ELEARNINGNEWS ARTICLE

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5 good reasons to organize the presale of an online course

Is it possible to receive orders for an online course before finishing it? The answer is that it is not only possible but also necessary if we want to make the most of e-Learning.

There is a way to avoid spending days and months writing an online course that nobody cares about: making a presale of the course before you even make it. It may seem like a risky move, but selling a course before it is complete has clear advantages. Here are the reasons why it is worth making a presale of your online course.

1. Detail the content of the online course

Making a pre-sale of e-Learning content means asking potential customers to buy it before it goes out on the market. If you want to ask a lot, it is essential you have clear ideas about the course you want to deliver. Only this way can you create a precise index of the topics that will be dealt. Thanks to the presale, it is no longer a matter of writing with a Persona (a prototype of a customer) in your mind, but of doing it for real-life users who already have bought the e-Learning content.

2. Have a clear idea of your e-Learning user and make him/her loyal

One thing is to know your target and which the training needs must be covered, but a totally different thing is to know with certainty that potential customers will buy the course that has been prepared for them. With a presale of the online course this uncertainty is resolved. Customers make real purchases and this confirmes that the course designed by the trainer has a positive response. The pre-sale of an online course, as a rule, has a limited duration in time and has a discounted price. It can therefore also serve to attract customers who can buy at an advantageous price the contents they need.

3. Collect funds before completing your online course

Making a presale lets you have in advance the capital needed to cover the costs of designing and writing the online course. An e-Learning platform and the software needed to design online courses are all expenses that a trainer has to face in advance. With the presale of the course, all this is reversed: first you have the funds and then you produce the course.

4. Learn how to build a landing page to present the online course

The most complicated part of pre-sales is reaching out to their customers and convincing them to make the purchase instantly. In this phase, the trainer who knows his prospects well, has every interest in implementing marketing strategies like the creation of a landing page. It can well be a simple page where you present the course, the target it is addressed to, the objectives to be achieved. The important point is to give the key information that push the prospect to act: become a customer and buy your course.

5. Validate your e-learning idea

Even if the presale of an online course should not be successful, you would still achieve a good result, i.e. understand the tastes of its customers. If many prospect do not take advantage of the pre-sale period to buy the course at a low price, you can make small questionnaires to understand the reasons why they did not complete the purchase. From their answers you can learn lessons that help to adjust the course and try with a new presale, and this is all without losing precious time.

The presale of an online course is, in essence, a useful tool to get the material and immaterial elements to best meet the demands of your customers.