ELEARNINGNEWS ARTICLE

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What is the best way to distribute your training content?

Creating online courses that can be enjoyed by as many people as possible is only possible through a clear content distribution strategy. Is it better to use own- or third-party channels?

Training contents are like any other product. After being created, they must be able to reach potential beneficiaries using the appropriate **distribution channels**. Being digital content, the distribution channels are mainly online, but a clear strategy is needed to make sure that an online course reaches the right beneficiaries. The first thing to do is decide whether to use the different distribution channels to promote your course or to deliver it, weighing the pros and cons.

Promote eLearning content with different distribution channels: pros and cons

The three main distribution channels can be used to make themselves known to potential beneficiaries by promoting their training content:

1. Own channels

It is a matter of running content pills on their social channels, on their own site, on newsletters to be sent to their contacts. The advantage is that you can plan the format of the content, audio, video or e-book with which to present the course to a selected group of people. The disadvantage is that it is difficult to leave the circle of customers who already have it.

2. Channels conquered

Your content is hosted by third party sites through the review of your product, articles or press releases. The main advantage is to take advantage of word of mouth. A product is used by users who then recommend it to others. The main drawback is that negative reviews and feedback cannot be controlled.

3. Channels purchased

In this house you pay to promote an online course, for example through pay per click campaigns on the major search engines. The advantage is that you can work on keywords, targeting potential customers. The main disadvantage is that, if the choice of keywords is not precise, the advertising campaign risks not being adequate.

Deliver online courses with a proprietary LMS or third party sites?

After deciding which channel or combination of channels are best suited to get an online course to as many beneficiaries as possible, you should direct them to a place where these online courses are delivered. The real question is deciding whether the delivery should take place on a proprietary channel, or on third-party channels.

The **advantages of proprietary channels** are:

- Being able to manage data related to your course and have full access to the beneficiaries' feedback
- Freedom to change course modules according to the feedback received and with a lot of agility
- Full availability of course proceeds and course rights

The **advantages of third-party channels**:

- Have access to a potentially much larger audience
- Have more visibility
- Lower management costs

For example, after creating an e-commerce management course you can create a video to run on your social networks for promotion, try to make it go viral so that users talk about it on their channels and pay a campaign on the engines of search for the keywords "e-commerce course". Potential beneficiaries who open the link will be directed to a proprietary site or to a third-party site to register and follow the online course.

The choice of the best promotion strategy must be planned by carefully choosing the format and distribution channels. As for the provision of an online course, you can choose between a proprietary LMS, while maintaining full control over the course, or owned by third parties.