embodia

Course Instructor Marketing Kit

A GUIDE TO LAUNCHING & MARKETING YOUR ONLINE COURSE

embodia academy

Expanding knowledge. Improving outcomes.

Congratulations on creating your online course with Embodia Academy!

You've been through the hardest part (developing the course) and now it's time for the fun part: promoting and selling your content online.

To help you engage your audience effectively and see immediate success with your new course, we've put together a simple, easy-to-follow Starter Kit that walks you through the basics of online promotion and sales.

Within the package, we've included sample emails in a sequence that shows you how to reach out to your audience and drive sales. The examples provided are emails that have worked well for other course instructors in building their community and selling their courses through Embodia.

Please feel free to customize these emails to fit you needs. You can use the content in whole or in part.

Do you see something that's missing? Let us know.
Send an email to **mbergeron@embodiaacademy.com**

What's in this Starter Kit:
1. An easy-to-follow sample marketing plan.

2. Sample emails & social media posts for your use, including:
- A kick-off welcome email that builds buzz and anticipation
- A launch email sequence that excites, informs and translates into sales
- Post-launch emails
- Social media posts to build your community and promote future online courses

3. General online marketing tips that will help you manage and engage effectively.

The Importance of Online Marketing
For Your Business & Brand

With online marketing, you're never restrained by business hours or location. Using a simple and effective marketing strategy, the whole world becomes a potential customer and they're free to engage with your brand and buy your products 24/7. The Embodia Academy Starter Kit is designed to help you engage customers and share your amazing product through two simple channels:

    1. Email - which is often used to engage your audience in a personal way
    2. Social Media - which allows your audience to engage within a large community in real-time

By using these channels together you're creating a seamless customer experience that maximizes awareness and results in more online sales.

For those who aren't tech-savvy or haven't exercised online marketing tools before, don't be intimidated! Marketing is really just about you sharing your story to the people around you. With a brick-and-mortar store, you might have put up signs informing customers about a sale or new product, with online marketing you're doing the same thing - just with pictures, words, video and a more personalized approach. We promise, it's easier than it looks.

As you go through our Starter Kit, here are a few tips to keep in mind:

- Decide what type of "brand" you want to be and embody that in every email or social media post you send out. For example: if you want to be a warm, personable brand then you would send out more posts or emails that reflect that personality. If you'd like to be viewed as professional and highly-qualified, keep your posts informative and business-like.

- Be realistic about your schedule and try to remain consistent about how often you utilize online marketing. In other words, keep it manageable!

- Trim the fat where you can - if you're feeling overwhelmed with too many social media accounts pick the ones that are most successful (largest audience or most engaged audience) and leave the rest out. It's better to do a few social platforms really well than all of them half-baked.

- Be picky about the content you send out. If you "spam" your audience with not-so-useful information too often, they will often unsubscribe . To keep your audience engaged, put yourself in their shoes and ask what they would want to see or hear about. Perhaps it's up-to-date industry news or unique tips that have helped you in your career. Remember that you are an experienced professional with tons of unique insights and experiences to share with your audience.

- With all this in mind, do engage your audience with strong content often. Remember to use social media for more every-day news and updates for your general audience, and email for more important or noteworthy communication, less often.

- Remember that new customers will often research you before purchasing your online course content - what they're looking for is clues that you offer useful or insightful content. Use your social media accounts to display this effectively.

- When in doubt, use the internet to learn about different ways to engage your audience, grow your audience and increase online sales. There are many online resources available - feel free to get creative and try new strategies as you become more comfortable.

The Embodia team is excited to help you deliver effective online course content to your audience and develop your career as an instructor. Please don't hesitate to reach out if you have questions or need a hand going forward.

Best of luck!

The Embodia Team

Your Marketing Plan

Use email and social media to engage your audience, build buzz around your newest online courses, and offer appealing content that translates into sales.

1. A Kick-off Email That Creates Buzz and Anticipation

Kick-off Email Option 1

Send time: 2-3 weeks before launch
Purpose: Develop initial awareness and buzz about your new course
Tips:
- Personalize the email with your name or organization name.
- Personalize the referral email with a short info blurb about your course.

Subject: [Your Name / Organization Name]'s online courses coming soon on Embodia Academy!

Hello!
After so many requests, [I am/we are] thrilled to finally offer convenient online courses through Embodia Academy!

These courses will provide you with unique, interactive course materials and up-to-date course content that will help you improve your techniques from the comfort of your own home. This is a big step forward, and will allow us to deliver updated course content more regularly. To learn more about Embodia Academy go to www.embodiaacademy.com.

Before the launch, we're offering free exclusive content to all previous customers of our courses as a big thank you for your support and continued engagement.

To receive the content completely free, simply copy-paste the text below to a colleague and CC mbergeron@embodiaacademy.com.

> Hi there,
>
> [Course Instructor] is now offering online courses on Embodia Academy and I thought you would be interested in it. You can find out more by going to embodiaacademy.com and creating a free account.

Embodia Academy
mbergeron@embodiaacademy.com

[I/We] look forward to sharing more information about our Embodia Academy course launch soon!

Have a great day,

[Name]
[Company Name]

Kickoff Email Option 2:

Send time: 2-3 weeks before launch
Purpose: Develop initial awareness and buzz about your new course
Tips:
• Personalize the email with your name or organization name.

Subject: [Name/Organization Name]'s online courses coming soon with Embodia Academy

Hello!

After so many requests, [I/we] [am/are] thrilled to finally offer convenient online courses through Embodia Academy!

These courses will provide you with unique, interactive course materials and up-to-date course content that will help you improve your techniques from the comfort of your own home. In addition, you will have access to my private forum where you can interact with myself and other members in our community. This is a big step forward, and will allow us to deliver updated course content and a more robust learning experience for everyone. To learn more about Embodia Academy go to www.embodiaacademy.com.

You can pre-register for [my/our] newest course right now at a discounted price. To do so, go to embodiaacemy.com.

Please reach out to us or our partners at Embodia Academy if you have any questions or need any assistance.

Happy Exploring,
[Your Name]
[Company Name]

2. A Launch Email Sequence That Excites

Launch Sequence Email 1/3:

Send time: 1 week before launch
Purpose: Increase awareness within your existing community and generate early sign ups
Tips:
• Personalize the email with your name or organization name.
• Add a brief, catchy description of your course
• Add bullet points so your community knows what they can expect to learn
• If you have decided not to have a forum, remove the first sentence of the last paragraph

Subject: [My/Our] online course will be available in 1 week on Embodia Academy!

Hello!

The [Course Title] online course will soon be available to you on Embodia Academy - the online learning marketplace for healthcare professionals of every niche and discipline.

We wanted to take this time to tell you a bit more about this course and what you'll have access to:

[Short Description]

Early-bird pricing will end soon! Create a free account on Embodia Academy to save.

In this course we're going to show you:
[bullet points of objectives]

Sounds good, right?
You'll also have access to a private forum available only to those taking the course, as well as all of our course video lessons and quizzes, patient exercises and education that you can quickly and easily share with your patients. No more photocopying course handouts!

Grab your seat now by going to embodiaacedemy.com.

See you there!

[Your Name]
[Company Name]

Launch Sequence Email 2/3:

Subject: Early bird pricing for [Course Title] ends soon!

Hello!

Just a little reminder that [my/our] brand new online course will be available in just 2 DAYS!

Embodia Academy is the online learning marketplace for healthcare professionals of every niche and discipline.

We're going to teach you [short description]

Early bird pricing ends in 2 days - create a free account on Embodia Academy by going here and sign up today to save [$X]

You'll also have access to a private forum available only to those taking the course, as well as all of our course video lessons and quizzes, patient exercises and education that you can quickly and easily share with your patients. No more photocopying course handouts!

Grab your seat now to get the early bird discount!

See you there :)

[Your Name]
[Company Name]

Launch Sequence Email 3/3:

<u>Send time:</u> Launch Day
<u>Purpose:</u> Let your audience know your course is now available
<u>Tips:</u>
• Personalize the email with your name or organization name.
• Add your course title and personalize what students will have access to in your course

<u>Subject:</u> [Course Title] is now available on Embodia Academy - discount code included!

Hello!

[Course Title] is now officially available on Embodia Academy. In this course you will have access to:
• Interactive course materials
• Video Techniques
• Exercises
• Patient education
• A private forum

We are extending our early bird pricing for one more day. Create your free account on <u>Embodia Academy</u> now to start learning. Sign up today to catch the early bird discount before it's gone!

See you there!

[Your Name]
[Company Name]

3. Post-launch Emails That Increase Momentum

Reminder Email 1/2:

<u>Send time:</u> 2 Days Post Launch
<u>Purpose:</u> Sell the course
<u>Tips:</u>
● Personalize the email with your name or organization name.

<u>Subject:</u> The time is now!

Hello!

The time has arrived! Yes, [my/our] course, [course title], is open!
For the first time ever, you'll be able to register and have access to our online material.

No waiting. Start working on lessons and exercises as soon as you enroll.

Go to www.embodiaacademy.com to create your free account on Embodia Academy and register for our course.

Please read the description of the course and watch our short intro video for more information. Still have questions? Hit Reply or reach out to Maggie from Embodia Academy at mbergeron@embodiaaacemdy.

We'll see you in class!

[Your Name]
[Company Name]

Reminder Email 2/2:

Subject: Did you know?

Hello!

Join us and other incredible course instructors on Embodia Academy, the online education marketplace for healthcare professionals of every niche and discipline.

[Did you know that [Instructor] also has courses on Embodia Academy] OR [Did you know I also have X Course available on Embodia Academy]?

Embodia Academy provides flexible, on demand training that you can access at home, on your own time. [My/Our] online course: [Course Title] is now available for you to join. Go to www.embodiaacademy.com to sign up now.

In [Other Instructor's Course, they will teach you - outline main goals and objectives of the course]

OR

In [my/our] course, [Course Title], [I/We] will teach you
[outline main goals and objectives of the course]

[I'll/We'll] see you in class!

[Your Name]
[Company Name]

Social Media Info & Sample Content

If you're not sure how to get started on any of the following social platforms we outline below, let us know and we'll send you the intro to the social channel(s) you're interested in.

Twitter

A BRIEF INTRO TO TWITTER
A micro-blogging and social media platform to share content, news & updates while interacting with others. Within this platform, it's recommended you follow & engage with as many individuals and brands as possible. By sharing and interacting with others on Twitter more consistently, you'll be viewed as more reputable and engaged within your community.

WHEN TO USE IT
Use Twitter to engage with as many individuals in your industry as possible - potential customers, fellow instructors & influencers, policy makers, and brands are a great place to start. It's encouraged that you reach out to individuals beyond your personal network to expand your reach and awareness as much as possible. In addition, use Twitter to share the content that you as an instructor consider useful, insightful or noteworthy. This includes self-promotional posts as well industry-related posts, personal insights, etc.
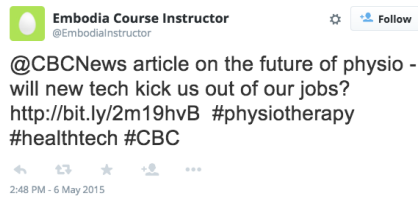
QUICK TIPS
- Start by following as many relevant people in your industry as possible: potential customers, fellow instructors & influencers in your field, editorials, magazines, etc. Follow anyone who could potentially provide value to your business as a course instructor.
- Share & promote your course content and brand through Twitter.
- Keep your audience in mind at all times, share content that they will find useful, noteworthy or insightful. You are a highly experienced professional in your field - your insights & experiences will be interesting & useful for others.
- Don't just use your Twitter account for self-promotion. Often this will push people to unsubscribe from you. Break up the promotional content with news, updates, insights or a retweet of others.
- Embed pictures, videos or gifs in your posts as much as possible - they will have a higher success rate than typical all-text posts.
- Retweet (share) the content of others as much as possible. It's one of the best ways to show your engagement on Twitter.
- Comment on other's Twitter posts to show them you are engaged.
- Make sure the content you share on Twitter reflects your business & brand in a professional manner.

BEGINNERS START HERE

https://www.youtube.com/watch?v=hB9a4-usOOI
https://blog.hootsuite.com/twitter-tips-for-beginners/
http://mashable.com/guidebook/twitter/

EXAMPLE TWEETS FOR INSTRUCTORS

Embodia Course Instructor
@EmbodiaInstructor ⚙ 👤 Follow

Newest course: "Treating Plantar Fasciitis The Modern Way" now available on Embodia. New sign ups get 10% off #physiotherapy #embodia

2:48 PM - 6 May 2015

Embodia Course Instructor
@EmbodiaInstructor ⚙ 👤 Follow

Daily Insight 388: stay on top of new techniques and trends for better patient experience. Go to http://bit.ly/2m19hvB for online courses.

2:48 PM - 6 May 2015

Embodia Course Instructor
@EmbodiaInstructor ⚙ 👤 Follow

@CBCNews article on the future of physio - will new tech kick us out of our jobs? http://bit.ly/2m19hvB #physiotherapy #healthtech #CBC

2:48 PM - 6 May 2015

Embodia Course Instructor
@EmbodiaInstructor ⚙ 👤 Follow

Want to update your techniques? I'm offering new courses on #EmbodiaAcademy Learn from home! #physiotherapy #embodia #canadahealthcare

2:48 PM - 6 May 2015

STRONG EXAMPLES FROM YOUR INDUSTRY

POGO Physio @pogophysio · 6h
Go the girls! Female running boom! @womensrunningAu @WomensRunning @WomensrunningUK bit.ly/21wm7xG

In the US (2012) female finishers now comprise 56% of the total competitors at any running event compared to 42% in 2000 #runpainfreebook

Perform Better™

POGO Physio @pogophysio · Mar 4
The Link Between Foot Muscles & Plantar Fasciitis in Runners bit.ly/2ei7l4l #runners #foot #feet #running #run #physiotherapy

The Link Between Foot Muscles & Plantar Fasciitis in Runners

POGO

Running.Physio @Brad_Beer · Mar 4
Shock Wave Therapy. Does it Work? bit.ly/29gASUt #therapy #physiotherapy #physicaltherapy

Shock Wave Therapy. Does it Work?

POGO

WHY THEY ARE EFFECTIVE

- Use of images (professional, clean, and draw attention)
  (involve text too, which helps you get around 140 character cap)
- Strong use of relevant hashtags (#)
- Citing reputable sources (i.e. published case study, editorial, etc)

Instagram

A BRIEF INTRO TO INSTAGRAM
Instagram is a mobile photo-sharing platform that allows users to share pictures and videos either publicly or privately. It's popular among millennials and influencers as an opportunity to visually share content, thoughts, insights and ideas.

WHEN TO USE IT
Use Instagram to share content about your business and brand or speak to your beliefs as an instructor. Make sure to share additional content like insights or news. This platform doesn't rely as heavily on interaction and engagement with other accounts as Twitter - "liking" and commenting on another person's post is the extent of interaction. It is a good channel to incorporate if your audience uses it often.

QUICK TIPS
- Follow as many relevant people in your industry as possible: potential customers, fellow instructors & influencers in your field, editorials, magazines, etc. Follow anyone who could potentially provide value to your business as a course instructor.
- Share & promote your course content and brand through Instagram
- Keep your audience in mind at all times, share content that they will find useful, noteworthy or insightful. You are a highly experienced professional in your field - your insights & experiences will be interesting & useful for others.
- Don't just use your Instagram account for self-promotion. Often this will push people to unsubscribe from you. Break up the promotional content with news, updates, insights or a personal experience.
- Generally audiences will focus on the image you post in Instagram - your comment is sometimes skipped over. Make sure the image used is eye-catching and speaks to your brand well.
- Use hashtags (#) to make your content searchable under that tag
- Comment on other's Instagram posts to show them you are engaged - share your insights, respond to their questions, and make sure you do it in a professional manner that speaks to the quality of your course content.
- Make sure the content you share on Instagram reflects your business & brand in a professional manner.
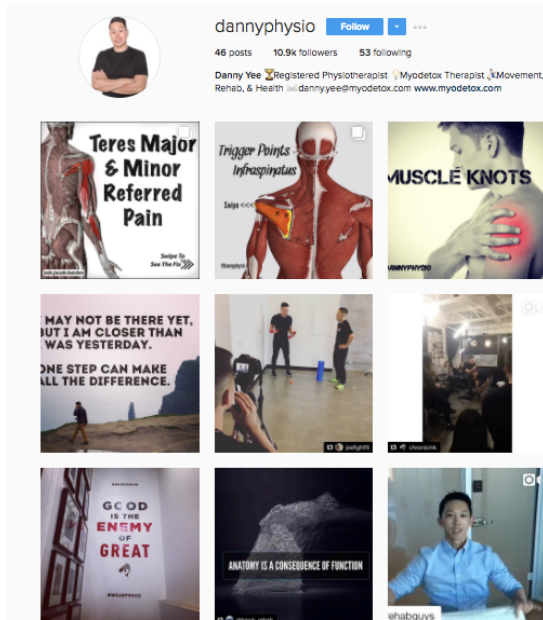
BEGINNERS START HERE
http://www.business2community.com/instagram/start-using-instagram-business-2016-01426977#TSFBlckWmTv8R03B.97
https://www.lynda.com/Instagram-tutorials/What-Instagram/449033/481473-4.html
http://www.businessnewsdaily.com/7662-instagram-business-guide.html

STRONG EXAMPLES FROM YOUR INDUSTRY

WHY THEY ARE EFFECTIVE
- Use of images (professional, clean, and draw attention)
- Strong use of relevant hashtags (#)
- Citing reputable sources (i.e. published case study, editorial, etc
- Sharing more personal insights & experiences that people can connect with

Facebook

A BRIEF INTRO TO FACEBOOK
Facebook is a social networking site that makes it easy for you to connect and share with your personal network. Depending on your audience, Facebook can be less useful for engaging and interacting. In this case, use it simply to promote the legitimacy of your courses/brand and share important info/updates.

WHEN TO USE IT
It's essential to create a Facebook page for legitimacy. Traditionally, it's used to connect with your personal network, but for businesses and brands it's similar to a website. Here, your customers and network can find out essential information about your business and online courses, and connect with you on your Business Page to ask questions, leave reviews and interact with you as a business.

QUICK TIPS
-   Depending on the level of engagement you're noticing from your audience, you can use it as much or as little as you'd like. In the very least, populate your Facebook business page with key information and brand it accordingly. Make sure it appears professional and clean - this is often the first place a potential customer will look you up after a website.
- To simplify things, link your Instagram and/or Twitter accounts to your Facebook account. This will share the posts your create on Twitter or Instagram onto Facebook automatically.
- Check into Facebook consistently to make sure you aren't missing comments, questions or messages from potential customers.
- On your Facebook page you can be more focused on promoting your brand and courses. Once again, think of it as a secondary business website - include similar content.
- Make sure the content you share on Facebook reflects your business & brand in a professional manner.

BEGINNERS START HERE
https://www.facebook.com/business/
https://blog.hubspot.com/marketing/dos-donts-facebook-business-infographic
https://www.youtube.com/watch?v=N7ONo9Lf0_o
https://www.fundera.com/blog/business-facebook-pages

Images

Looking for some high-quality images to add to your posts? The photos on the following sites grab attention and make an impact. Download the picture(s) you like to include in your next social media post.

Here are the Top 3 Free Stock Photo Sites that we love:

1. Unsplash: the images are hand-picked and sent to you inbox every 10 days
2. Pexels: a stock photo aggregator that pulls its images from multiple other sites. Around 70 new free photos are added each week
3. Pixabay: over 900,000 free stock photos, vectors and art illustrations with an easy to use search bar.

Pro Tip

Your head might be spinning - social media, images, videos, gifs (what's a gif again?! - is a very short, repeating movie with no sound). There are ways to make social media simple and spend 1-2 hours per week setting it up and automating it.

1. Use Canva to design all of your images for social media, emails and more. They provide the layouts and sizing for all of the most popular platforms (including Facebook, Twitter and Instagram) so al you have to do is drag and drop images.

2. If you're using multiple social media channels and want to schedule regular posts, use a social media tool like Edgar or Hootsuite to set all of your social media posts up at once and schedule them when you'd like them to go out.

The End.

You made it! We hope this was helpful and gets you on the way to selling your online courses and building your brand. We are here to support you. If you need anything please don't hesitate to reach out and if you felt that we missed anything or can improve on any of the sections please let us know! Embodia was co-founded by a physio from McMaster- and as you know, Mac is all about feedback!

All the best,

The Embodia Team