ELEARNINGNEWS ARTICLE

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Why are they avoiding your online course?

The training course you have designed with so much care and effort is not succeeding. Why not? What can you do to attract students?

Your online course is finally ready. You are satisfied with the result. However, there is a problem. There are few students who seem to be interested in your course or many who abandon it. Why is that? Is it too **boring**? Didn't you **promote** in the right way? Doesn't the cost of the course correspond to its real value?

These may be some questions to ask if potential students avoid your online course or if they **drop out quickly**. Let's see in detail what the possible causes are:

1. Language too simple or too technical

During the design it is essential to identify the target of your course. Usually, online courses are aimed at an adult audience, in many cases with good knowledge behind them. Pay attention to the language you use both within the course and in its presentation. Too simple a language will make your students feel belittled, one too technical, however, if not suitable for the target audience, could make them run away.

2. No support system

The eLearning platform must be simple and intuitive to use. Some students will use it easily, others will need help. The best support system, in this case, is a **chatbot** (conversation simulator) that provides useful answers without embarrassing a student not too experienced in the use of new technologies.

3. Careless design

If a book is judged by its cover, so is an online course. Even if you are proposing a course with high quality content, you must also pay attention to the visual part. The design of an eLearning platform is not only a purely aesthetic feature but also serves to make the system more intuitive and user-friendly.

4. Confusing time management

One of the main features of eLearning is flexibility. However, this element can sometimes confuse some users who are unable to organise their time effectively. For this reason, it is good that your course indicates the time required not only to finish the lesson but also the (approximate) hours of study needed.

5. Disconnection between theory and practice

Students sign up for an online course because they want to learn something they can use in the real world. Therefore, right from the course description, they need to be aware of what this course offers them in terms of new skills.

6. Ineffective promotion

If your course offers all the above features, promotion is likely to be the problem. For example, are you using social networks? Use them to your advantage not only by announcing the start of the course but also to make your target audience curious with interesting content. Of course, be active and always answer questions from users.

7. Don't use "bait"

If eLearning proposals are now endless, you have to try to attract students through marketing techniques. Which ones? You can use influencers for advertising and propose recognized experts within the course. Of course, they have to be people who are recognizable by your target group. Another possibility to consider is to offer initial discounts to attract the first students.

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