

The Ten-Part Playbook to Easily Selling Your Course



The Coach's Guide
To Marketing Online Courses



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INTRODUCTION

There are 3 central components to successfully selling an online course.

1. Creating the course
2. Setting up distribution
3. Promoting the course

If you are reading this, that means you have already invested in creating a course and you've chosen CoachTube to handle all your distribution needs.

CONGRATS! You are 2/3 of the way there!

Now, it's time to promote your course, aka it's time to start marketing. This is where most coaches tend to drop off the map.

After all, you're a coach by trade, not a marketer. The goal of successfully marketing your course online may seem daunting, but the good news is that it's really not as hard as you think.

All you need is a gameplan and some hustle.

Today, we are going to give you guaranteed-to-work gameplan. All you have to do is supply the hustle!

Let's get started.

MARKETING STRATEGIES

There are numerous ways to market something, but at the end of the day, everything comes down to one simple word.

Audience.

You can use strategy A, B or C, but the end goal is always to expand and grow the number of people who are interested in hearing from you. If you're consistent, this audience becomes an asset you build continuously the rest of your life.

It allows you to not only sell your course today, but to sell your next course tomorrow or your product 5 years from now. The more you invest in building an audience, the more freedom you have to produce whatever you want for that audience down the road.

That's what we are going to be focusing on – marketing strategies that help you get sales today and build an audience for tomorrow.

Here are the course marketing strategies we will be covering in this guide:

1. Word of Mouth
2. Building Traction
3. Social Media
4. Video
5. Website
6. Coach Partnership
7. Email
8. Community Engagement
9. Blogging / Content
10. Press Release

These strategies are listed based on required time investment. We will start with the easiest, quickest strategy and work our way from there.

Steps 1-4 can be accomplished with very minimal investment. If you took the time to create a course, there is NO reason you shouldn't complete steps 1-4.

Steps 5-9 are for those who are a bit more serious about creating brand recognition for themselves and turning their online pursuits into a steady income stream. These steps will likely be easier than creating the course itself, but they do require some time investment on your part.

Well, without further ado...



CHAPTER 1: WORD OF MOUTH MARKETING

Tell your friends, students and athletes about your course

This is the simplest possible strategy for marketing your course, and yet often, coaches don't even think about it.

The fact is, as a coach, you already have a base audience. You already have a selection of athletes who look to you for help.

You want to utilize this audience to create initial "buzz" and engagement with your course.

Most of the coaches who utilize CoachTube are either school team coaches or independent skills-training instructors, so to illustrate, we'll look at examples for both of these scenarios.

Example 1: The High School Basketball Coach

- Give high school basketball team free-access codes to your course and instruct them to take the course and leave a review explaining what they learned from it.
- Include the cost of the course in any summer camps you run. If you have multiple courses, include your primary course in the camp and offer 50% discounts to campers for the rest of your courses. Be sure to promote your courses within materials given to parents and students.
- Give free-access codes to middle school, elementary school, and even PE coaches within your district. Ask them to leave a review and encourage their students to purchase the course.
- Promote the course on all appropriate materials that get distributed to basketball players or their parents.
- Mention the course every time you are speaking to a new group of basketball players or their parents.

Example 2: The Skills-Training Instructor

- For a skills-training instructor, you should definitely be creating multiple courses
- Include the cost of your best course in your camps and give students discounts for your additional courses.
- Feature courses prominently on your website and your email signature.
- Tell every student you work with or parent you talk to about your courses.
- Mention courses and offer discount codes anywhere you are invited to speak about basketball or give instruction.
- Ask students and parents to recommend your course to their friends.

CHAPTER 2: BUILDING TRACTION

Build initial traction for your course by asking for reviews

Almost anyone who shops online today understands the value of a great review when making a purchasing decision. And with coaching, kicking off with great credibility is everything. The good news is as a coach, you've already impacted tons of people who would love nothing more than to finally help you out.

Spread the word to your friends, athletes, coaching network, and past teammates about your course. Some have likely already watched your YouTube channel or bought your DVDs in the past. How did they like them? Ask everyone to leave a review explaining what they learned from it or liked about it.

Reviews are also helpful with providing front-end feedback to you about what your students like (or don't like) about your course so that you might edit it or accommodate your next courses to suit your student's content preferences.

Since the course is always 100% owned by you, you may explore the option of creating discount promo codes to gift to your friends, coaching network, and current athletes.

For Students: How to Leave a Review

The "Leave a Review" button is only made available once a student has watched all videos within that course and goes back to the course page.

The screenshot shows a course page for "Bill Thom's Complete Youth Basketball Program" by Bill Thom. The page includes a progress bar at 46/46 lessons complete, a "Replay Course" button, a "Share This Course" link, and a "Review this course" button circled in red with a red arrow pointing to it. The course details include a rating of 0 stars, a category of "Basketball/Coaching Youth", and 5 bookings. The course includes streaming from any device, lifetime access, and a 100% money back guarantee.

ONLINE COURSES / BASKETBALL / COACHING YOUTH

Bill Thom's Complete Youth Basketball Program
by Bill Thom

46/46 lessons complete

Replay Course

Share This Course

Review this course

Rating: ★★★★★ (0)
Category: Basketball/Coaching Youth
Bookings: 5

This Course Includes:

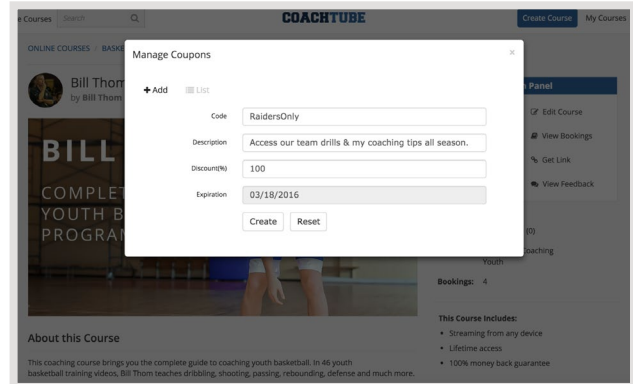
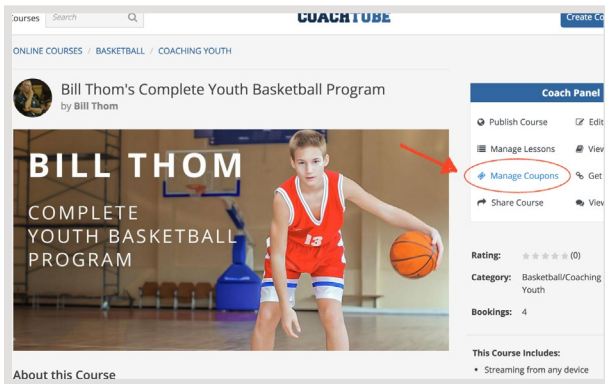
- Streaming from any device
- Lifetime access
- 100% money back guarantee

About this Course

This coaching course brings you the complete guide to coaching youth basketball. In 46 youth basketball training videos, Bill Thom teaches dribbling, shooting, passing, rebounding, defense and much more.

For Coaches: How to Create Discount Coupons

From your login Dashboard, visit “Manage Coupons”



You can create discount coupon codes at any price discount and have unlimited sharing power.

A 100% off FREE course to friends family and past students is a great idea to get awesome reviews for your course or simply a great resource to offer your existing team and networks. A course that has a few thousand enrolled students is usually a good sign & an encouraging factor to get paid sign ups.

Think about it, which would you buy

Include the cost of the course in any summer camps you run. If you have multiple courses, include your primary course in the camp and offer 50% discounts to campers for the rest of your courses. Be sure to promote your courses within materials given to parents and students.

Tip: Coupons always work best if you create a sense of urgency in promotion. (e.g. “50% off Today Only”)

CHAPTER 3: SOCIAL MEDIA MARKETING

Share your course with all your friends online

Every coach should have a social media presence, and one of the easiest ways to market your course is promotion through those channels.

The 4 best channels to use are:

- Facebook
- Instagram
- Pinterest
- Twitter

It's important to balance your promotional efforts between kids and parents. If you can get the kids excited, the parents will buy. But at the same time, it's still the parents who buy.

One of the best ways to grow your audience is to connect with other people reaching the same audience. Get involved in coaching & parenting-specific groups, especially through Facebook, and add organic value to the members by asking relevant questions, commenting, and giving advice. After all, you are a coach. Simply spamming your course won't accomplish anything. Eventually you can post your course to a group wall or use it as a solution to serve the various struggles that parents and coaches share amongst the group.

Tip: Social posts should always include images and should include compelling headlines. Here are a few examples you can use for each channel.

Facebook

Make a special announcement to your Facebook Page inviting them to join your course at a discount for a limited time.

See the example from Oscar Wegner selling his course with nothing more than a link and compelling headline. Everything else is generated automatically from his course page.

1. Great image.
2. Great headline
3. Compelling comment above the post.





Instagram

1. Compelling image with inspirational quote
2. Prompt to visit link
3. Relevant hashtags

Pinterest

1. Nicely designed image with headline
2. Relevant description
3. Clicking on image links to course



What's the difference between winning a tennis match and not losing a match? And how can you make sure you're doing the right one of those things the next time you hit the courts? In this episode...

706 112

Twitter

1. Great image
2. Course headline
3. Relevant hashtags
4. Tag @thecoachtube and we will retweet for extra audience reach!

Jacob McMillen @jmcmillen89 · now
Kid's Tennis Tips & Drills by MikeMetz @thecoachtube buff.ly/1LWjpN9
#kids #tennis #drills #tips





CHAPTER 4: VIDEO MARKETING

Create a promotional video to introduce your course and build traffic from YouTube

Youtube has become the web’s go-to source for How-To video instruction.



You can capitalize on this platform by taking 1 or 2 of the best videos from your course and posting them to Youtube. In each video and in the first line of each video description, share the link to purchase your CoachTube course using “Buy Now” to create urgency. It’s that easy!

Your YouTube videos should include the following:

Descriptive headline

Brief course overview and link to the full course in the description

If you plan to continually develop content and a series of courses, it probably a good idea to create a specific CoachTube playlist that summarizes each course and share the entire playlist across your other channels (email list, website blog post, Facebook, Instagram, etc.).

Three-Part Campaign

1st Video, Day 1: Announce your limited time promotion for your course, what they’ll learn in the course, how many students you taught so far, and some of the reviews/testimonials it’s received.

2nd Video, Day 3: Think about the objections your subscribers would have to enrolling in your course now, and in your video/email, respond to those.

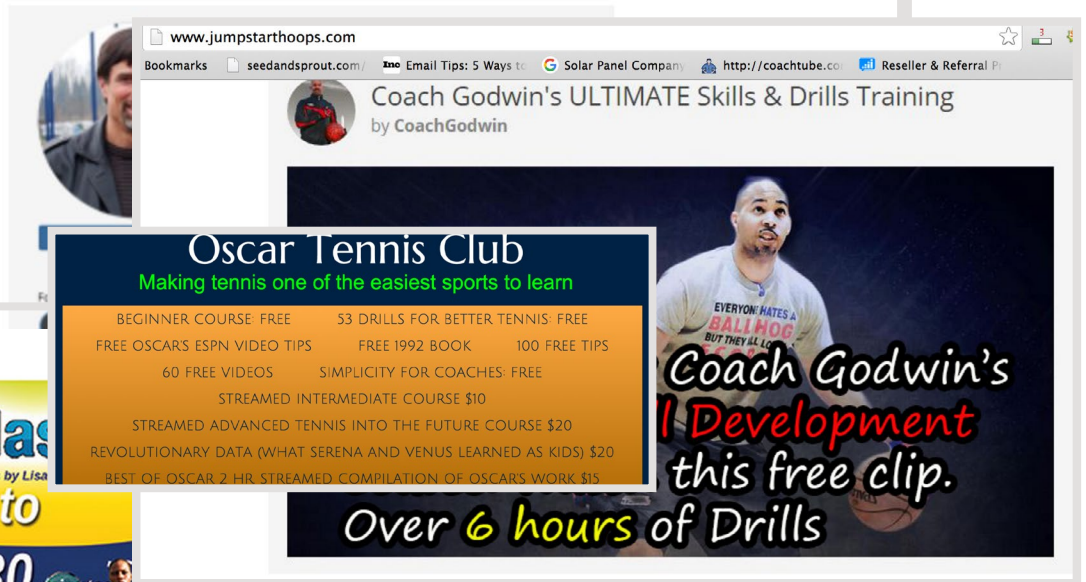
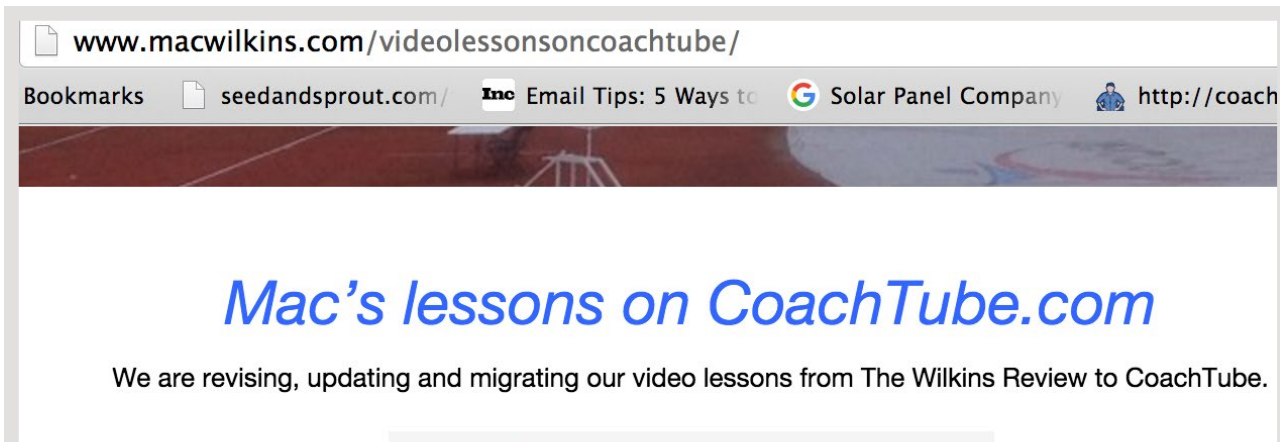
3rd Video, Day 7: 24 or 48-hour reminder video/email letting subscribers know they’ll receive this really great discount/bonus for just 24 or 48 more hours, and they should join if they’re interested in learning how you accomplished xyz.



CHAPTER 5: WEB MARKETING

Display ads for your course directly on your personal website

The highest paid coaches on CoachTube so far have one important marketing effort in common: they all either embed their course directly or provide a clear link to their CoachTube course on their webpage



"Serve in 30!" Video Series can only be purchased at: [Coach Tube](http://CoachTube.com)



CHAPTER 6: COACH PARTNERSHIP

Team up with fellow coaches to co-promote courses

One of the best ways to grow your audience is to partner with other people reaching the same audience.

While you don't necessarily want to partner with direct competitors, in the online education industry, there are numerous course providers offering similar courses that appeal to the same market without meeting the same need.

For example, if you are selling a course on Running Back techniques. You could partner with a coach selling Wide Receiver techniques and promote your content to each other's audiences.

There are a number of ways to co-promote:

- Recommend each other's courses on social media channels.
- Offer discount codes to each other's students.
- Post videos to each other's Youtube channels.
- Recommend each other's courses to sports teams
- Promote via each other's email lists

The goal is to create mutually beneficial relationships that allow everyone involved to achieve a bigger audience than they had before.

CHAPTER 7: EMAIL MARKETING

Build out your emailing lists and send promotional newsletters to your audience

The most profitable channel in online marketing is email marketing.

Email subscribers buy far more often than social fans or new website visitors. If you've decided to create a website as your online hub, you can begin collecting emails and sending content and promotions to your good email to send.

Be sure to include the following:

1. Compelling headline
2. Nicely designed image
3. Description selling the course
4. Link to course

Its also always beneficial to connect with other coaches in a similar niche and promote via each other's email lists. You might, for example, find a coach whose audience would likely value your coaching content and create a coupon specifically for that audience, especially in exchange for promoting them to your audience! This simple promotional technique creates mutually beneficial relationships that allows everyone involved to achieve a bigger audience while continually adding value. r subscribers.

If you've never even heard of this process, [check out this article](#) for an introduction to email marketing.



If you have an email list, but aren't sure how to promote your course, here's an example of a few ways you can do it.

Example 1: General Promotions

Template available here: <https://docs.google.com/document/d/1Y8K2F4xZScbBNFGolkbVyfqeEKqLS2yeAlbxJXNSKmQ/edit?usp=sharing>

SUBJECT:

Volunteer Coach Appreciation Day: Get 90% off all my baseball coaching courses until Friday!

BODY:

Hi {First name},

If you didn't already know, you can now take me and my training everywhere with you. Now you can get all of my videos, on-demand right in your pocket from CoachTube.

To show my appreciation for all that you do volunteer coaching, I'm offering a special offer off all my high quality training videos at 90% off!

From now until Friday, you can redeem this offer by simply clicking the link below and booking the course.

The Ultimate Baseball Coaching Course

by Coach Phil (~~Was \$100~~ / **Now \$10**)

coachtube.com/course/baseball/ultimate-baseball-coaching-course?cpnCode=DEAL90

See you on the field,

Philip at [Baseball Coaching Academy](#)

Hi Coach,

From now until Nov. 27th we're offering all of the below courses at 90% off with the offer code "MASTERYOURSPORT".

Save big while you can on our best courses. Start learning from a great coach today!

How to Become a Master Snowboarder

(Was \$19 | **Now \$2**)

Book it: <http://coachtube.com/courses/mycourse>

Happy Training,
Philip from [CoachTube](#)

Example 2: Black Friday

***Bonus tip:** Add your course to your email signature for exposure from your personal emails as well. (Get 70% off my CoachTube course "_____" here: <https://coachtube.com/mycourse>)*

CHAPTER 8: ONLINE COMMUNITY ENGAGEMENT

Engage online communities by getting involved in forums & discussion boards

The web-world seems to be infatuated with forum communities in which normal people are bouncing ideas around, asking questions, and receiving feedback about any topic imaginable. And sports coaching is at the pinnacle of many discussion topics.

Most community forum sites such as [Quora](#), [Reddit](#), and [Yahoo Answers](#) all allow you to search specific topics then take part in that discussion community. Establish yourself as an expert in the community first by simply answering questions and agreeing/disagreeing with partisan content before promoting your course.

Reddit allows you to continually build your credibility through a scoring system that validates your expertise in certain subjects. A credible coach in the baseball community, for example, could drive a ton of bookings for his course by simply answering a question about base-running drills with his CoachTube course link.

CHAPTER 9: CONTENT MARKETING & BLOGGING

Set up a weekly schedule and write to your fans with weekly tips and promotions

Believe it or not, this is one of the easiest and best ways to drive traffic to your course, as well as expose your name, expertise, and credibility to a specific audience about a niche topic. Not to mention there are lists of bloggers available today who have tons of followers and who would value from your expertise written in a **guest blog post** (see below).

If you don't already have a blog (which you should), then now is the time to get one. This can be done through a variety of free and easy blogging platforms such as [Wordpress](#) or [Blogger](#). Every time you launch a new course, write a relevant blog article with a description of the course and a link to book it. Don't forget to use keywords related to your course so that people searching online can easily find your blog.

Guest Blogging:

You may want to reach out to others popular bloggers who already have a solid following and ask to post as an expert guest writer. Be sure to inquire about or suggest possible blog topics which may be of value to their audience. Once approved, have fun writing! Be sure to incorporate a link to your CoachTube course framed in a context in which readers will want to visit it.

See a list of popular sports bloggers at this link: http://www.blogmetrics.org/general_sports#al

If you consistently post captivating blog articles once a week, you should build a following of hundreds in no time...and many will eventually sign up for your courses.



CHAPTER 10: PRESS RELEASE MARKETING

Make your course launch official and build buzz by sending out a press release

Similarly to bloggers who are looking for great content to write about, often times local newspapers and media teams would love to spread the word about your new coaching platform.

You might, for example, write a press release announcing your new “Alternative to Expensive Sports Camps” and give a few details about the content that you’re coaching about.

Click here for a great tutorial on how to write a press release: <http://www.wikihow.com/Write-a-Press-Release>

We’ve also made a handy template for you to get started: <https://docs.google.com/document/d/1cP1e92mhS1h8ceeJgEdjoY7JiobOPTVMzbbSwPMfGfk/edit?usp=sharing>

Once you email the press release to local newspaper editors (especially sports writers!), make sure to follow up with a phone call mentioning your excitement about this new outlet and conveying an air of servitude like “figured you guys would want to hear about it.”



Let's Get Started!

These are great examples of some quick win campaigns that you can use to help convert our traffic to students. Please share your success stories with us! We'd love to see more examples your fellow instructors can learn from.

This may seem like a lot to swallow, but you can rest assured that these few marketing steps can drastically increase not only your brand exposure and profit stream, but most importantly, build a long-term following of athletes who will count on your coaching to master their sport.

It's time to start marketing!

If you have any questions, or would like help understanding or implementing any of these processes, simply email team@coachtube.com. marketing tips, coach interviews, and course success stories.