



Marketing your training without breaking your budget

Promoting your training course is essential to meeting your target registrations. The effectiveness of promotional activities is easy to determine using the following guide. Having accurate and relevant information is important.

The 7 steps to successfully marketing within a budget

1. Familiarise yourself with the **sales challenges** of the training course, decide on your market positioning, create a **positioning statement**
2. For each promotional activity you have delivered create a conversion path; the number of **impressions** that turn into **interests**, result in **enquiries** and finally translate into **registrations**. If you have not delivered or do not have data for consider in terms of response likelihood
3. Decide which combination of promotional activities would reach your registration target given your budget then choose an appropriate message for each
4. Schedule the promotion timeline
5. Measure the success of each promotional activity, rescheduled highest performing and modify/stop lowest performing, update conversion paths
6. Vary your message with each promotional activity to seek improvements
7. Where possible benchmark against peers.

Sales challenges

Consider how the following could help or prevent your courses from getting the necessary registrations.

- location of training
- market awareness of topic & organisation
- competitor presence
- other events at time of delivery
- market buying forces
- your offering (training, price, primary differentiation.)

Positioning statement

For those seeking training who [statement of the need or opportunity] would choose our [training course name] because [statement of key benefit – that is, compelling reason to buy] unlike [primary competitive alternative] our training [statement of primary differentiation].

Conversion path

| | Impression | Interest | Enquiry | Registration |
|------------------|------------|----------|---------|--------------|
| Phone calls | 500 | 50 | 10 | 6 (1.0%) |
| Mailout | 1000 | 75 | 10 | 6 (0.6%) |
| Email newsletter | 2000 | 100 | 15 | 6 (0.3%) |

Response likelihood: What promotional activity should you do?

| Factors determining response (1-2-3) | Willingness to buy | Personalisation | Message request | Purchase timing | Targeting | Cost | Time |
|--|--------------------|-----------------|-----------------|-----------------|-----------|------|------|
| Willingness to buy (cold-warm-hot) Personalisation (none-name-unique) Request (general-specific-unique) Purchase timing (later-soon-now) Targeting (random-group-specific) Cost (major-average-minor) Time (major-average-minor) | | | | | | | |
| Email newsletter; opt-in | 2 | 2 | 2 | 1 | 2 | 3 | 3 |
| Website and existing comms | 2 | 1 | 1 | 2 | 3 | 3 | 2 |
| 3 rd party newsletters/groups | 1 | 1 | 2 | 1 | 2 | 2 | 2 |
| Paper based mailout | 1 | 2 | 2 | 1 | 1 | 1 | 2 |
| Google adwords; clicks | 2 | 1 | 2 | 3 | 3 | 1 | 3 |
| Phone calls; existing & opt-in | 1 | 3 | 3 | 1 | 2 | 1 | 1 |

The message: how to elicit a response?

| Measure how (1-2-3) | Income reduction | Customer base | Quality perception |
|---|------------------|---------------|--------------------|
| Reduces income (now-future-never) Customer base (reduced-maintained-increased) Quality perception (decrease-no change-improves) | | | |
| Discounts: Immediate; eg. 10% off | 1 | 2 | 1 |
| Volume; eg. 2 for one | 1 | 3 | 2 |
| Future; eg. Get \$100 voucher | 2 | 3 | 1 |
| Giveaways; eg. free book with course place | 1 | 2 | 2 |
| Unique experience; best lunches | 3 | 2 | 3 |
| Request/gain referrals; eg. facebook 'like' | 3 | 3 | 3 |

Clear message checklist

- concise message
- call to action
- what's in it for me (WIIFM)
- alternative dates and locations
- further information
- provide measurement data e.g. codes
- personalise

Promotion timeline

| Days | Promotion | Registrations |
|------|-----------------------|---------------|
| -90 | Schedule course | 2 |
| -85 | Notify resellers | 3 |
| -85 | Start google adwords | 4 |
| -40 | Email newsletter | 4 |
| -30 | Website: Blog posting | 5 |
| -25 | Mailout | 7 |
| -20 | Phone calls | 9 |
| -14 | FB/Twitter broadcast | 11 |
| 0 | Course starts | 12 |

Email list

- ensure that it is opt-in so that people want to hear your message
- give people the choice to opt-out
- adhere to the relevant spam and privacy regulations in the location of the receiver
- monitor click throughs.

Website & current methods

- add dates to website
- update pricing feature on course profile page
- update email footers
- record on answer machine
- put notice on entry door or notice board
- promote on Social Media: Twitter/Facebook/Linkedin etc.
- ask trainers to mention on courses.

Newsletter/groups

- identify frequented groups for target market
- find out frequency and total audience
- ask if promoting event is acceptable
- expect to pay for message or work within conditions
- write informative article for distribution/presentation
- track success with links or codes.

Paper based communication

- include leaflet in regular posted information
- address to named individuals
- provide a return address (to improve database)
- include registration form for response
- add to pre-event joining packs
- advertise on invoices.

Google adwords

- create manageable campaigns and ad groups
- measure success by conversions
- review keywords for preferred and unwanted
- include negative keywords
- provide date, price, trainer & location
- geotarget visitors for the course locations
- maximise click to conversion
- don't be afraid of decreasing clicks.

Phone calls

- create a schedule of roles & names to talk with
- budget 4-8 calls before contact is made
- use a phone script
- look for a quick no – to move on
- maintain database for future calls

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The software that can improve your marketing. You can:

- add promotional timeline as process steps
- automate marketing with emails and links in process steps e.g. email to blog gateway, twitter integrated
- ask how registrants heard about you on registration form
- include marketing messages in administration emails (quick add to branch email signature)
- add marketing messages to course descriptions
- vary the message in emails automatically using filters
- automate price changes & incorporate into website
- use form fields to gather information about what memberships or forums your customers frequent for promotional activity ideas
- integrate with auto email to trainers.

Seminar series: Selling & promoting training

Each of the following events includes information about the topic and a question and answer session.

- Marketing your training without breaking your budget
- Pricing strategies that work for training courses
- Seven training course costs to reduce
- Using social media to increase training course bookings
- Using Google to sell training courses
- Taking online bookings

To book please visit www.coursesales.com/training

Your seminar presenter



Scott is the CEO of CC Learning, an international Group of training companies in Europe and Australasia, primarily focused on using PRINCE2 to improve an organisation's performance. He is also the Business Development Director for Course Sales Pty Ltd, which sells business workflow software for training companies.

Scott coaches PRINCE2 trainers and represents the Australasian accredited training organisations on the PRINCE2 Exam Board. He has delivered PRINCE2 around the world including Botswana, United Kingdom, Netherlands, New Zealand, USA, Canada, Australia and Solomon Islands. He is the author of CC Learning's training materials. Scott has over 10 years project management experience. Scott has an advanced understanding of all facets of running a training company including administration, quality management, customer engagement and automation of business processes.

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