

The Ultimate Guide to *Promoting Your eLearning Event*

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What is an eLearning Event?

A close-up photograph of a person's hand holding a glowing yellow lightbulb. Above the lightbulb, the word "BRAND" is written in large, bold, glowing yellow letters. The background is blurred, showing a person in a white shirt.

An eLearning Event raises awareness about your upcoming function, boosts attendance, and builds your brand image. In this guide you'll discover everything you need to know to make your next eLearning event a success by promoting it online.

You'll learn how to post your event through eLearningindustry.com in order to reach a wider audience and monitor marketing effectiveness. We'll cover everything from formatting your announcement to submitting it to the site. This guide will also explore the dos and don'ts of writing an Event and tips for making it attention-grabbing.

If your event falls into any of the following categories, then eLearning Industry can help you take your promotional strategy to new heights:

- eLearning conferences
- eLearning congresses
- eLearning seminars
- eLearning symposiums
- eLearning webinars
- eLearning workshops

So, without further ado, let's start with the benefits that eLearning Events can bring to your organization.

Benefits of an eLearning Event Promotion

Creating an eLearning Event takes a bit of time and know-how, but the pay-off is well worth the effort. Not to mention that you'll find a wealth of tips and tricks in this eBook that can simplify the process. Here are just a few of the top benefits of an eLearning Event promotion:



Increase your profit margin

eLearning Events are an investment. Even if you are hosting an eLearning webinar that doesn't require site rental fees, you must still pay for marketing materials and software. However, promoting your eLearning event can help boost attendance, which leads to greater profits. Thus, you get a higher return on your investment.

Reach a broader target audience

Marketing an event on your own can be stressful and time consuming. But creating an eLearning Event announcement makes is hassle-free, giving you the time to focus on planning. Here are some important figures to keep in mind:

- **500,000** - The number of readers per month who reach articles on eLearningindustry.com, the largest community of eLearning professionals in the world.
- **90,000** - The number of people subscribed to our weekly email newsletter, in which your event will be highlighted. It will also be promoted on all of the eLearning Industry's network websites.



Make the most of your marketing budget

Thanks to complete tracking of KPIs, you have the opportunity to monitor the effectiveness of your eLearning Event post. You can even check the number of views, as well as conversion rates.

Social media exposure

eLearning Industry also includes free social media promotion and Google ad promotion. Thus, you can reach out to attendees on a platform they're already familiar with. Not to mention, attract new ones by tapping into the power of social networks.



How to Format an eLearning Event

Each eLearning Event post that you submit should have a few key elements, in order to provide attendees the information they need to reserve their spot. Here are the general formatting requirements for Event promotions:

1

eLearning Event Category. Specify the nature of your event at the top of the announcement.

Typically, events fall into one of the following categories: eLearning conference, eLearning congress, eLearning event, eLearning seminar, eLearning symposium, eLearning webinar, eLearning workshop.

2

eLearning Event Title

A succinct, catchy title that sums up your eLearning Event. It should be gimmick-free, but attention-grabbing. (15 words maximum)

3

Introduction

A brief explanation of the topics you'll cover during your eLearning event. This section should also include the name of the host, date, and all other relevant information. (100 words maximum)

4

eLearning Event Description

Provide more details about the talking points of the eLearning event, the benefits it can offer, and the background of the presenter(s). End the announcement with a call to action that redirects potential attendees to the registration page. Registration or RSVP deadlines should also be addressed in the description. (400 words maximum)

5

Where

The city, state, and venue of the event. If the eLearning event is web-based, specify that it is "online".

6

When

The date and time that the eLearning event will be held. You should also specify if attendees must arrive early to receive paperwork, check-in, etc.

7

Additional Information

The website where readers can find more information about the eLearning event and/or book their spot.

8

Image

Image which features the company logo or event branding in jpeg, png, gif, or tiff format. This may also include pictures of past eLearning events that featured the same topics, such as a training seminar that you host every year.

9

Contact Information

The name of the person or organization who is submitting the eLearning event notification. Their phone number and email address must also be included. Any notifications that do not contain this information will be ineligible for publication. If possible, mention the website and physical address of the company or individual.

How to Market an eLearning Event

In addition to posting an announcement on eLearning Industry, there are two marketing avenues that you may want to pursue. Here are some of the most effective techniques for promoting your eLearning event through digital marketing and social media.

Digital Marketing Techniques



Video promos

Create a one minute video that showcases your eLearning event, including the topics, benefits, and how to sign up. The presentation can be uploaded to YouTube, Vimeo, your eLearning site, and social media pages.

Website optimization

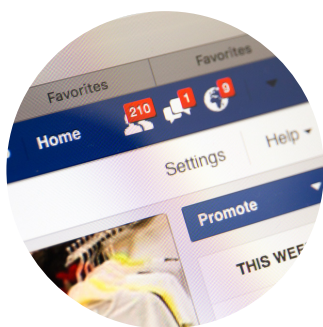
There is a variety of plug-ins that you can add to your site, depending on your hosting provider. For example, many allow you to integrate social media, add contact forms, and sync up with Google Analytics. One of the most effective plug-ins is automated newsletter or membership signups. Some of the most popular hosting/web design platforms are Weebly, SquareSpace, and Wix.



Targeted ads

Cost-per-click, pay-per-impression, and pay-per-action are just some of the ad options available online. Google Adwords is one of the top search engine advertising platforms. You have the ability to create targeted ads based on your eLearning Event's topic, ideal demographic, and location.

Social Media Marketing Techniques



Facebook Pages

Facebook pages serve as virtual gathering space for your attendees. They can talk about the upcoming eLearning event, share information with their network, and share feedback after the fact. You can also draw in new attendees by offering special Facebook promotions and/or ads.

Sponsored Tweets

In addition to tweeting updates about your eLearning event and posting links to the sign up page, you can also take it a step further with sponsored tweets. Sponsored tweets help your event marketing stand out from the crowd and gain new Twitter followers in the process.



LinkedIn Groups

Create a LinkedIn group for you attendees to give them exclusive access to tips, tricks, and helpful articles. LinkedIn also provides premium services, such as a Sales Navigator that helps with lead generation.

Bear in mind that these are just a handful of online marketing techniques you can employ to promote your eLearning Event. However, eLearning Industry's Event Marketing team makes the process stress-free by promoting on your behalf.

5 Questions You Need to Ask **Before** promoting your eLearning Event

Before you put the pen to paper (or fingers to keyboard) it's important to ask yourself these questions. The answers can help you create a polished Event announcement that appeals to your target audience:



1

Who is going to attend my eLearning event?

These are the individuals that you had in mind when you decided to plan the eLearning event. They are your target attendees, and it's essential to learn as much as you can about them beforehand. Identify their "pain point", which is the problem they are trying to solve or the goal they'd like to achieve. This will help you create an eLearning event announcement that speaks to them on a personal level (and prompts them to RSVP).



2

What are the top benefits of attending my eLearning event?

You must be clear about the benefits your eLearning event will offer attendees. If a complex or long-term goal is involved, break it down into smaller milestones. For example, making their business a success is a very general objective. It doesn't clearly state how your eLearning event will help or what they can expect. However, dividing that all-encompassing goal into manageable steps makes it more tangible. For instance, focusing on digital marketing tips so that they can promote their course or improving their Instructional Design skills.



3

What makes my eLearning event stand out?

There are countless events being announced at any given moment. The trick is to stand out from the rest by making your post unique. This usually involves lateral thinking skills. Is there a trend or newsworthy topics that ties into your eLearning event? Are you offering any special perks for attendees? Does your event address a pain point that is innovative or new?



4

Are there key details that can improve my conversion rates?

Ultimately, you want readers to become attendees. So, are there any exciting or pertinent details that you **MUST** include in your eLearning event announcement in order to convert visitors? Create a list of all ideas and facts that belong in your post and then use this to create a "sales pitch". This will serve as the centerpiece of your eLearning Event announcement.



5

5. What is the primary goal of my eLearning event?

Why did you decide to host an eLearning event in the first place? Was it to increase course sign ups? Do you want to expand your email list? Write down everything that motivated you to create an eLearning event and build from there. This will also help you focus your efforts and target the right audience.

eLearning Event Do's and Don'ts

Do

- ✓ Triple check your post before submitting. Proofread your eLearning Event announcement to verify that it's error-free. This includes grammar, spelling, and formatting mistakes. The Events editorial staff does not proofread or revise announcements before they are published. You should also define any technical or industry-specific jargon used in the post for the sake of clarity.
- ✓ Fact-check your post. All eLearning event announcements should be fact-checked and completely accurate. Keep in mind that you are responsible for all of the information you include in your post, and we do not personally verify any of the details.
- ✓ Include active, relevant links. All links must be active and contain acceptable extensions, such as: jpeg, png, gif, tiff, bmp, pdf, doc*, xl*, ps, rtf, ppt, mpeg, mp3, and mov. Also, use links in moderation. Event postings should contain a maximum of 2 active links.
- ✓ Mention all pertinent details. Attendees should receive all of the key facts they need to sign up for the eLearning event. There is no room for ambiguity for the sake of piquing their interest. Be fully transparent about what your eLearning event entails and what it can offer them.
- ✓ Use a template. Create an outline for your eLearning Event that you can use time and again. This ensures that you stick to the formatting basics and don't forget any relevant information. Templates also increase the likelihood that it will be approved by the editing team after you submit the post.

Don't

- ✗ Include tags or email links. eLearning Event announcements should be free of HTML tags, tables, and line breaks. Capitalization should follow the standard rules of grammar. Capitalizing complete words for emphasis is strongly discouraged. Additionally, do not include email addresses within the body of the event announcement. If an email address is necessary, use this formatting: name (at) service (dot) com.
- ✗ Create ad-centered announcements. eLearning Event announcements should not be for the sole purpose of promoting a product or service. Avoid using terms that are commonly associated with spam or sales pages, such as "FREE" and "generate more income".
- ✗ Include graphic content. Absolutely no sexually explicit or mature content is acceptable. This includes event postings that feature sexually explicit products, services, or events. Furthermore, the announcement should NOT contain links to sites that offer explicit material.
- ✗ Violate copyright laws. You must hold the intellectual property rights to ALL of the content. If you are including quotes or facts in your announcement, you must properly attribute the source. Direct quotes should always be placed in quotation marks. When in doubt, get written permission from the source to avoid costly copyright issues in the future.
- ✗ Resort to Black Hat SEO tactics. eLearning Event announcements CAN increase traffic to your website. However, their intended purpose is to inform the public of an important event. Thus, you must follow the rules of ethical SEO. For example, keyword oversaturation, link selling/buying, and other Black Hat SEO tactics are not acceptable.
- ✗ Discuss prohibited topics. eLearning Industry DOES NOT accept eLearning event announcements featuring the following topics:
 - Third party legal content
 - Market research reports
 - Online gambling sites (including fantasy sports betting sites)
 - Streaming video publication sites (unless there is authorization from the creator)
 - Payday loan sites
 - Stock or trading tips
 - Pharmaceutical sites
 - Weight loss programs
 - Health/sexual enhancement supplements
 - Malicious or threatening content
 - Money-making schemes
 - Illegal mobile device unlocking services
 - Academic writing services (research papers, essays, etc.)

Event notifications should follow these guidelines to be considered for publication on eLearning Industry. Please verify that your notification meets this criteria before submitting it for review.

How to Drive Traffic to Your Site with eLearning Events

One of the most significant benefits of posting an eLearning Event is enhancing your web presence. These tips can help you drive even more traffic to your site and build the online buzz.



Incorporate SEO

The main goal of your eLearning event announcement is to provide pertinent details that attendees need to RSVP. However, it also doubles as an SEO marketing tool. Since your eLearning Event will be posted online, it's fair game for the major search engines. As such, it's wise to incorporate targeted keywords that improve online visibility (for the announcement AND your site). Just make sure that you don't fall into the trap of keyword "stuffing". Integrate keywords organically and only use them sparingly.

Make a memorable first impression

Potential attendees are going to do one of two things when they read your title. They are either going to take the time to keep reading or lose interest. If they stay, they are more likely to click through to your site. Keep in mind that they don't have a lot of time to peruse every eLearning event announcement. So, you need to pull them in right from the start. Make it catchy, concise, and action-packed. Let attendees know what's in store for them if they click on that sign up button. For example, how the eLearning event will change their lives or help them achieve their goals.



Add multimedia

It's a fact of life, people like visuals and interactivity. Reading a text announcement may not fulfill this need, but viewing videos, infographics, and images certainly will. Incorporate links to multimedia that you already have on your site or RSVP page to increase visitor traffic. Readers who are still undecided will also have the opportunity to see what your organization is about. This builds credibility, which raises your attendance rates.

If you link it... they will come

In addition to multimedia links, you should also include hyperlinks to your sales page, social media profiles, and any other relevant sites. Readers must be able to get more information at a moment's notice, instead of searching the web for your online platforms. There is a caveat to this, however. Be careful about how many links you include, as too many can get you in trouble with the search engines.



Give them extra incentive

There are some readers who just need a little nudge. They may be considering attending the eLearning event. However, something is holding them. Offering them an added incentive can remove their reservations and get them to RSVP. Entice them with a free eBook or a sign-up bonus if they book early. To receive the reward they have to click through to your site, which increases your visitor stats. Another option is inviting them to join a mailing list to receive regular updates, which also drives traffic to your website.

Top Reasons to Market an eLearning Event

Increasing attendance rates is usually the primary objective for marketing your eLearning event. However, there are a variety of other reasons why you should promote your upcoming function.

Build your contact list. Even if readers aren't interested in your current eLearning event, they can still join your mailing list. As such, you can keep them informed about upcoming webinars or workshops that they'll enjoy.

Find sponsors. Organizations may be so captivated by your eLearning Event announcement that they offer a sponsorship. For example, they'll cover some of your costs in exchange for co-branding the event materials.

Attract guest speakers. Experts and industry professionals may jump at the chance to speak at your eLearning event. It's a win-win situation. They gain exposure, and your event is even more informative. Plus, the attendees get more out of the experience.

Increase your profit margin. Unfortunately, it isn't free to plan and host an eLearning event. In fact, it usually takes a great deal of time, money, and organization. But how are you going to recoup your expenses so that you turn a profit? The answer is increasing your attendance through online marketing. For the most part, you'll pay virtually the same amount regardless of how many people are attending. More people translates into a wider profit margin.

Generate future income. You may be focusing on your upcoming eLearning event at the moment, but it's also wise to plan for the future. Even if readers aren't going to attend this function, they may bookmark your site or opt-in to your mailing list. When do you host an event that piques their interest or offer a new product/service, they will already be familiar with your brand.

Raise awareness of your brand. Speaking of brand, posting an eLearning Event can help to build your

image and spread your message. For this reason, writing a polished, attention-grabbing announcement is of the upmost importance. It's a direct reflection of your organization, which means that you'll have to put your best foot forward and set the right tone.

Increase customer/client loyalty. One of the benefits of publishing an eLearning Event is attracting new people. However, it also has the power to build loyalty among your current customers and clients. It keeps your business in the spotlight by ensuring that past attendees know about your new webinar, seminar, or conference.

Stand out from the competition. Posting an eLearning Event is a good indication that you mean business. Many hosts market their events through personal websites, course landing pages, and social media pages. However, you're taking it a step further by posting your eLearning event where hundreds of thousands of people can view it.

Promote your products and services. Why are you hosting your eLearning event in the first place? Chances are, you want to offer valuable information and/or give eLearning professionals the ability to meet and share experiences. However, the real motivation is to promote your product or service. Creating an eLearning Event can spread the word about your course, software, or organization to attendees and casual readers alike.

Social media sharing. eLearning Events are easy to share. If visitors like what they see, they have the opportunity to tweet, post, or link the event on their social media profiles. Thus, you reach everyone in their network and attract new attendees for your eLearning event.

Tips for Writing an Attention-Grabbing eLearning Event

Countless eLearning events are hosted each year. As such, you need to make your announcement memorable, engaging, and attention-grabbing to outshine the others. Here are a few top tips for writing an amazing eLearning Event:



Craft the perfect sales pitch

Before you create the title or even set the date for your eLearning event, you need to craft a succinct sales pitch. It should tell readers exactly what they need to know to make their decision without being too gimmicky. Remember, you only have a limited amount of time to make an impact. So, you need to make it count. A sales pitch serves as a foundation for your eLearning Event, as it includes all of the basics and none of the fluff.

Highlight the perks up front

Generating interest can be a challenging task. You want viewers to keep reading the eLearning Event so that they get excited about attending. However, you can't dance around the benefits for too long, because they're likely to click away. The solution is highlighting the perks up front so that attendees know what's in store. Be sure to include any and all details that might draw them in. For example, free accommodations or meals might be the added benefit that seals the deal. Better yet, offer attendees exclusive bonuses for signing up early. This prevents them from leaving the page before they've committed. As any marketer will attest, if they click away they are more likely to forget about the eLearning event altogether.



Make them envious

People don't want to miss out on the fun. Showing them images of past eLearning events where attendees are enjoying themselves can awaken their green-eyed monsters. So, make them jealous. Make them wish that they'd signed up for the last seminar, webinar, or tradeshow. Most importantly, make it impossible for them to pass up on the opportunity now. You can also include links to videos from previous eLearning events, as well as testimonials.

Build the social buzz

Hashtags and social media links make it easy for attendees to share your eLearning event with their friends and followers. They also serve another important purpose, which is fueling excitement and online engagement. Attendees know that they can visit your social media pages when they have questions and concerns. They are also able to interact with other attendees via social media groups. As such, you may want to consider creating closed groups and exclusive pages for people who have already signed up.



Keep them wanting more

By the time readers finish the last line of your eLearning Event announcement, you want them to immediately click onto your site. To accomplish this, you must provide them with all of the necessary details, but still leave room for a little mystery. For example, encouraging them to visit your RSVP page to discover additional perks.

How to submit an eLearning Event

The eLearning Industry Event Marketing Team can help you increase coverage, boost attendance rates, and track the effectiveness of your next eLearning event. To submit your eLearning Event, Simply click on this link and choose from one of the marketing packages:

<https://elearningindustry.com/event-marketing-services>

All of the packages include:

- Complete tracking of KPIs
- Promotion to all eLearning Industry's network websites
- Exposure to 500,000+ readers a month
- Email notifications to 90,000 subscribers
- Free social media promotion

The eLearning Industry editorial staff carefully considers and reviews all eLearning event announcements before they are published to the site. This is to verify that all content is accurate and in the proper format.

However, you should follow the formatting guidelines in this eBook to ensure that your eLearning Event is approved and posted promptly.

Our Editorial Staff reviews all of the eLearning event notifications that are submitted to eLearning Industry. Though we do not provide proofreading or editing services, we do thoroughly examine all aspects of the notification to ensure that it meets or guidelines before publication. Additionally, we reserve the right to refuse notifications that do not meet our standard or violate any of our policies. For example, announcements that contain offensive language or spam content. This is to uphold the standards that our valued readers have come to expect from our site.



**We look forward to
receiving your submission!**

eLearning Event FAQs

When should I submit my eLearning Event?

It's recommended that you submit your announcement as early as possible, preferably a month before your eLearning event. However, this greatly depends on the type of event and RSVP deadlines. For example, a seminar that is being held in a physical location should be posted several months in advance. This is due to the fact that attendees may have to book travel arrangements and rearrange their schedules. On the other hand, webinars don't require as much notice, as attendees can attend from the comfort of their homes.

What information should I include in my eLearning Event?

Each eLearning Event post that you submit should have a few key elements, in order to provide attendees the information they need to reserve their spot. Here are the general formatting requirements for eLearning Event promotions:

- **Event Category** (eLearning conference, eLearning congress, eLearning event, eLearning seminar, eLearning symposium, eLearning webinar, or eLearning workshop)
- **Event Title** (15 words maximum)
- **Introduction** (100 words maximum)
- **Event Description** (400 words maximum)
- **The Date/Time and Location of the eLearning Event**
- **RSVP/Sign up details**
- **Image** (Featuring company logo or event branding in jpeg, png, gif, or tiff format)
- **Contact Information** (The name of the person or organization who is submitting the event notification. Their phone number and email address must also be included)

What are the perks of publishing an eLearning Event through eLearningindustry.com?

- Track KPIs and monitor the effectiveness of each eLearning Event with a simple, easy-to-use interface. You know how many people are reading your post, visiting your website, and the overall conversion rates. This helps you determine your audience reach and viewer engagement.
- Your eLearning Event is promoted on all of the eLearning Industry's network websites.
- eLearning Industry holds the distinction of being the largest community of eLearning professionals in the world. When you post your eLearning Event, it has the potential to reach more than 500,000 readers a month.
- Your eLearning Event is highlighted in our weekly email newsletter, which is sent to more than 90,000 subscribed eLearning Professionals.
- Free social media promotion AND Google ad promotion.

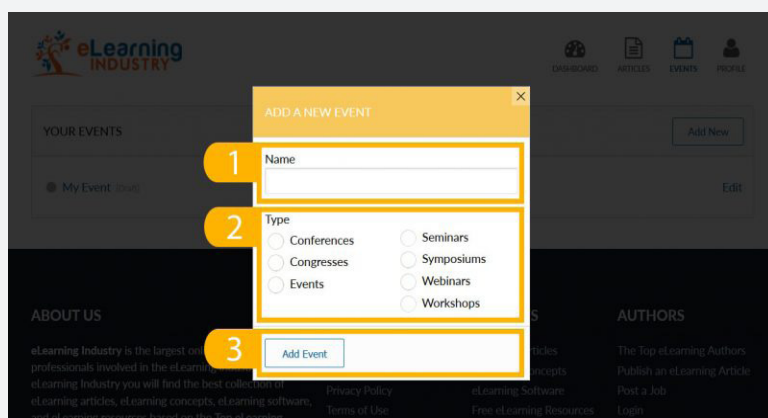
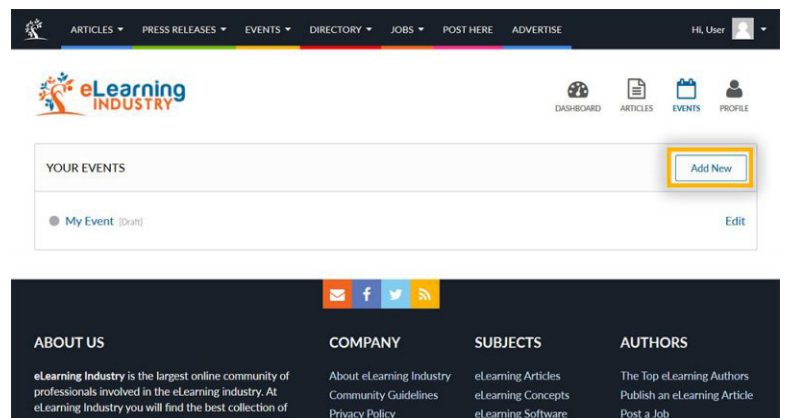
Should I include links in my eLearning Event announcement?

The short answer is yes! You should include active, relevant links that contain acceptable extensions, such as: jpeg, png, gif, tiff, bmp, pdf, doc*, xl*, ps, rtf, ppt, mpeg, mp3, and mov. However, you should use them sparingly. Preferably, each eLearning Event should have no more than 2 active links. Furthermore, they must be free of HTML tags, tables, and line breaks. If you'd like to include your email address, please use this formatting: name (at) service (dot) com.

How to Post an Event

This guide is going to show you how to post your eLearning event. If you fancy the idea of marketing your event online and increase attendance, read this guide and follow the steps described below. Navigate to the [Events Management Page](#).

Click **Add New** in the upper-right corner of the events list to create a new event.



In the popup window, enter a name (1), the type of event (2) and click on **Add Event** (3). Please note that the type cannot be changed afterwards. Don't worry too much about the name, you can change it later on.

You will then be redirected to the event editor.

Completion Progress



Your event must be complete before it can be submitted for review.

[What is missing?](#)

The completion meter will be your guide to event completion. You can click on “What is missing” at any time to see the sections that are still not complete.

When you have finished, and the Completion Progress area displays 100%, simply click on “Submit for Review”. Once approved, your event will be posted.

Completion Progress



Your event must be complete before it can be submitted for review.

[What is missing?](#)



Completion Progress



Submit for Review

How to View your Stats Guide

Your stats section includes a bunch of nifty graphs, charts, and lists that provides you with awesome information about your post. This guide is going to show you how to check them out.

Once we publish your post, the stats will be available on the first day of the next week from its publish date and are refreshed weekly. Navigate to the list of your posts through the Management Page. In the right corner of every post, you can see the status of your stats. If they are not ready yet, click on  to check when they will be available for your post.

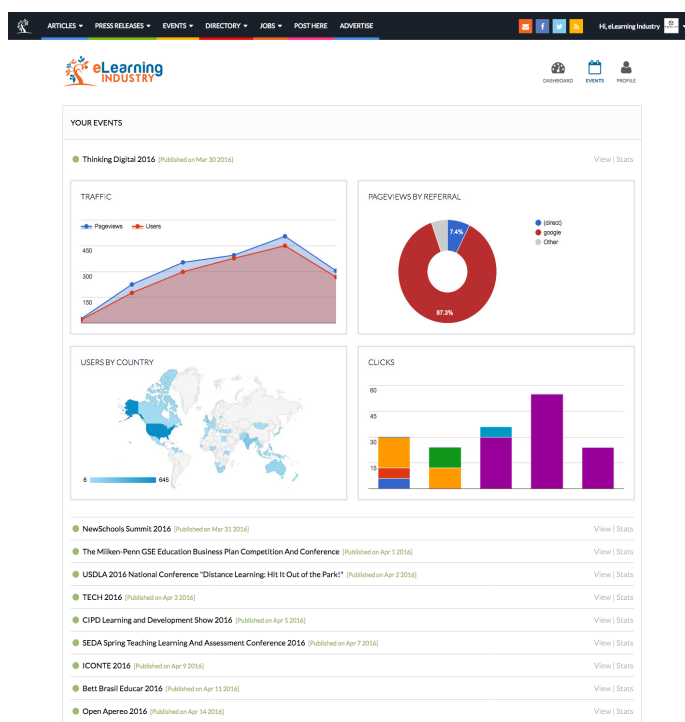
View | Collecting Stats 

View | Stats

When your stats will be accessible, you can click on “Stats” to check your stats section.

Your stats section includes information about your post and your visitors, including:

- How many people have visited your post
- Which countries they live in
- How they landed on your post (from eLearning Industry, from a search engine, other)
- The number of times your readers have clicked on external links that appear on your post.





Congratulations!

Your event is now available to the largest community of eLearning professionals in the world. Be sure to come back & post regularly.

