



www.courseyours.com

Your Free campaign outline:

The Free "Online Course Reseller" campaign from courseyours.com aims to build anticipation, create engagement, and drive enrollments by employing a multi-channel approach. By leveraging the power of social media, email marketing, influencer collaborations, and interactive content, we seek to empower aspiring course creators to embark on their journey to success.

Digital Marketing Campaign: Online Course Re-Seller Course

Objective:

To promote and drive enrollment for the "Course Reseller" program, teaching the art of buying and reselling online courses successfully.

Target Audience:

Aspiring course creators
Entrepreneurs seeking passive income streams
Individuals with expertise in various domains
Students interested in e-learning
Existing content creators looking to expand their revenue streams

Campaign Components:

Social Media Teasers:

- Platforms: Facebook, Instagram, TikTok, LinkedIn
- Engaging video teasers showcasing fun graphics, snippets of valuable content, and testimonials.
- Consistent posting schedule with targeted hashtags and captions to spark curiosity.

Email Marketing Campaign:

- Segments: Subscribers, leads, and previous course participants
- Craft a compelling email sequence:
 - Announcement: Course launch
 - Value-driven content: Sneak peeks, success stories
 - Limited-time offers, discounts, or bonuses to create urgency

Content Marketing:

- Blog Posts & Articles:
 - SEO-optimized articles on topics like "Why Online Courses Are the Future" and "Success Stories of Online Instructors."
- Guest posts on industry blogs and platforms.
- Infographics and Visual Content:
 - Share infographics on the benefits of selling courses online.
 - Visual testimonials from successful course creators.

Collaborations and Partnerships:

- Influencer Collaborations:
 - Partner with influencers in the e-learning and entrepreneurship space.
 - Guest appearances on podcasts and YouTube channels.
- Affiliate Marketing Program:
 - Recruit affiliates to promote the course in exchange for commissions.
 - Provide affiliates with promotional material and exclusive insights.

Interactive Challenges and Quizzes:

- Host online challenges or quizzes related to course content.
- Use social media and email to invite participation.
- Offer exclusive discounts to challenge participants.

Paid Advertising:

- Platforms: Google Ads, Facebook Ads, Instagram Ads
- Targeted ads highlighting course benefits and success stories.
- A/B testing of ad creatives and copy to optimize performance.
- Retargeting ads for website visitors who didn't enroll.

Monitoring and Optimization:

- Regularly analyze campaign metrics (click-through rates, conversion rates, engagement).
- Adjust ad spend based on platform performance.
- Gather participant feedback for continuous course improvement.



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