



LAST WEEK:

E-Learning Promotion through Search Engine Marketing

“3 Important Parts of your Course Page”

KEYWORDS



Course Description



COURSES



WORDPRESS





LESSON #10

**E-Learning Promotion: Student Interaction
via Social Media**

E-Learning Promotions:

**“3 Key Factors that Will Lead to Increased
Chance of Getting Enrollees”**



E-Learning Promotions:

FACTOR #1: THEY MUST 'KNOW' YOU

Set-up Facebook
Fanpage and
Group.



Created a Blog
where I will publish
additional materials
and content



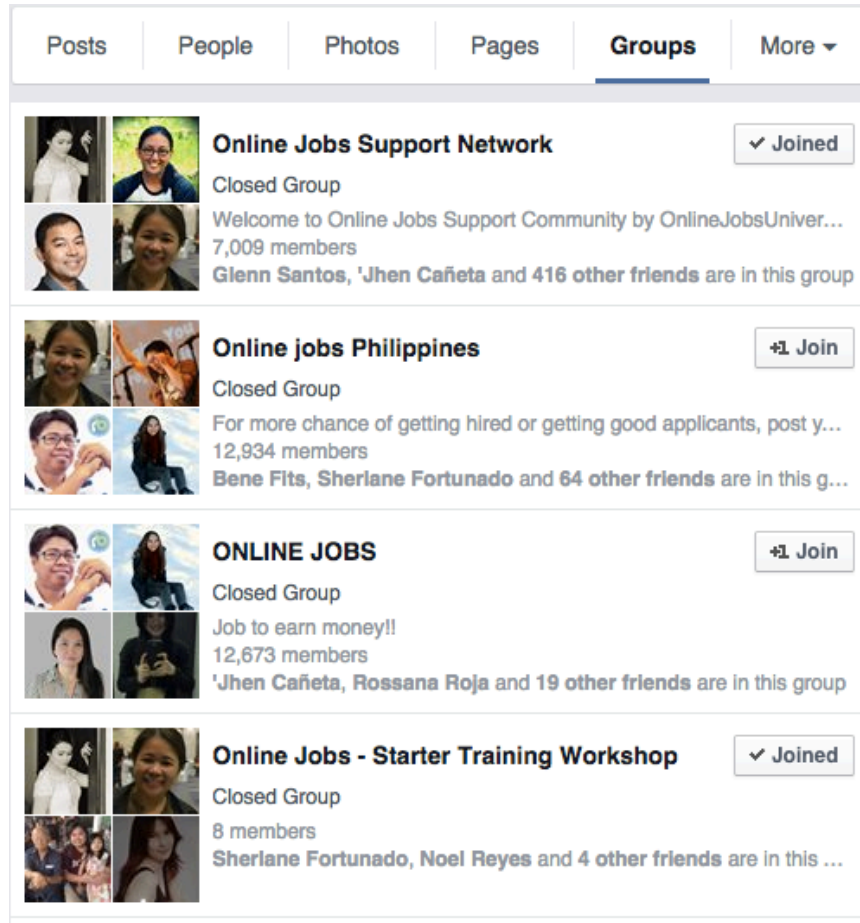
KNOW



E-Learning Promotions:

FACTOR #1: THEY MUST 'KNOW' YOU

JOIN RELEVANT
GROUPS
WHERE YOUR
TARGET
STUDENTS &
ENROLLEES
ARE LIKELY A
MEMBER



The screenshot shows a Facebook interface with the 'Groups' tab selected. It displays four job-related groups:

- Online Jobs Support Network**: Closed Group, 7,009 members. Status: **Joined**. Description: Welcome to Online Jobs Support Community by OnlineJobsUniver... Glenn Santos, 'Jhen Cañeta and 416 other friends are in this group
- Online jobs Philippines**: Closed Group, 12,934 members. Status: **Join**. Description: For more chance of getting hired or getting good applicants, post y... Bene Fits, Sherlane Fortunado and 64 other friends are in this g...
- ONLINE JOBS**: Closed Group, 12,673 members. Status: **Join**. Description: Job to earn money!! 'Jhen Cañeta, Rossana Roja and 19 other friends are in this group
- Online Jobs - Starter Training Workshop**: Closed Group, 8 members. Status: **Joined**. Description: Sherlane Fortunado, Noel Reyes and 4 other friends are in this ...

KNOW



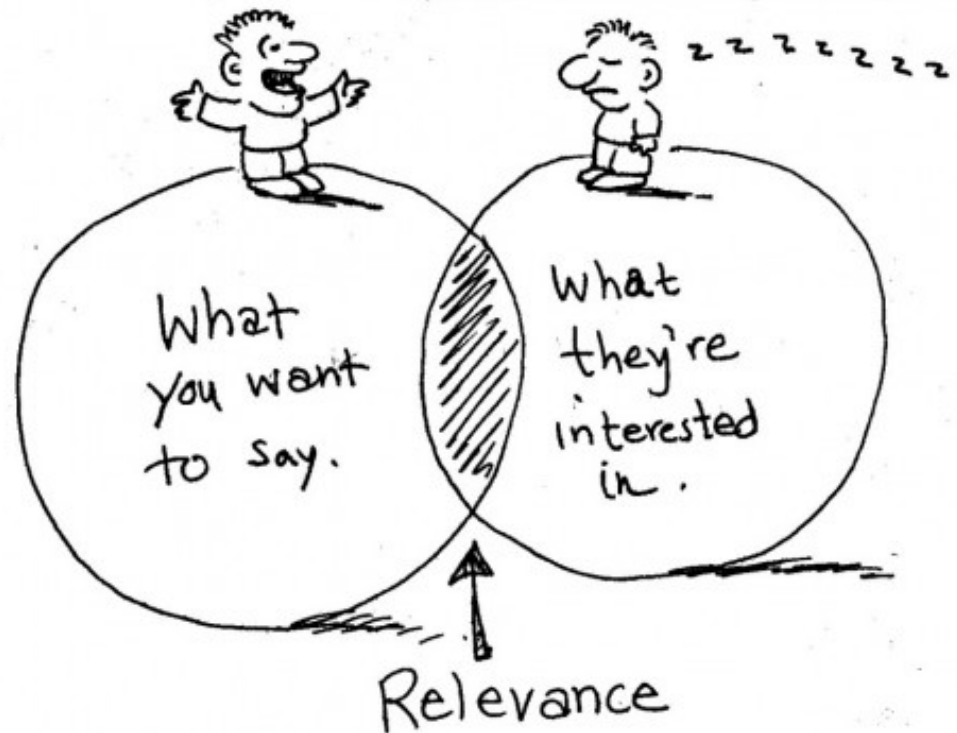
E-Learning Promotions:

FACTOR #2: THEY MUST 'LIKE' YOU

I posted RELEVANT Information.

I answered their Inquiries, even in private message.

I created many blog post that addressed their concerns.



LIKE



E-Learning Promotions:

FACTOR #3: THEY MUST 'TRUST' YOU

“People may ‘Like’ you, but not necessarily ‘Trust’ you”



Give them a Taste of your training. A sample training probably where you can show them how you teach and the value of the information you are sharing.

TRUST



E-Learning Promotions:

FACTOR #3: THEY MUST 'TRUST' YOU



Be REAL! Don't hide behind your profiles. Have them hear your voice, see your face through live webinar and recorded videos. They need to see you as a real person.

TRUST



E-Learning Promotions:

FACTOR #3: THEY MUST 'TRUST' YOU



Get other people to recommend you or endorse you. Look for influencers in your target niche. Or take the slow but sure route of reaching out to one person at a time. Soon the few will become many.

TRUST



FINAL TIP

*“Use Social Media to Engage and Inform.
To give value and show your competencies.*

*If your potential students sees that you
“Walk the Talk”, You will soon see them inquiring
more and eventually enroll to your programs”*

Remember:

KNOW – LIKE – TRUST



NEXT WEEK'S LESSON...

“E-Learning Communication via Email”



