

# Free Marketing Tools to Grow Enrollments

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Brian Rahill  
CEO

Joan Rahill  
(Brian's mom) :-)





CourseStorm

# Impossibly Simple Class Registration

Save time. Enroll more students. It's a breeze.

Try for Free

Simple.



00:53



# This session

- Simple, free marketing tips
- Beginner - Intermediate
- Focus on simplicity and saving time

Get the Word Out

# Local Friends

- Local news sites and groups
- Community calendars
- Get links!



link:www.coursestorm.com



Google Search

I'm Feeling Lucky





link:www.coursestorm.com



All

Videos

News

Maps

Shopping

More

Settings

Tools

About 14,000 results (0.47 seconds)

## Adding Your CourseStorm Online Class Calendar To Your Website

<https://www.coursestorm.com/blog/adding-coursestorm-online-class-calendar-website/> ▼

Jun 29, 2017 - Learn how to get your **CourseStorm** calendar **link** and embed it on your website via Google Calendar.

## Easy Ways to Integrate Your Website With CourseStorm

<https://www.coursestorm.com/blog/how-to-integrate-your-website-with-coursestorm/> ▼

Mar 15, 2016 - When you become a **CourseStorm** customer, we create and host a ... Clicking on a category **link** takes the user directly to a listing of all the ...

## CourseStorm | Integrating CourseStorm with Your Existi...

<help.coursestorm.com/.../2394461-integrating-coursestorm-with-your-existing-websit...> ▼

May 25, 2017 - There are many available integration options available for the **CourseStorm** system. The options range from just a simple **link** from your existing ...

## CourseStorm | How to Log In

<help.coursestorm.com/customer/en/portal/articles/2387530-how-to-log-in> ▼

Apr 12, 2016 - When you first activate your account through a **CourseStorm** ... Note: If you do not see



# Email

- Collect addresses
- Keep a list
- Email your catalog



## PLANS

### Pro

Add more power to your marketing with advanced tools that enterprise businesses use.

START FOR

**\$199**

/MONTH AND UP

[Sign Up Now](#)



[Calculate your price now](#)

### Grow

Level up with features that grow with you.

START FOR

**\$10**

/MONTH AND UP

[Sign Up Now](#)



[Calculate your price now](#)

### Free

Get your business up and running.

START FOR

**\$0**

[Start Now Free](#)



### Do you have a new class idea?

Do you have an idea for a class, program or workshop? Please let us know [here](#), and we will consider your suggestions. Your input is valuable to keeping the CLASS program fresh and interesting.

Interested in teaching a class? We are now accepting [proposals](#) for the fall semester (Aug. 1-Oct. 31). [Forms](#) are due by May 1.

Contact library staff at the McKenzie Center with questions (785) 825-4624, ext. 219.

### Register for Upcoming April Classes:



#### Making End-of-Life Decisions Session 2

April 3 (Wed) 6-7:30 p.m.

Fee: \$5

*Register by March 27*



#### Summer Beer Tasting

April 8 (Mon) 6:30-8 p.m.

Fee: \$40

# Cancelled classes

- Promote almost full and borderline
- Cut dead weight classes



# Small stuff Big impact

- Link in signature
- Catalog address in VM

—|

Brian Rahill

Director - Happy Valley Education

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[Register for Fall Classes!](#)

# Instructors & Students

- Use their own email list or email roster
- Promote on social media

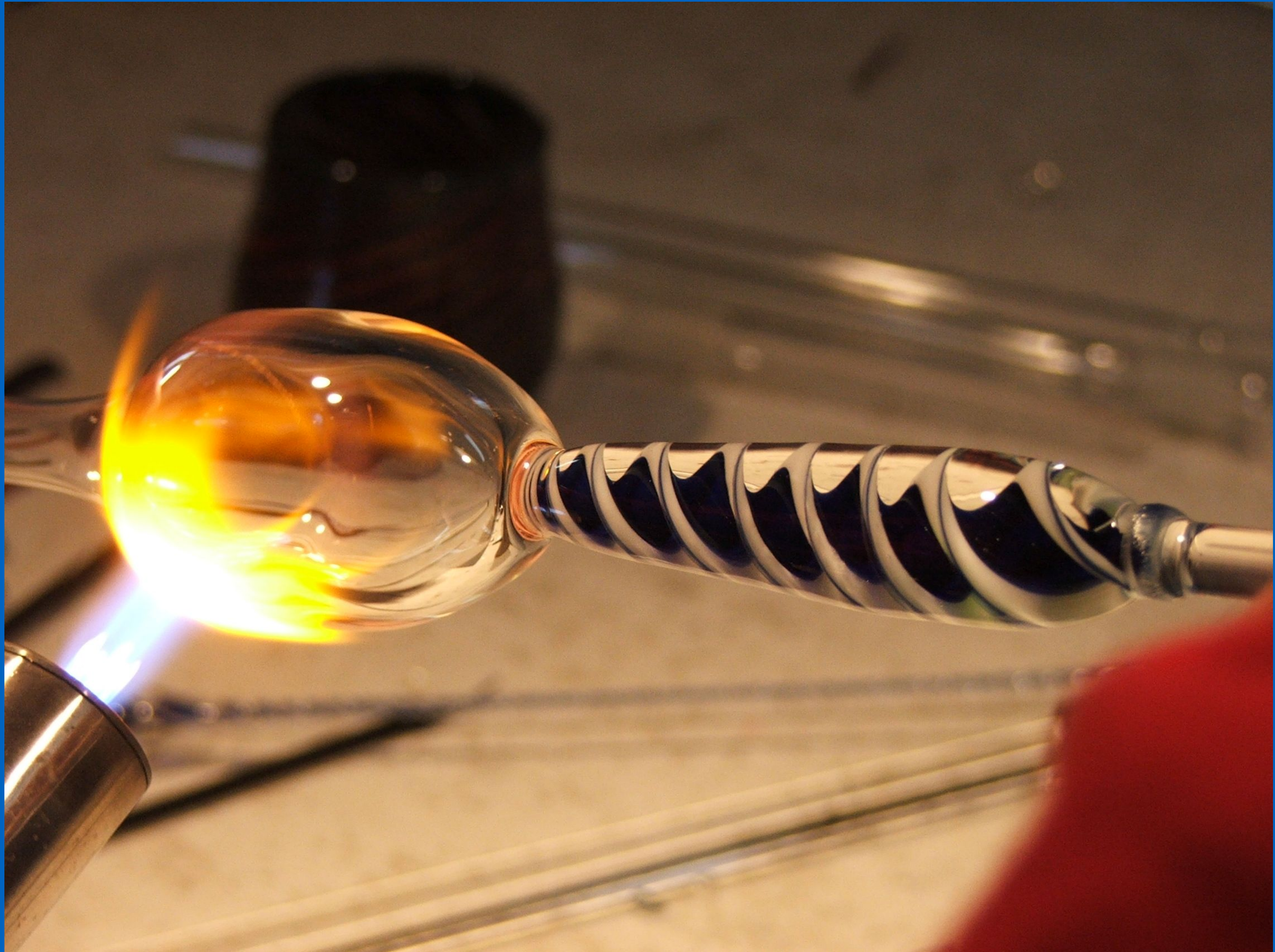


# Generate Interest

# Images

- Images are everything
- 60,000x faster
- 94% more shares

















Fill your classes



# Explore what the world is searching

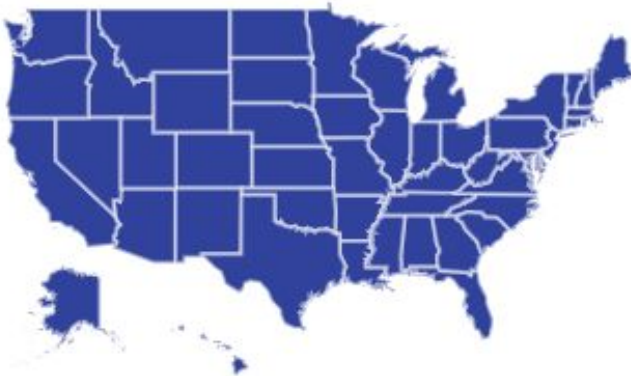
Enter a search term or a topic

🔍

Or start with an example

HIDE

● Taylor Swift   ● Kim Kardashian



● World Cup



● Football   ● American football





Google Trends

Compare



yoga classes

Search term



excel classes

Search term



cooking classes

Search term

United States ▼

Past 12 months ▼

All categories ▼

Web Search ▼



# Google Search



microsoft excel classes connecticut



All

News

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Images

Videos

More

Settings

Tools

About 3,290,000 results (0.60 seconds)

## Online Microsoft Excel Classes | Learn, Master & Succeed | LinkedIn.com

**Ad** [www.linkedin.com/](https://www.linkedin.com/) ▼

Enhance Your **Excel** Skills With Expert-Led Online Video **Training** - Start Today! Expert-Led **Courses**. Learn In-Demand Skills. Access Anytime, Anywhere. Start Your Free Month. With Lynda.com Content. **Courses:** Process Modeling, Charts in Depth, Formulas & Functions, Formatting Techniques.

## Master Advanced Excel Macros | Microsoft Excel Classes | pryor.com

**Ad** [www.pryor.com/excel-classes](https://www.pryor.com/excel-classes) ▼

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## Microsoft Excel Classes | Self-Study & In-Person Bundles | onlc.com

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[Excel 2013 | Intro](#) - \$295.00 - Introduction to Excel · [More](#) ▼

# Create Evangelists



# Evangelists

- Ask for their assistance
- Ask for their feedback

QUESTIONS

RESPONSES

7

# CourseStorm Webinar Feedback

Feedback on the "Marketing strategies for Fall enrollments" webinar

How would you rate this webinar?

1

2

3

4

5

Awful

☐

☐

☐

☐

☐

Excellent

What did you like best?

Long answer text



# Evangelists

- 6-star experience





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