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What to do if your course goes viral?

Just like videos, your online course can go viral. Success though, you know, can "go to your head". Here's how to deal effectively with this possibility and how to take advantage of all the advantages.

Design, teamwork, content search. These are just some of the challenges that **eLearning** experts face day after day. If all these efforts are paid off and, suddenly, the course goes "viral", what do you do? Every day, videos, tweets, articles and images spread rapidly online. Although in some cases this is a coincidence, often, as is the case with successful **online courses**, there is always a good strategy behind the **viral content**. Here's what to do if our training course is lucky enough to go viral:

1. Have the "infrastructure" ready

If our online course is successful, the platform could be "stormed" by possible students. However, if our hosting service is not prepared for this increase in traffic, the site may crash. Fortunately, in recent years, precisely because of these phenomena, hosting services allow greater flexibility, adapting to changes in traffic, giving the opportunity to quickly change the pricing plan.

2. Communicate with students

When facing an increase in traffic and the number of participants, it is quite normal that technical problems may arise, although the team is prepared for this eventuality. For this reason, through the means of communication used to communicate with students, such as forums, email or chat, it is preferable to warn them of this "urgency" and any technical problems.

3. Beat the iron while it's hot

The fact that the course goes viral is a unique opportunity and it is necessary to take advantage of it. This is an opportunity, if used wisely, that can evolve and sustain itself for the weeks, months and years to come. This is a good time to make new contacts and have students. It is not necessarily the case that being viral leads directly to greater benefits. It is important to be able to encourage new people to sign up for this course (or the next ones), for example by using social networks or the newsletter.

4. Do not disappoint expectations

If your course goes viral even if it was launched prematurely (because it is very popular in the market, for example), be careful. It is essential, in fact, that those who sign up for the training course are then actually satisfied with the course.

As far as monetization is concerned: if you can't cope with the number of students enrolling, expect a refund if necessary. If the course has been launched prematurely, as assumed before, think about foreseeing a price increase only after a "trial" period on the market.

Article from Learndash

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