

How to use webinars for sales of online courses

You have created an online course, but [write my essay generator](#) now I think how to promote it? Today we will give some tips on how to sell their courses free webinars that are best suited for this purpose.

So, what should be on the webinar to get your desired sales online course?

Confirm their qualifications

The web is full of courses that are led by people without special skills and education. Therefore, the users trying to protect themselves from unscrupulous coaches, are increasingly paying close attention to the qualification leading.

Webinar tell us about your education, work experience, certificates, and awards received. Listeners must understand that you are an expert in your field and you can trust.

Give a quick results

On the webinar give recommendations to members of chips, which can bring a quick result. For example, at the seminar on contextual advertising is to tell about the AdWords settings, by activating which you can immediately reduce costs.

Quick results to cheer the audience to continue his studies and enroll in an online course.

Tell us about the success of the graduates

The best advertising for your course is in the results those who have completed your training. Share webinar on positive changes and successes of their clients. For this we ask our graduates to record a short video on the results and impressions of your online course. Then run these videos in the webinar.

Describe the process of learning

Tell participants how the course, what teaching methods are used, as in practice the received knowledge, what is knowledge control, etc. Show the participants a detailed lesson plan, sample exercises, schedule .

Add the banner

In webinknow room you can add banner and graphic ads. When you click on the banner the user will go to a landing page where he will be able to enroll in an online course.

Offer bonuses

To the participants willingly signed up for a course, offer them special conditions. For example, a promotional code with a discount or a private consultation as a gift. Be sure to limit the validity of your proposal, otherwise the vast majority of listeners did not take advantage of the offer or completely forget about it.

Make a recording of the webinar

During the broadcast, be sure to use a recording of the webinar. After the webinar, you can easily upload video to YouTube or add it to your website, which further increase the interest in your offer. You can also distribute the entry via e-mail, social networks, to provide even greater coverage for your suggestions.

We have listed the main recommendations that have been proven useful for promoting online courses webinar.