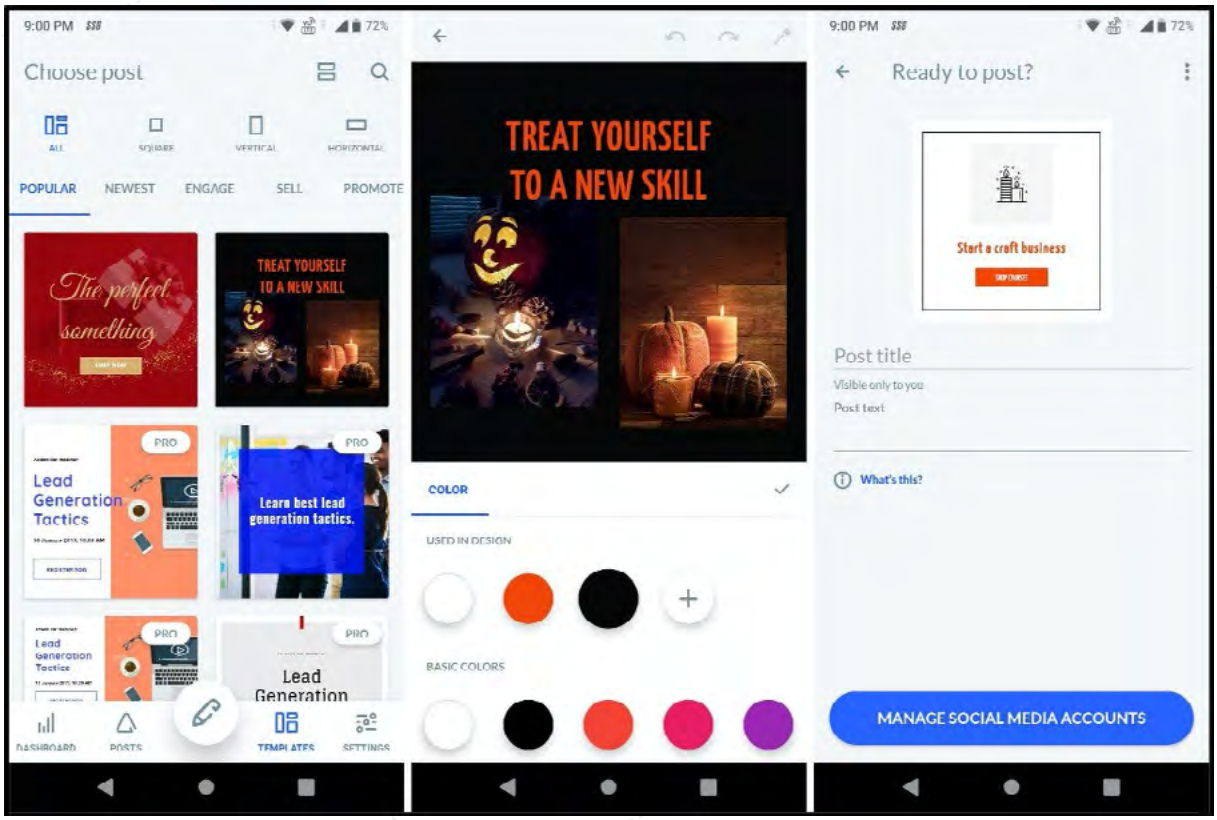
- ✓ Engagement
- ✓ Page likes
- ✓ Traffic
- ✓ Lead generation
- ✓ Conversions

There are a variety of ads that you can run such as video ads, image ads, Messenger ads, and shopping ads.

To create high-quality ads for social media, you can use the GetResponse Social Ads Creator. This tool can help you create stunning ads with a few clicks. It has ready-made templates for a variety of industries that you can customize to fit your requirements without the need to know design. Here, you can automatically showcase your products that are listed on Etsy through the ads.

While the tool makes it quick and easy to design your ads, it also lets you easily configure and post them. You can modify all aspects of your ad, such as the target audience, budget, and placing even faster than you can on the native Facebook Ads platform.

It also allows you to effortlessly create promotional videos. You just need to add your product photos, prices, and names, and the tool will create the video for you, along with slideshows and banners. It's possible to edit these to fit your liking as well.



ii) Google Ads

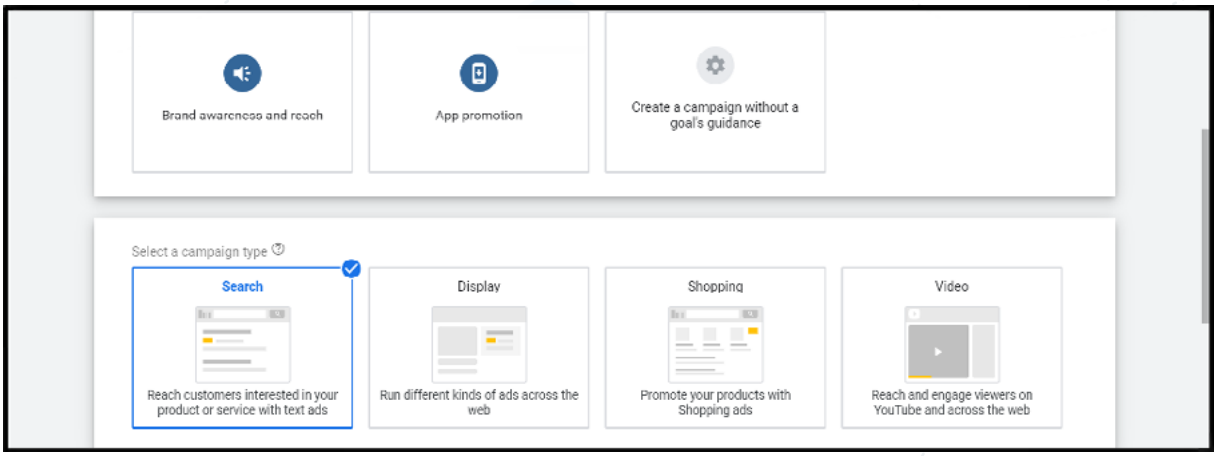
Yet another way of selling your online course is through leveraging Google Ads. These pay-per-click (PPC) ads can help you get traffic to your landing page, and, in turn, this can bring in customers.

For these ads to work, you need to conduct keyword research first. Find the cost per click (CPC) for each keyword and take a look at the competition on them. Based on these factors, decide on a keyword with relatively lower competition and CPC. This can improve the chances of your ad being shown at the top of the search results.

HOW TO CAPTURE/ATTRACT THE RIGHT AUDIENCE FOR YOUR COURSE

Just as you set the target audience on social media networks, you need to set one on Google Ads as well. It's also necessary to set a specific budget for each day. After that, you need to select the ad network on which you want your ads to be displayed.

Google offers two networks — Search Network and Google Display Network (GDN). The search network consists of Google's SERPs, while the display network includes Google's content sites and all other partners of Google that show Google Ads.



You'll need to select the right keyword match from the four options that Google provides. These are broad match, broad match modifier, phrase match, and exact match. Your keywords will be used on Google Ads accordingly.

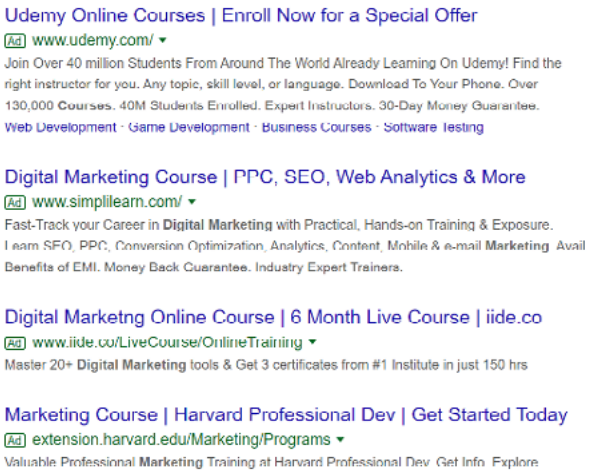
It's crucial to likewise add negative keywords. These are keywords that you don't want your ad to rank for. This can help you prevent your ad from being shown to irrelevant audiences.

Next, based on the CPC, you need to set your bid amount. This is the amount that you're willing to pay for every click that you get on your ad. Remember that the higher the bid, the better are your chances of ranking above your competitors in the SERPs.

Lastly, you need to create stellar ad copy. You must ensure that the heading and the content of your ad are attractive enough for your audience to click on it

Keep the text short and have a clear call-to-action (CTA). Ideally, keep your headline to about 30 characters and the description to 80 characters. You can add up to three headlines for your ad.

Note how multiple brands have targeted the same keyword, and the highest bidder is ranking above the rest.



b. Free Channels

Unlike paid channels, free channels allow you to reach out to your audience organically without any charges.

Here are some channels through which you can sell your online course to your target audience for free:

i) Social Media Groups/Communities

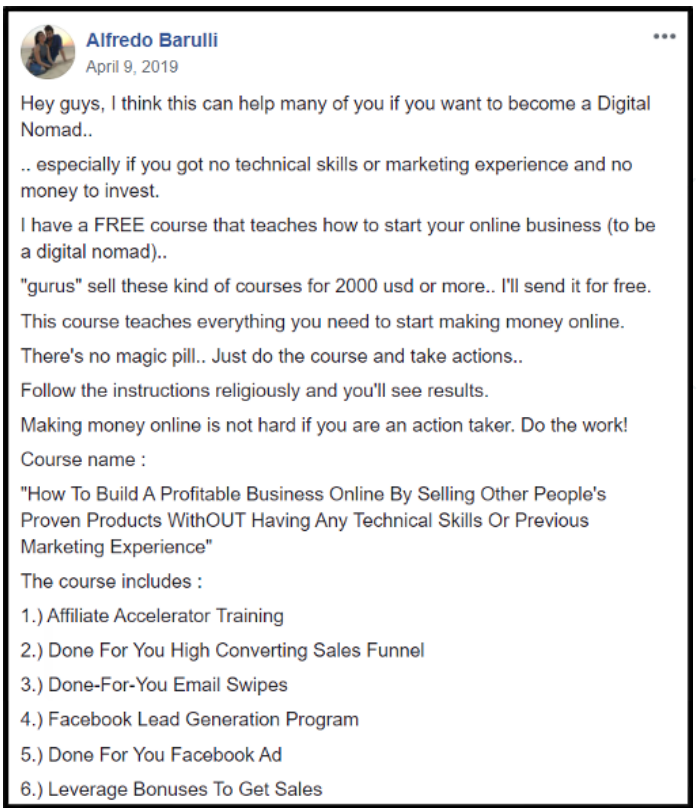
As mentioned above, nearly 40% of the world's population uses social media. While you can utilize social media ads to flex your reach and generate more engagement and leads, you can also leverage social media to get customers for free.

HOW TO CAPTURE/ATTRACT THE RIGHT AUDIENCE FOR YOUR COURSE

You can post content related to your online course on social media groups and communities where your target audience is present. This can help you reach a massive audience organically. Many of these people might end up engaging with you on social media, and some of them may even check your landing page. As a result, you may get leads and conversions.

Come up with attractive captions and visuals that can help catch the attention of social media users. You can also consider using relevant hashtags to expand your reach.

See how the user below has created a post with details about the online course he's created. This post got over 1200 comments and 130 reactions.



Alfredo Barulli
April 9, 2019

Hey guys, I think this can help many of you if you want to become a Digital Nomad..

.. especially if you got no technical skills or marketing experience and no money to invest.

I have a FREE course that teaches how to start your online business (to be a digital nomad)..

"gurus" sell these kind of courses for 2000 usd or more.. I'll send it for free.

This course teaches everything you need to start making money online.

There's no magic pill.. Just do the course and take actions..

Follow the instructions religiously and you'll see results.

Making money online is not hard if you are an action taker. Do the work!

Course name :

"How To Build A Profitable Business Online By Selling Other People's Proven Products WithOUT Having Any Technical Skills Or Previous Marketing Experience"

The course includes :

1.) Affiliate Accelerator Training

2.) Done For You High Converting Sales Funnel

3.) Done-For-You Email Swipes

4.) Facebook Lead Generation Program

5.) Done For You Facebook Ad

6.) Leverage Bonuses To Get Sales

ii) Instagram/LinkedIn Pods

An Instagram or LinkedIn pod is a group of people from similar industries who work together to grow their presence on these platforms. They mutually agree to engage with each other's content to ensure that they grow together.

By becoming a part of an Instagram or LinkedIn pod, you can increase the engagement of your posts. When your engagement increases in a short while, the algorithms may start giving you a priority and this can improve your engagement rate even further.

You might also end up reaching the Instagram Explore page if your post gets a lot of engagement quickly.

Keep in mind, it's crucial to find an Instagram or LinkedIn pod in your niche. This can be done through word-of-mouth or by looking for pods in your niche online. You will also need to check out the rules of each pod once you join it and abide by them.

To make the most out of your presence in a pod, you should:

- ✓ Comment and react on posts quickly as this can help you leverage the timeliness algorithm of platforms like Instagram.
- ✓ Be active and engage with posts of other members of your pod as well. Don't keep expecting to get reactions and comments on your posts without returning the favor.
- ✓ Don't use these pods as places for networking with others in your industry. You can message people individually but stick to posting content related to the pods in the groups.

While these pods don't serve as a reliable long-term strategy, they can help you gain the traction you need in the short term. Through this short impetus, you can boost your reach and engagement even more.

iii) Quora/Reddit

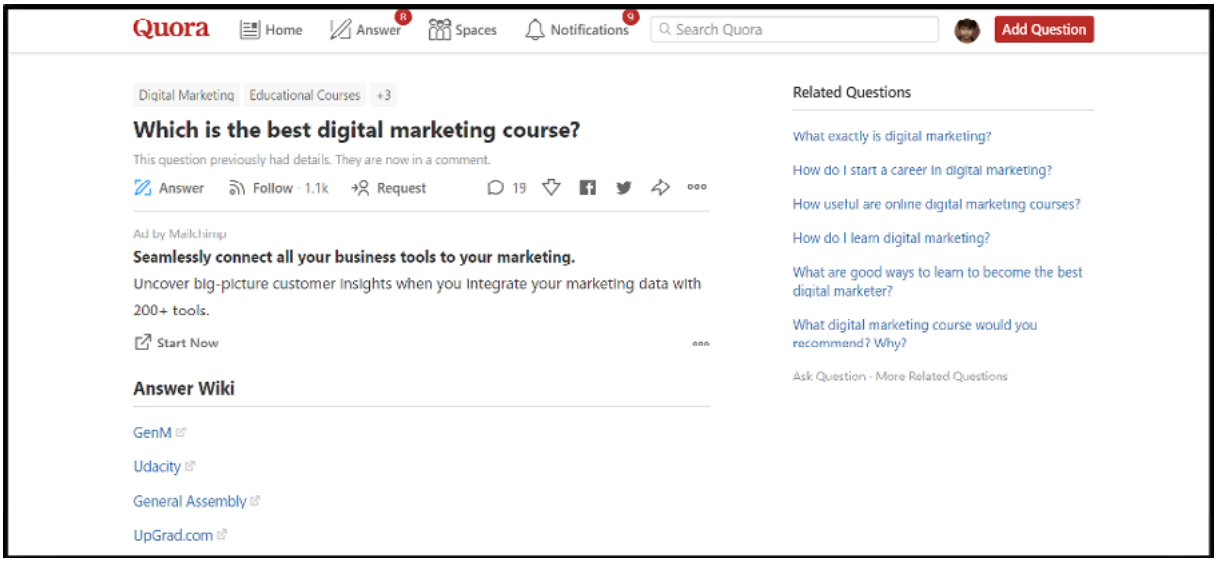
There are multiple Q&A websites on the internet where people head to find answers to their questions. The most prominent ones are Quora and Reddit. Anyone can ask a question on these platforms, and other members can answer them.

You can use these questions and answers to promote your online course. All you need to do is look for queries that are relevant to your online course. For this, you can use some relevant keywords and search for related questions. Once you find these questions, you can go ahead and write helpful answers for each of them.

Through your answers, you can promote your online course as a way for the people to resolve their problems. Be sure when you're mentioning your online course that it's not too promotional.

Try to insert the mention naturally and make sure that the other parts of the answer are helpful for the readers as well. This can help you drive traffic to your landing page and get you some customers.

Questions such as "Which is the best digital marketing course?" are asked frequently by users on Quora. You can answer these questions and cleverly insert your course in the answer.



iv) Influencer Collaborations

Partnering with influencers can help you get your online course out there on social media. This is because you'll be able to leverage the vast and highly-engaged audiences of the influencers through such collaborations. When they write good things about your online course, their audiences will be more inclined to check it out.

In order for your campaign to be successful, you need to find and partner with reliable influencers in your niche. To do so, you must thoroughly go through the influencer's profile and take a look at their engagement and audience demographics.

You can also use influencer discovery tools like TapInfluence and BuzzSumo.

After finding the influencers, connect and build relationships with them. Once you've established a solid relationship with them, you can pitch your idea for a collaboration. While the collaboration may be a paid one, you could also pitch a barter, where they promote you and vice-versa. This way, both parties will have the advantage of reaching a wider audience without any additional costs.

Brooke Shaden, for example, partnered with Sebastian Michaels to create and promote an online course.

This helped them sell their online course to a wide audience that includes both sets of followers on social media platforms. As a result, both of them can benefit from the signups of the course.

v) Blog Posts

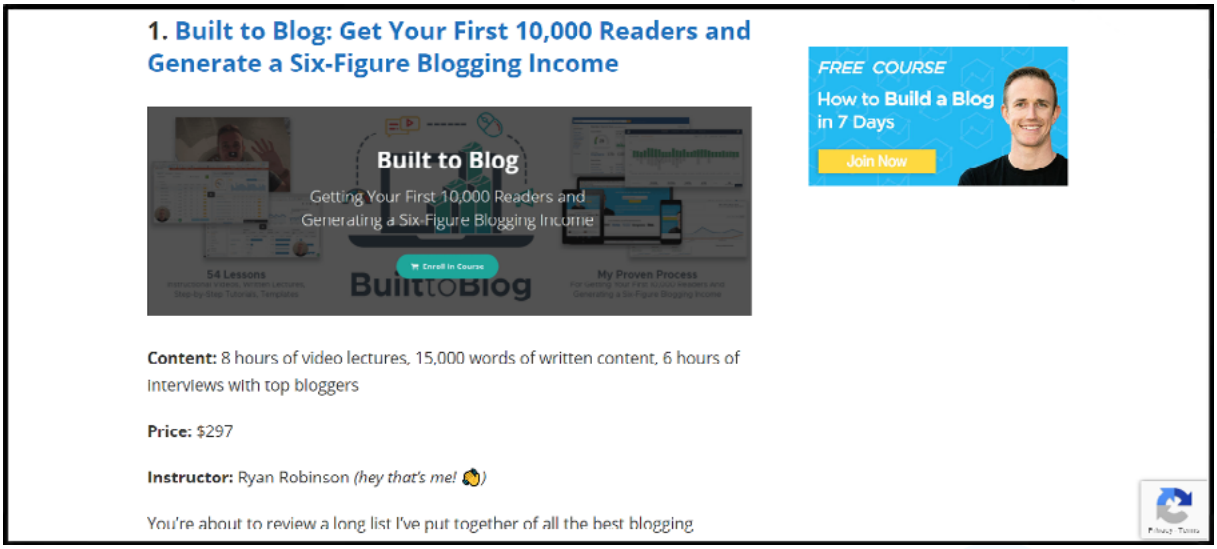
Your blog is a great place to promote your online courses. You can strategize and come up with blog posts that deal with topics that you cover in your online course.

Write extensively about the topics and mention your online course naturally in the blog posts as a solution for your customers' problems. This will not only help spread awareness about your course but also get traffic to your landing page. However, do ensure that the mention of your online course is easily visible, and its benefits are clearly elaborated. This will improve the chances of readers clicking on it and becoming leads.

In addition to your blog, you can write guest posts on other blogs in your niche and mention your online course there as well. You can also add a link back to your landing page in these posts.

This can help you get traffic to your landing page and earn you some valuable backlinks that can improve the authority of your domain. As a result, the ranking of your landing page will improve in the SERPs and help you get even more traffic on the page.

Blogger, Ryan Robinson, created an elaborate post that lists the best online courses to learn about blogging. In this, he cleverly inserted his own course in the first point. This can help him get traffic on his landing page and generate leads too.



vi) Podcasts, Interviews, and Events

Yet another way of selling your online course is through podcasts, events, and interviews. When you're invited to a podcast, or if you host one, try to mention your online course as a valuable resource for your audience. This will help improve awareness.

Similarly, whenever you're being interviewed online, you can mention your online course. This will especially be helpful in text-based interviews where you can provide a link to the landing page to get leads.

When you're speaking or networking at events, you should try to promote your online course as much as possible. This will help improve awareness even more, and as a result, you may gain more leads.

3. BUILD YOUR EMAIL LIST

You can leverage your email list to attract the right audience for your online course. First off, you'll need to build an email list. The first step in creating an email list is to subscribe to an email service provider (ESP) such as GetResponse, Mailchimp, or Klaviyo.

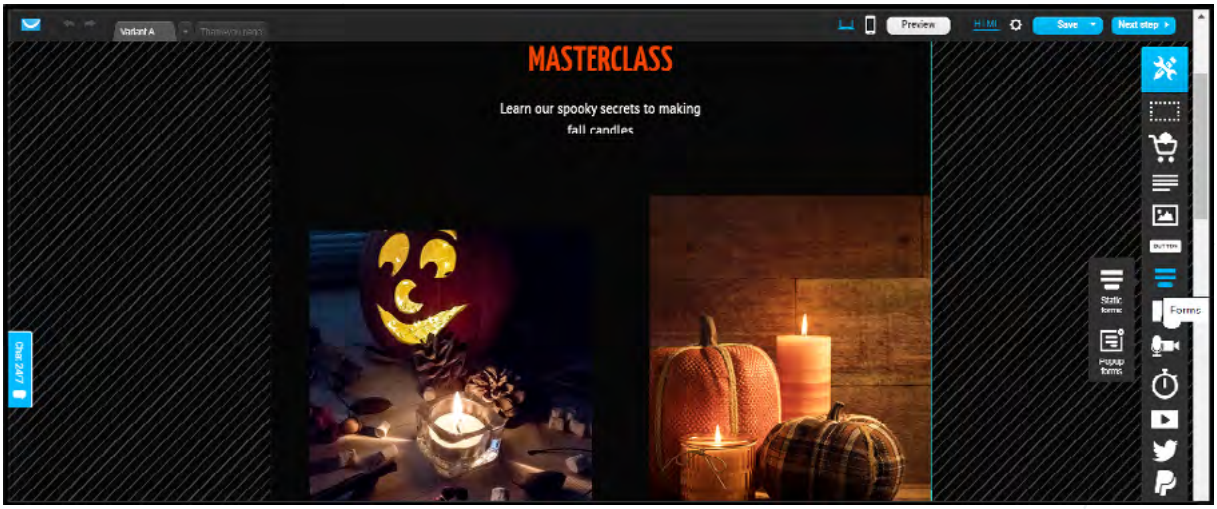
GetResponse offers a host of benefits, such as Conversion Funnels, that are specifically designed for online courses. Through them, you can easily convert your audience into customers.

This allows you to create webinars as well as on-demand webinars that can be saved to be watched whenever the viewer wants them to be played.

Once you've set up your email service provider account, you can create forms for newsletter registration on your website. Through these forms, you can start building your email list.

Apart from the forms, you can have pop-ups with a lead magnet, such as a case study or an ebook, to push visitors to register for your newsletter.

Additionally, you can consider welcome or exit-intent pop-ups to get more newsletter signups. You can use GetResponse's Landing Page builder to add pop-ups to your website and build your email list.



Another thing you can do is host contests or giveaways to get more signups for your email list. You should ask the visitors to provide their information to you in order to register for the contest or giveaway.

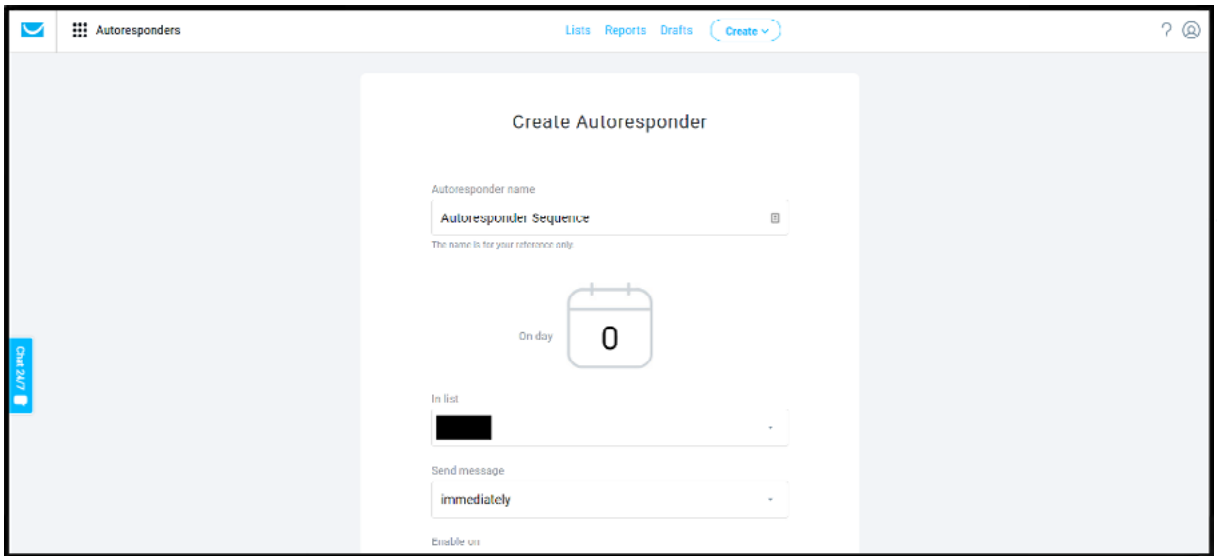
Those who're interested in trying their luck will give you their details, and this will help you build your email list. However, you must ensure the prize you're offering is valuable enough for visitors to give their information to you.

You can also keep a welcome email ready that gets sent out automatically whenever anyone signs up for your newsletter. This should be fed into the email marketing tool that you're using, such as GetResponse's handy marketing automation tool which can take care of sending those emails for you.

After the welcome email, you can consider sending out a series of well-timed emails to your audience to push them towards purchasing your online course. For this, you can incorporate an email autoresponder like the one GetResponse offers.

HOW TO CAPTURE/ATTRACT THE RIGHT AUDIENCE FOR YOUR COURSE

This feature allows you to schedule emails to usher your subscribers down the buyers' funnel until they purchase your online course. That's not all — GetResponse's autoresponder feature has autoresponder sequences that are specifically designed for online courses. Through these, you can create and send out tailor-made emails that match your audience's interests and requirements.



How to Sell Your Online Course to the Right Audience

Once you've generated leads, it's time to sell your online course to them. There are several methods that you can employ to achieve this. Some of the most important and popular ones are:

1. USE EMAIL MARKETING TACTICS TO SELL YOUR ONLINE COURSE

Email marketing is not only handy when it comes to lead generation, but can also help you sell your online course. Once you've collected your leads, you can start sending out emails to them using the aforementioned autoresponder sequence.

Through these emails, you can engage them and introduce them to your online course and its advantages. You can send out emails that have case studies, testimonials, and more, all related to your course.

For those who show some inclination towards purchasing your course, you can send discounts or coupons through emails. This can help push them over the line and convert them.

Here are some ways through which you can optimize these emails even further:

a. Follow the Gain-Logic-Fear Rule

It's necessary to understand that your audience will buy from you based on their emotional triggers. These could be different for each person, and thus, you need to have an email sequence that'll address each of them.

Let's now look at how you can use each of them to your advantage:

i) Gain-Based Emails

Emails that are mainly centered around the benefits of a certain product or service are the ones that fall into the gain category. These emails are usually sent first and have multiple benefits or advantages listed in them. Here's a template of a gain-based email:

Subject Line: Here's how to [get a benefit]

Email Content:

Hi [Name],

How would you like to [get a benefit], [some more benefit], and [get one more benefit]? Sounds awesome, right? After all, you've probably been trying to [get result] for some time now.

However, every time you [try to get the result], [some common problem] happens, and you're back to square one. It can get frustrating.

But those days are long gone now.

Introducing [name of course] — the ultimate [course] that you'll need for [getting some great result].

Find out all about it here: [sales page link]

Just take a look at what [the course] can do for you:

- ✓ You'll be able to find out how to [get a benefit] with ease
- ✓ You'll also get [a feature] that makes it simple for you to [get a benefit] than ever
- ✓ You'll discover a new method for [getting another benefit]

So what are you waiting for?

Go register for [course name] now and start reaping its benefits.

Click here to register now: [sales page link]

[sign off]

ii) Logic-Based Emails

The second type of email is those that appeal to logic. They showcase why your online course is superior to the rest and will solve all the problems of your customers.

Here's a template for the same:

Hi [Name],

If you look around, you'll see a lot of [professionals in the niche] who are trying to [get some benefit]. However, in most cases, they're failing.

You know what I'm talking about, right? You can perhaps relate to it too.

[Describe some logical problem that shows why people aren't getting results and how it's not their fault. For example, people can't increase their rankings because their SEO strategy isn't working. They need a solid SEO strategy to grow.]

Because when you want to [get some result], you always end up encountering [describe logically how the customers hit the roadblock].

To help you out, I've launched [course name].

It'll help you avoid [the problem] and help you reach your [the result] with ease.

Pretty simple, right? And very effective.

But don't take my word for it. Experience it yourself.

See for yourself at [link].

[sign off]

iii) Fear-Based Emails

These are the emails that are usually sent at the very end of the series, after the gain and logic emails. They evoke feelings of fear in the receivers' minds, and this can push them to buy from you.

Here's a template for an email that triggers fear in the reader's mind.

Subject Line: Don't let [the problem] bog you down

Email Content:

Hi [Name],

Do you know what happens when we're feeling good all the time? We don't change our methods and continue what we're doing. And we keep dreaming about a future that's never going to happen.

Imagine for a moment how it'd feel if you didn't [get the result you'd been hoping for] in spite of your best efforts.

That's a scary thought, isn't it?

It doesn't have to be that way.

I've launched a comprehensive course that'll help you reach [the goal] with minimal effort. The course, titled [course name] is a result of years of experience in the industry and will surely help you on your path to success.

So, what are you waiting for?

Check it out here: [course link]

[sign off]

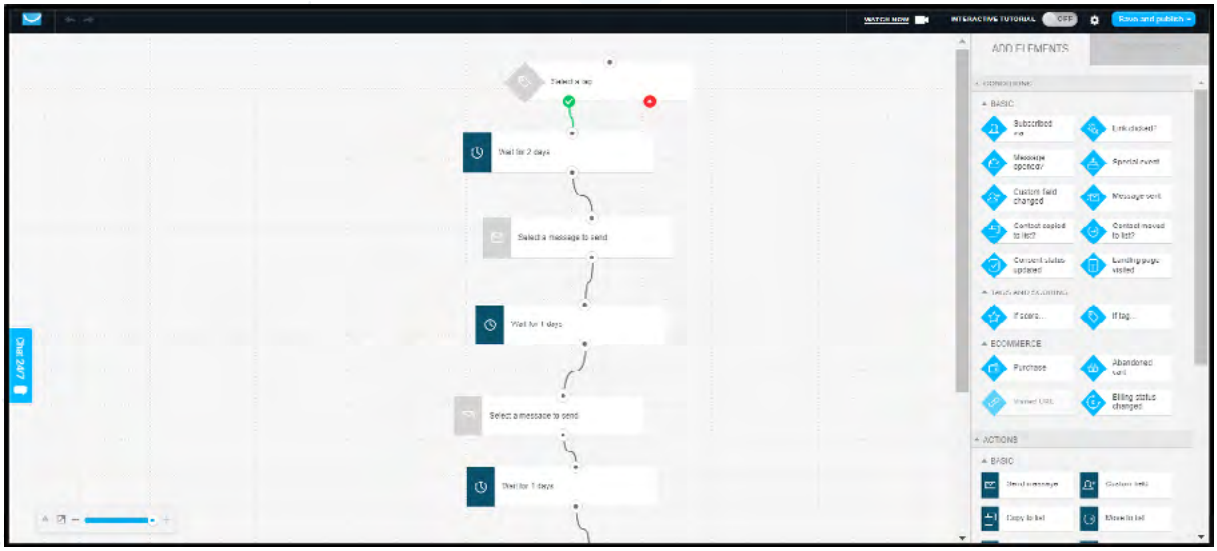
b. Define Workflows to Convert Email Subscribers

You can also use workflows to sell your online course by setting up a pattern to communicate with your email subscribers.

Workflows needn't be complex, they can be something as simple as sending an email to your subscribers when they open another email.

It's possible to develop complex workflows using GetResponse's workflow automation feature. All you need to do is head to Automation and tap on Create Workflow.

You can seamlessly create a workflow from scratch here or use one of the predefined templates that GetResponse offers for online courses. By using these templates, you can easily usher your email subscribers to become customers for your online course.



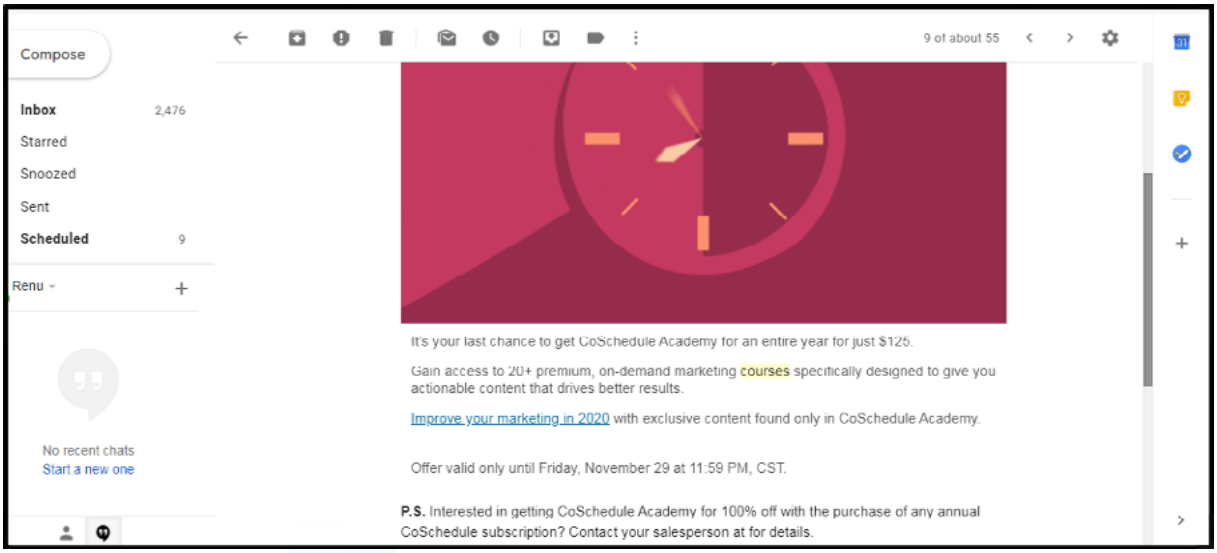
c. Limited Time Offers or Countdowns

You can leverage the fear of missing out (FOMO) to get your subscribers and website visitors to purchase your online course. This can be done by adding a countdown timer to your newsletters or landing page.

While the option to add a countdown timer on landing pages is available in the landing page builder, for the newsletter, you'll need to use GetResponse Conversion Funnels.

Even if you don't want to add a countdown timer, you can still add a final date and time for your offers. This can instill a sense of urgency in the minds of your subscribers.

For instance, take a look at how CoSchedule sends out emails with a limited time offer for their online courses in their newsletter.



2. OFFER FREE CONSULTATIONS OR SUPPORT

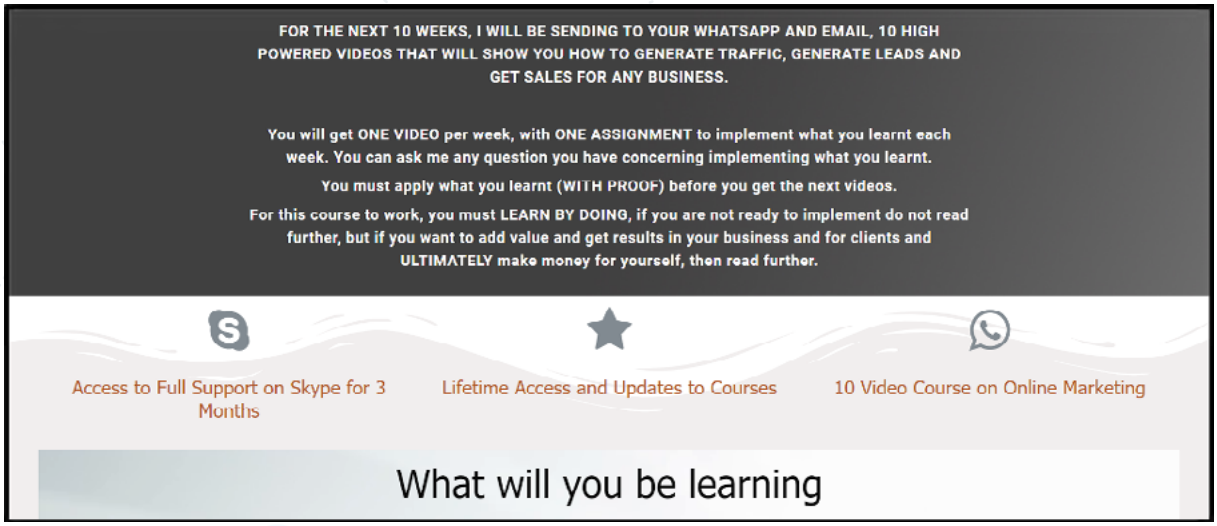
When you want to sell your online course, it's essential to win the trust of your audience. For this, you should consider adding a free consultation or support option. When your audience consults you, they get a first-hand experience of your expertise.

Similarly, when you add a support option, it assures your leads that if they face any sort of issue, they can contact you. This support can be in the form of:

- ✓ Emails
- ✓ Live chat
- ✓ Voice calls
- ✓ Video calls

Plus, you can specify a duration for the support. As a result, your customers may be eligible for your support even once they're done with the course. This way, they can continue to get your advice when they're implementing what they've learned.

For instance, Content Genius Network is offering three months of Skype support to win the trust of their audience. They've made sure that the same is highlighted on their landing page as well.

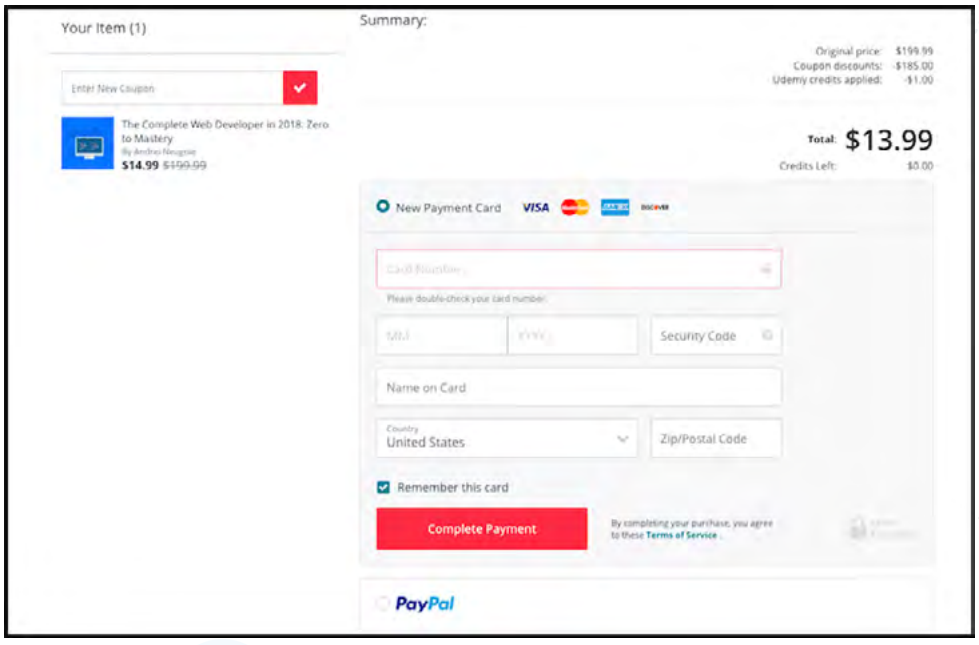


3. OFFER MORE PAYMENT OPTIONS

To get more people to purchase your online course, you can offer flexible payment options. Not everyone uses the same modes of payment. And, if the course prices are high, many customers may not be willing to shell out the large sum at once. Some of them may not trust you enough to pay a huge amount for the course.

That's why a great way of getting more customers for your online course is to provide more payment options. Accept as many payment modes as possible such as PayPal, debit, and credit cards, etc.

For example, Udemy offers multiple payment modes like PayPal, Visa, Amex, MasterCard, and Discover.



It also helps to offer a payment plan to your customers so that they can pay the course fee in installments. When you allow them to pay the fee in installments, they'll be more open to registering for your course.

This is because they'll have to pay smaller amounts in each installment. This reduces their risk, and as a result, they'll be more likely to purchase your course.

4. RUN A WEBINAR

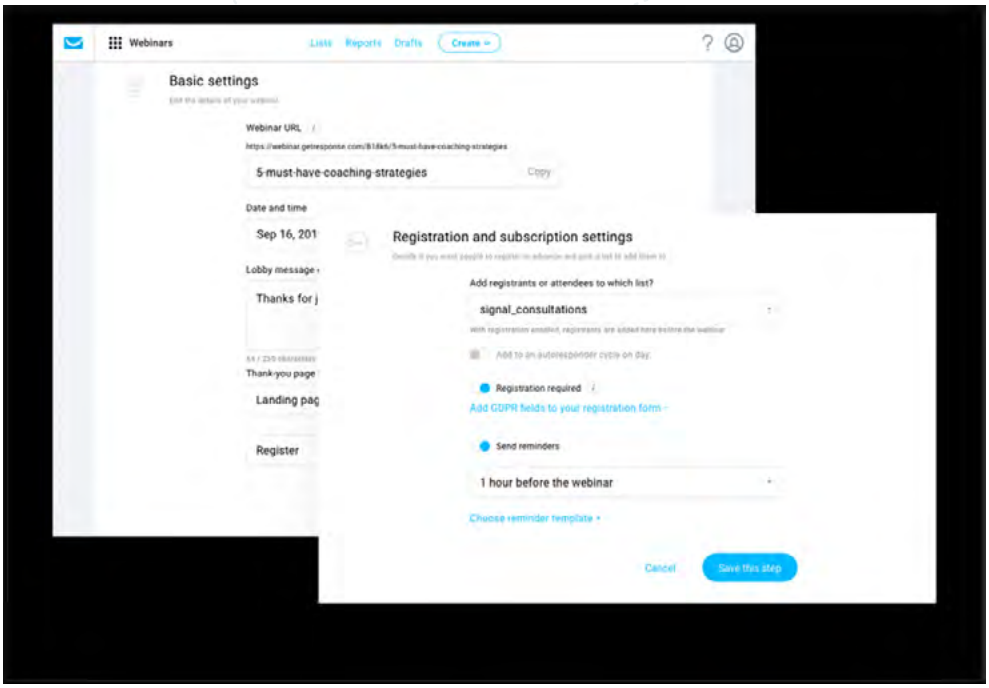
A webinar can come in very handy when it comes to promoting your online course. This is why nearly 95% of marketers consider it to be a key part of their marketing efforts. You can create an educational webinar during which you could present bits from your online course to promote it.

Through this, you can give your audience a sneak peek into what they can expect from your course. The best part about the webinar is that your leads can ask you any questions that they have in real-time.

Then you can give answers to these questions without any delay. As a result, they'll trust you even more and may be more inclined to buy your course.

To create webinars, you can use GetResponse's webinar feature. All you need to do is come up with a webinar title, URL, timing, lobby message, and add subscription settings.

You can then go ahead and invite your leads to the webinar through various modes. It's also possible to do it through autoresponder sequences.



However, a one-time webinar may not be able to yield much fruit. You need webinars that can be available whenever you get any leads. This is where on-demand webinars come into the picture.

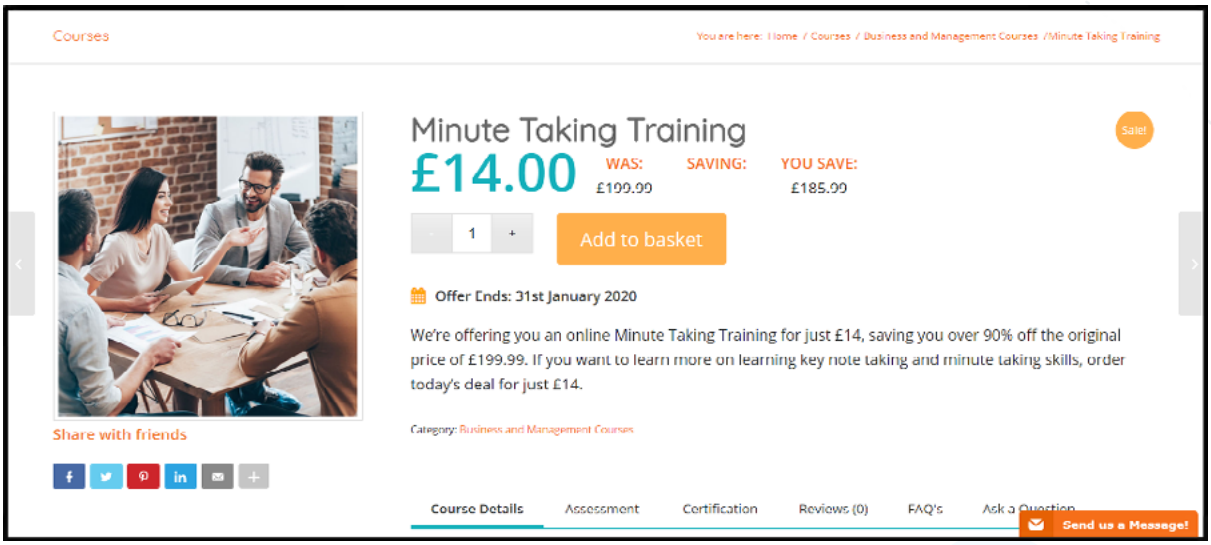
They are webinars that can begin whenever your audience wants them to. You just need to prerecord and put them up online. This also means you don't need to be present when your audience wants to watch the webinar.

5. USE PRICING OFFERS AND DISCOUNTS

One of the best ways to sell your online course is by offering discounts. When you provide a discount, it allows your audience to experience your course for a price that's lower than the original one.

Those leads who were considering your course but weren't able to decide if they should sign up for it due to the cost factor will be motivated to make the purchase after the discount. This will help increase your conversion rate.

To push it even further, you should put a deadline on the discount. This creates urgency in the minds of your leads, and they'll be more inclined to take advantage of the deal before it expires. You can use the GetResponse countdown timer feature along with a discount code to make the FOMO even more prominent. The Course Mix, for instance, offers many of their courses for discounted rates to increase their registrations.



6. MAKE YOUR COURSE EVERGREEN AND OFFER FREE UPDATES

An evergreen course is essentially one where the number of seats isn't limited and is always up for sale. In these courses, you only launch the course once, and then it goes on indefinitely.

There are numerous advantages to this:

- ✓ Your customers can find the course whenever they want.
- ✓ The course duration isn't a hindrance. Thus, those leads who think that they need more time with your course will be inclined to purchase it.
- ✓ You only need to put the effort into creating the course once.
- ✓ You won't run out of seats for your course, and this will open up the scope for impulse purchases. This wouldn't be the case when your leads see that the course has been sold out.

You can also attract your audience with the prospect of offering them free upgrades whenever you come out with them. This can be a great deal for them as they'll pay just once and reap the benefits of your course for a long time.

Melyssa Griffin, for example, has created an evergreen online course called Pinfinite Growth. You can enroll for the course anytime, and she offers free upgrades to it as well.

7. BONUS: CONVERSION FUNNELS

Conversion Funnels is the ultimate marketing tool that you can use to skyrocket the sales of your online course. It's a completely automated sales funnel generator that can do everything for you at each stage of the funnel.

Using this all-in-one solution, you can achieve the following:

- ✓ Build landing pages for your online course
- ✓ Automate your emails by creating an autoresponder sequence
- ✓ Sell your online course
- ✓ Recover abandoned orders for your course and increase your conversion rate
- ✓ Drive traffic to your landing page by creating Facebook and Instagram ads
- ✓ Set up web forms and exit-intent popups to build your email list
- ✓ Host free or paid webinars for your audience without the need to use any third-party tools
- ✓ Customizable templates for sales pages and order forms
- ✓ Create a store for your online courses

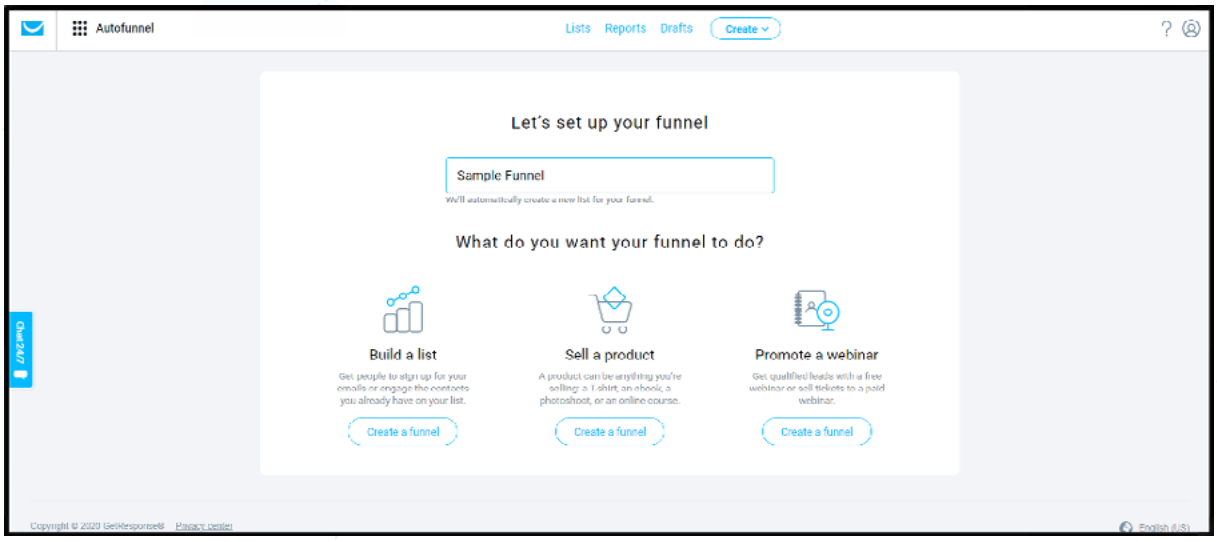
Conversion Funnels from GetResponse also includes:

- ✓ Ecommerce integrations with Etsy, Shopify, Stripe, BigCommerce, WooCommerce, Magento, and PrestaShop
- ✓ Payment processors like PayPal, PayU, Square, and BlueSnap
- ✓ Upsell pages to help you increase your revenue after a customer has just purchased your course
- ✓ Automated confirmation emails sent post purchases

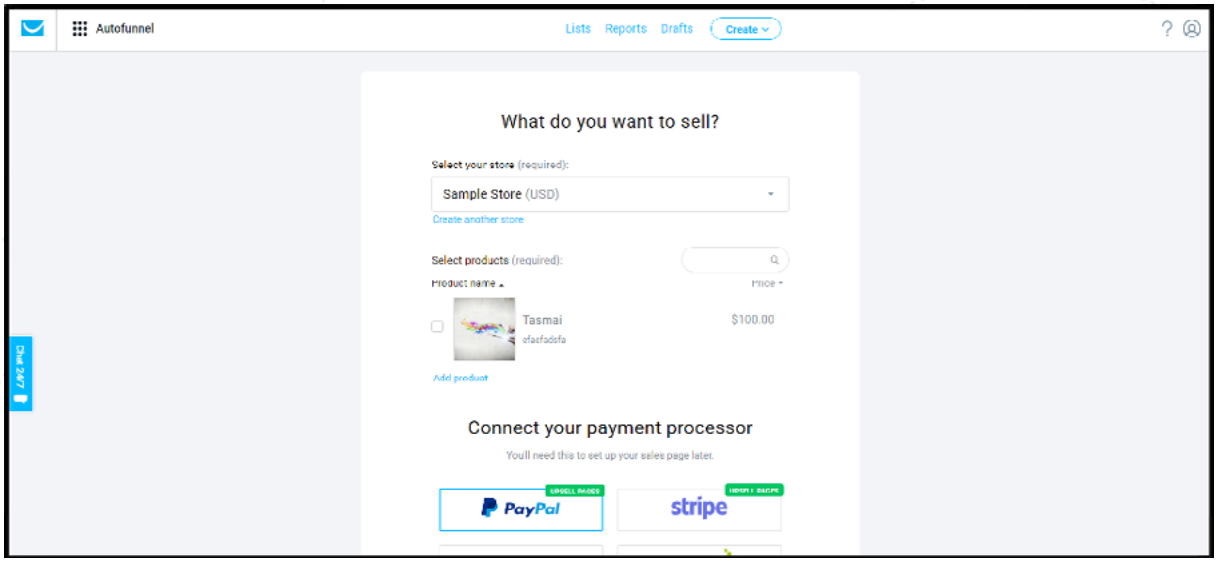
The best part about Conversion Funnels is that it has funnels for sales, leads, and webinars. This way, you can seamlessly get people to purchase from you.

It offers more than 30 professionally-designed funnels that can do the job for you. The scenarios also include designs, sales copy, images, and more. All you need to do is customize them for your course, and you're ready to go.

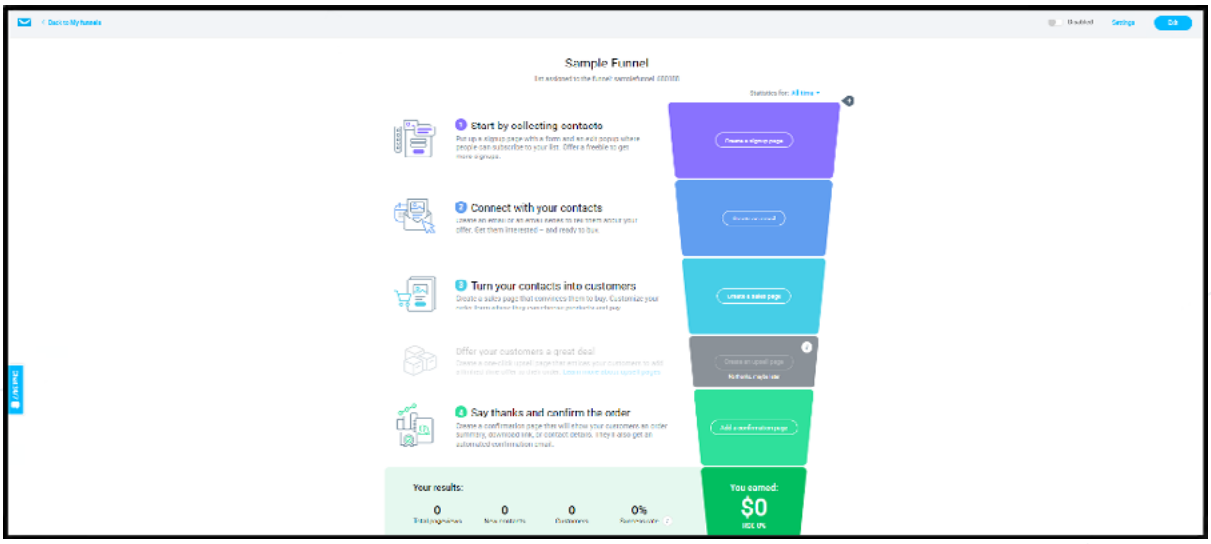
To create a sales funnel, you first need to enter the name of the funnel and select the goal for it.



You can then choose whether you want to have a full sales funnel or a quick one where you take people directly to the sales page. You'll then have to create a store with your product. In that step, you can add your payment processor as well.



The tool will then automatically come up with a sales funnel for your online course.

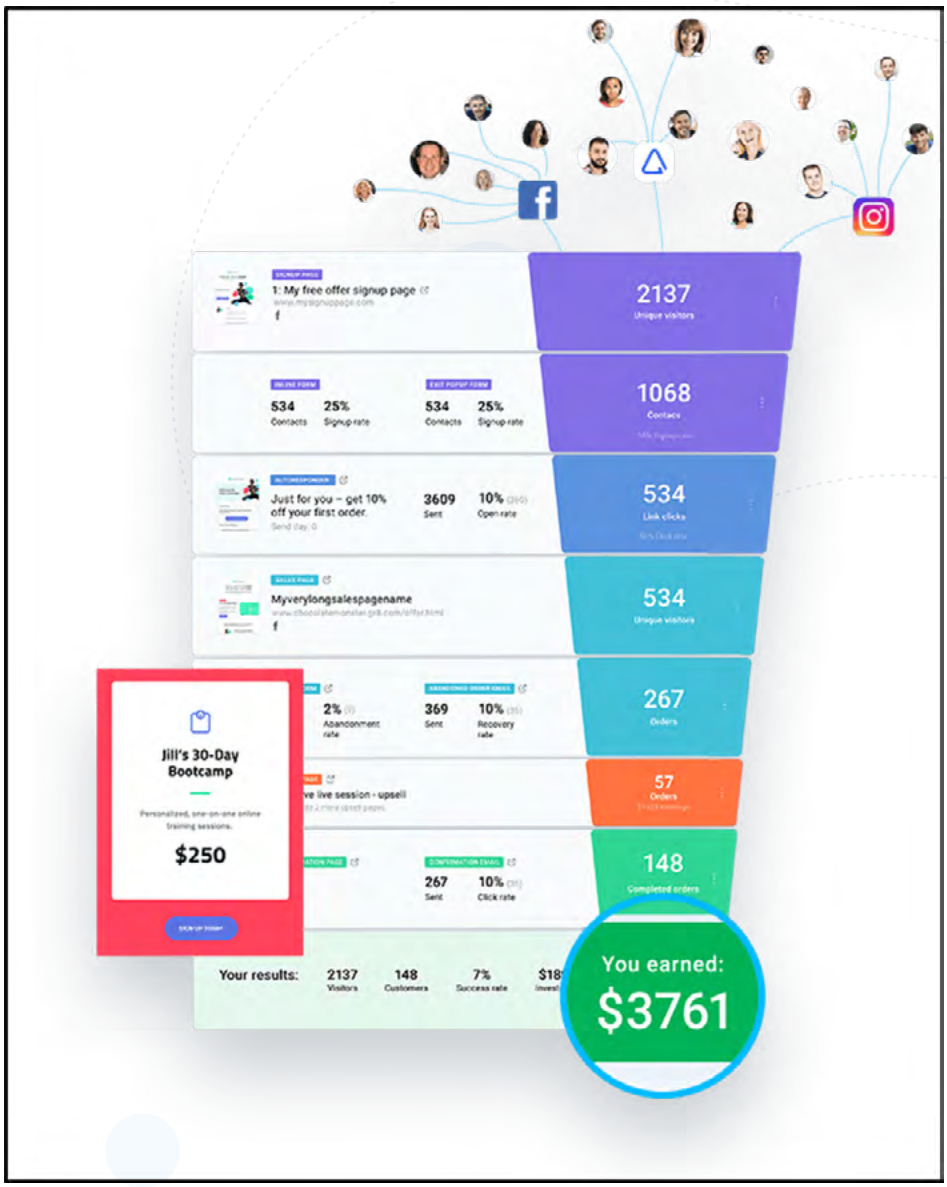


You just need to follow the steps mentioned and create signup pages, emails, sales pages, upsell pages, and a confirmation page. Once you've started marketing your course and generating sales, the funnel will show your earnings and return on investment (ROI).

For instance, take the funnel in the image below. It starts with the landing page that receives 2137 unique visitors. From these, 1068 visitors became leads. You can also see the effectiveness of exit-intent popups and online forms in it. Right below that, you can see the number of link clicks from your emails along with your open rate.

Next, you can see the number of orders that were made through the sales page and the number of upsell orders. Finally, the funnel shows the number of completed orders and the revenue generated through them.

This helps you visualize the effectiveness of your marketing campaign and enables you to optimize it to generate more sales.



How to Convert Your Customers Into Brand Advocates

Once you've started getting customers for your online course, you need to start thinking of methods to ensure its longevity. You'll make more passive income from your course only when people keep enrolling in it.

While you can keep your marketing efforts going, it helps to have some brand advocates to help you boost your sales. The best brand advocates for your online course can be your customers.

They are people who've experienced your course first-hand, and when they say good things about your course, it'll sound authentic as well. However, to turn customers into brand advocates, you need to improve their satisfaction.

Here's how you can achieve it:

1. LOYALTY PROGRAMS

Loyalty programs are a great way of showing your customers some gratitude for being loyal to you. You can offer them rewards such as free or discounted courses or specialized content to show them your gratitude. While this should be done for your long-term customers, you shouldn't ignore the new ones as well.

2. REFERRAL PROGRAMS

While loyalty programs can be a great way to show your customers how valuable they are, referral programs can motivate them to bring more customers to you.

You should thus have a solid referral program in place and encourage your followers to invite people from their network to enroll in your course.

For every successful referral, you can give them a freebie or even a commission. This can motivate them even further to get more referrals for you.

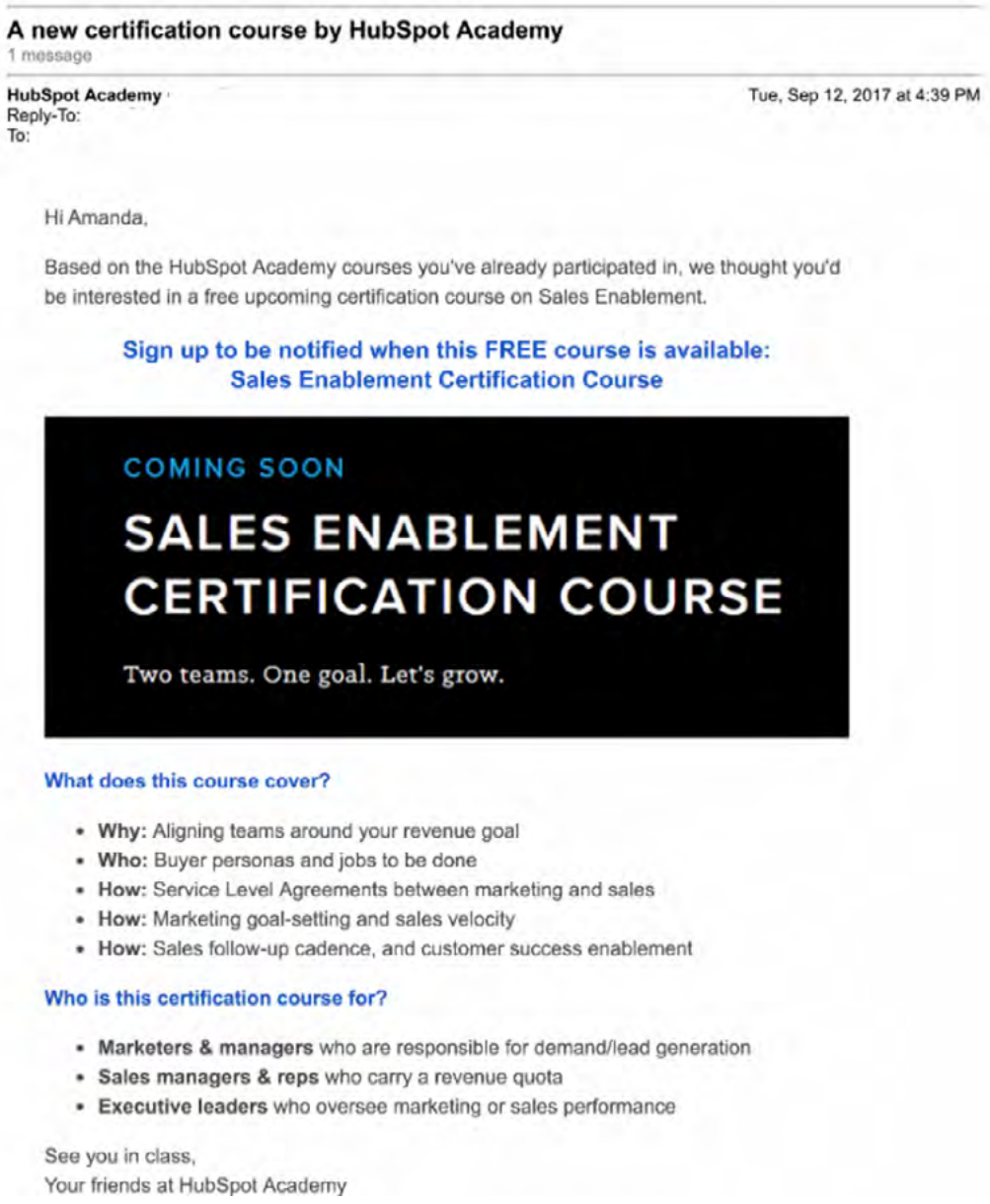
3. PERSONALIZE THEIR EXPERIENCES

To make your customers feel truly special, you can consider personalizing their experiences of interacting with you.

Whenever you're communicating with them, make sure that you try to personalize the conversation as much as possible. Study their preferences and accordingly offer courses to them that they're likely to be interested in.

You should also personalize your email communication with them. GetResponse's Autoresponders can come in very handy for this. You can set up various autoresponder sequences based on your customer personas to send out personalized emails and recommendations.

For instance, HubSpot Academy sends personalized emails to their customers. These emails contain information about the courses that they've already completed and the ones they have yet to try.



A new certification course by HubSpot Academy
1 message

HubSpot Academy
Reply-To:
To:
Tue, Sep 12, 2017 at 4:39 PM

Hi Amanda,

Based on the HubSpot Academy courses you've already participated in, we thought you'd be interested in a free upcoming certification course on Sales Enablement.

Sign up to be notified when this FREE course is available:
Sales Enablement Certification Course

COMING SOON

SALES ENABLEMENT CERTIFICATION COURSE

Two teams. One goal. Let's grow.

What does this course cover?

- **Why:** Aligning teams around your revenue goal
- **Who:** Buyer personas and jobs to be done
- **How:** Service Level Agreements between marketing and sales
- **How:** Marketing goal-setting and sales velocity
- **How:** Sales follow-up cadence, and customer success enablement

Who is this certification course for?

- **Marketers & managers** who are responsible for demand/lead generation
- **Sales managers & reps** who carry a revenue quota
- **Executive leaders** who oversee marketing or sales performance

See you in class,
Your friends at HubSpot Academy

4. PROACTIVE SERVICE

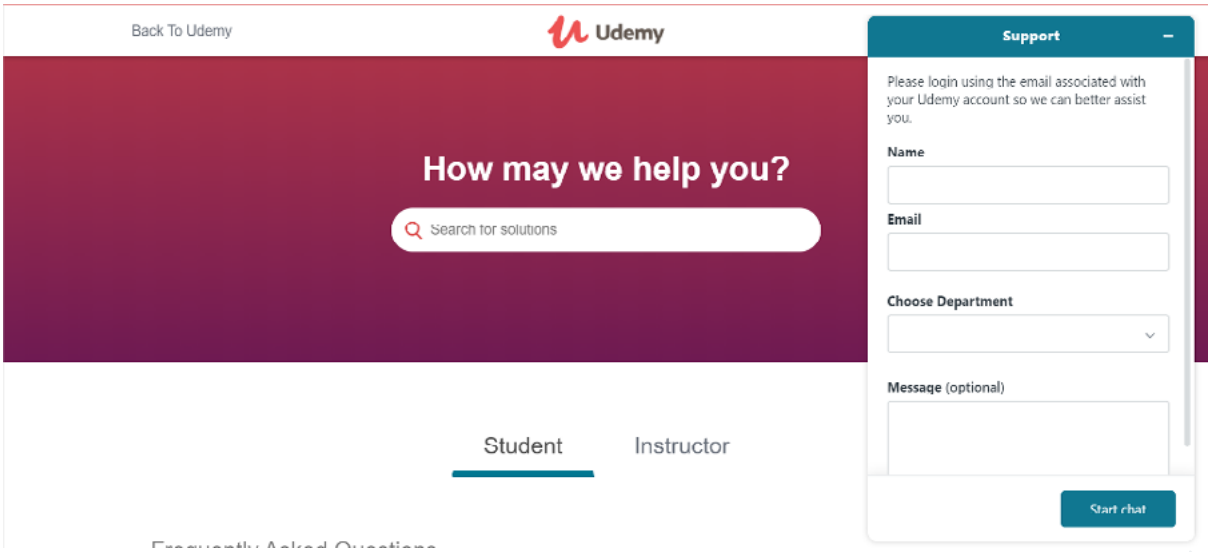
To impress your customers, you need to consider going the extra mile. One way to do this is by resolving their queries as soon as possible. Also, keep them informed about the latest updates related to your courses.

Whether there's going to be a new event or a delay in the course launch, let your customers know beforehand.

You can consider incorporating a live chat option where your customers can easily get their questions answered. Alternatively, you could offer a callback service whenever they're in need of some support.

Remember, if you take care of your customers well, they'll be more likely to recommend your course to other people.

For example, Udemy offers a live chat option to all of their customers. Whenever they have any questions, they can easily chat with someone from their support team and get an instant resolution.



Conclusion

Setting up an online course and selling it requires thorough planning and execution.
You need to figure out your target audience and create the course according to their preferences.

You must remember the following:

- ✓ The course should also be attractive and engaging. For this, come up with unique course titles that can attract your audience and decide on the media you'll create for your course. Make sure you determine the USP of your course and highlight it well.
- ✓ To attract your target audience to the course, create a landing page with stunning visuals and catchy headlines.
- ✓ You can also incorporate elements like a countdown timer and popups to increase your chances of getting leads.
- ✓ You can use both paid and free channels to get traffic to your landing page. Additionally, leverage email marketing to push your subscribers to visit your landing page and become leads.
- ✓ Send out emails to your leads using autoresponders to get them to purchase your online course using limited-time offers and the gain-logic-fear rule.
- ✓ Offer them free consultations to win their trust and provide them with flexible payment options to improve their chances of buying from you.
- ✓ You can also consider running both live and on-demand webinars to help your leads understand your course better. Make your course evergreen so that people can enroll for it anytime and won't need to face rejection when courses are full.
- ✓ It's also helpful to leverage the Conversion Funnels tool from GetResponse to create your sales funnel and track everything so that you can optimize your sales even further.
- ✓ Lastly, try to convert your customers into brand advocates by offering loyalty and referral programs. Provide them with personalized experiences and be proactive in your approach to their service. This can help you sell your online course even better.

Now you know how to sell your online course to the right audience. All that's left is for you to get started.

GetResponse