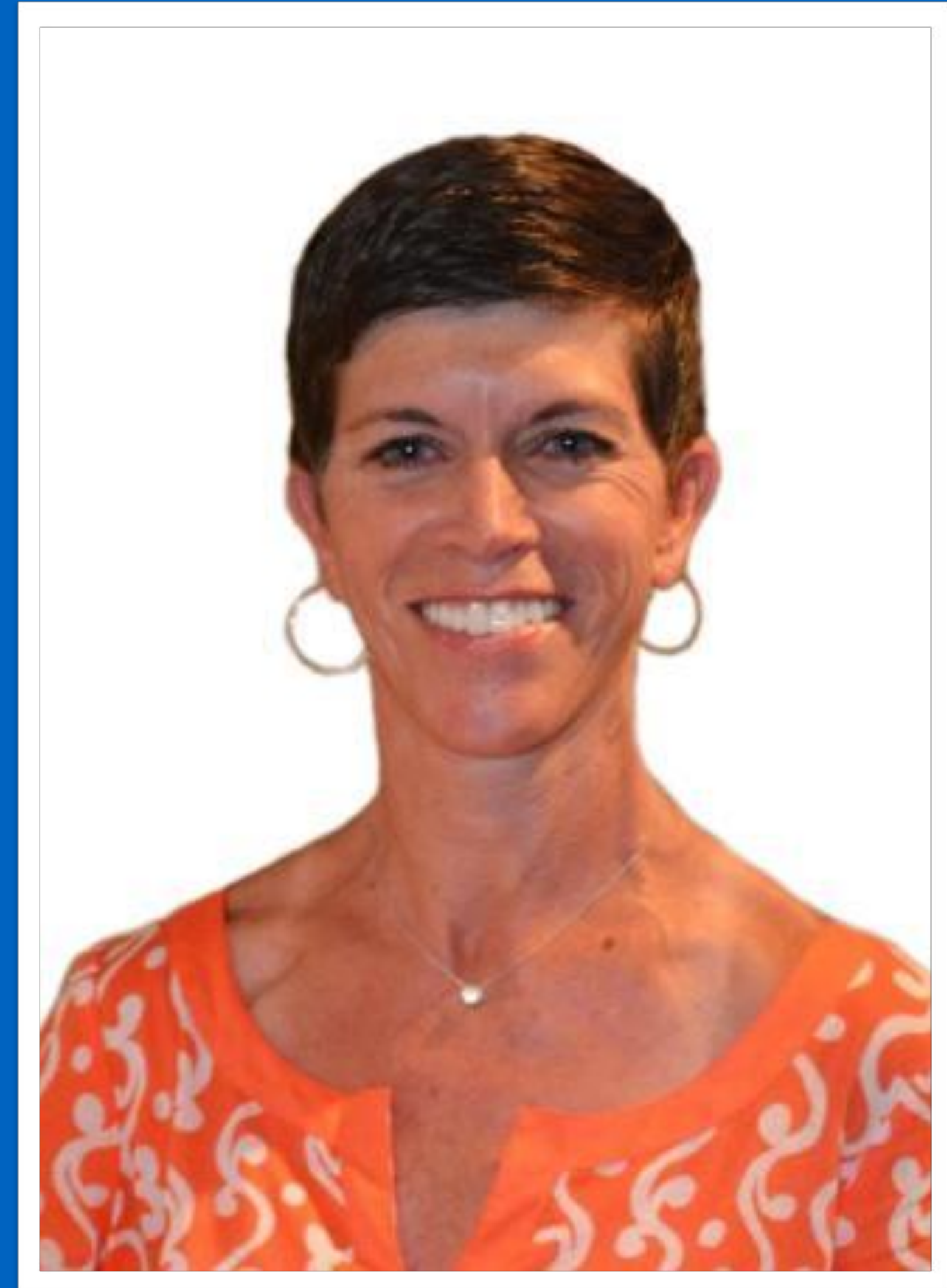


Increase Class Registrations with a Powerful Marketing Strategy



Brian Rahill
CEO



Amy Farrell
Account Executive



CourseStorm

Impossibly Simple Class Registration

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


Try for Free



Simple.





00:53




File View Help 


 **Audio** 



Sound Check  ?


 **Computer audio**

Phone call


 **MUTED**

Transmit (Plantronics Savi 7xx-M) 


 

Receive (Plantronics Savi 7xx-M) 


Talking: Liz Davis

Questions 

[Enter a question for staff]



Webinar Housekeeping
Webinar ID: 608-865-371

 **GoToWebinar**

Agenda

- 1 Hour
- Simple, free marketing tips
- Beginner to intermediate level
- Q & A
- **Bonus Offer**



Poll: Role

Prospects

Students

Evangelists

Getting the Word Out

Local Friends

- Community calendars
- Local newspapers
- Get links!

Find links from other sites

Enter a site's domain name to see who links to it:

SEARCH

How to Use the Link Finder



Find links to your site

Wondering who links to your site? Enter your own site's domain name to find where it's linked to on the Web.



Find links to similar sites

Try entering in the website of a similar business to find sites that link to them. This is a great way to find new links.



Find ideas for new links

By looking through links to your site and similar sites, you can learn what you offer that stands out to others.



Email Marketing

- Collect addresses
- Email your catalog

PLANS

Pro

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

Grow

Level up with features that grow with you.

Free

Get your business up and running.

PRICING

START FOR

\$199

/MONTH AND UP

[Sign Up Now](#)



[Calculate your price now](#)

START FOR

\$10

/MONTH AND UP

[Sign Up Now](#)



[Calculate your price now](#)

START FOR

\$0

[Start Now Free](#)

.....

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

Small stuff, Big impact

- Catalog address in voicemail
- Link in signature

—

Brian Rahill

Director - Happy Valley Education

207-866-0328

[Register for Fall Classes!](#)

Generating Interest

Images

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





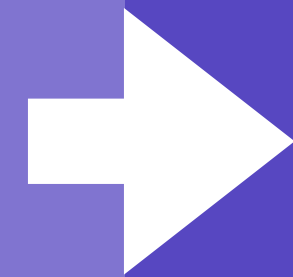
Google
Images



Mountaintop Descriptions

- Answer the “Why” not *just* the “What”
- Help them see themselves at the top of the mountain

Prospects



Students

Evangelists

Filling Your Classes



Poll: Program Size

Instructors & Students

- Use their own email list
- Promote on social media

Best Practices

- Promote almost full and borderline classes
- Cut dead weight classes

Running the *Right* Classes

What classes?

- Survey your students
- Google Trends



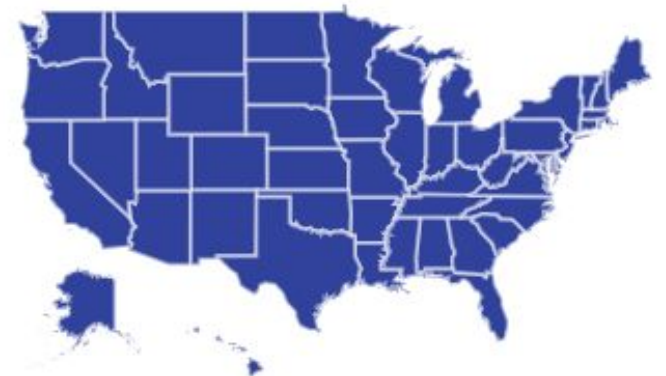
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Enter a search term or a topic

Or start with an example

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● World Cup



● Football ● American football





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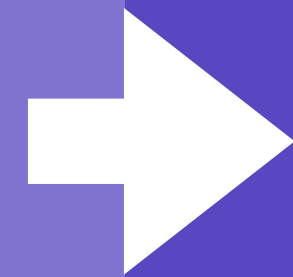
Google Ad Grants

Retaining Students

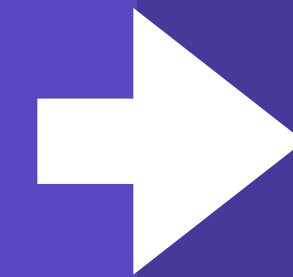
Why retention?

- 5x less expensive
- Only 18% focus on retention
- Repeat students = evangelists

Prospects



Students



Evangelists

Creating Community

Just Ask

- Ask for referrals & shares
- Ask for their feedback
 - How are instructors?
 - What types of classes?

Happy Valley Class Feedback - Spring Glass Blowing

Your feedback is important to us! We'd like to know how you felt about the class you recently took with Happy Valley Community Education. Thank you for taking the time to respond.

How would you rate your experience?

1 2 3 4 5

Awful Excellent

How would you rate your instructor?

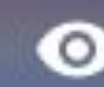
1 2 3 4 5

Awful Excellent

What did you like best?

Your answer





SEND



QUESTIONS

RESPONSES

14

14 responses

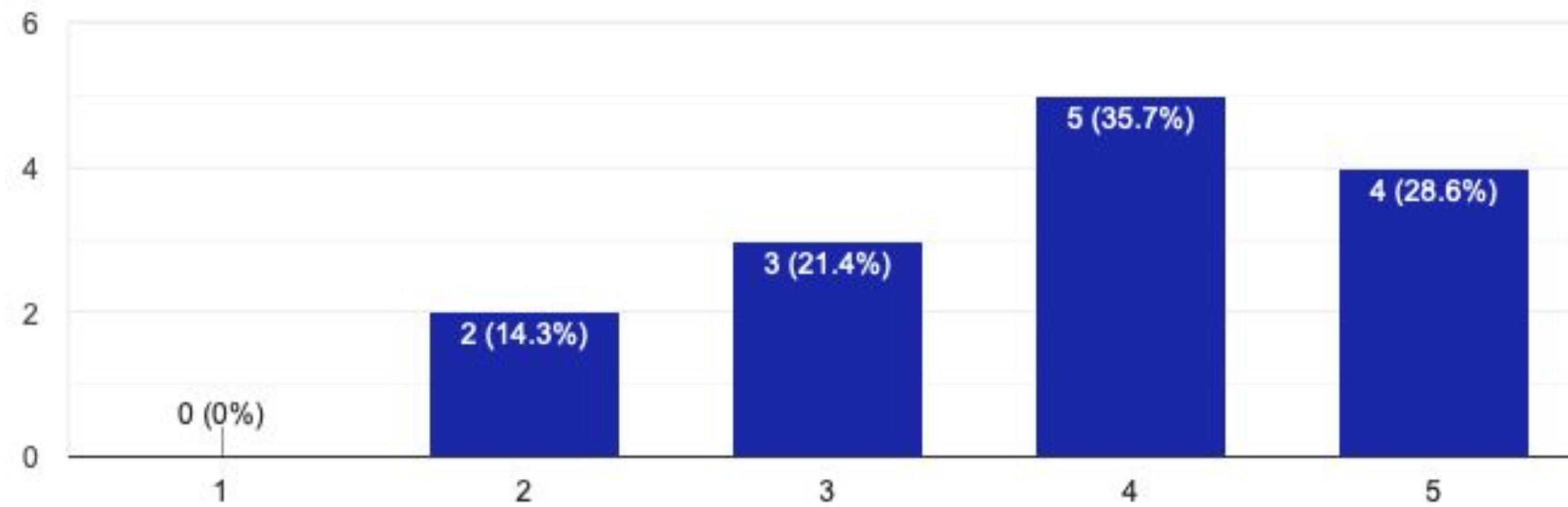


SUMMARY INDIVIDUAL

Accepting responses

How would you rate your experience?

14 responses



Do you have a new class idea?

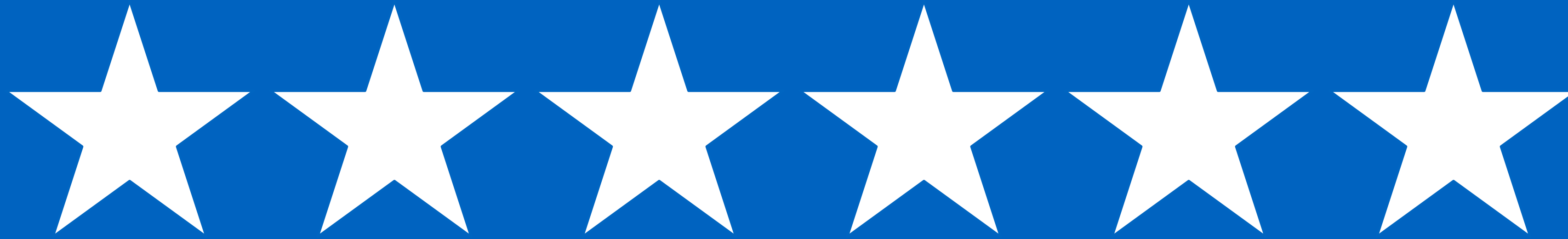
Do you have an idea for a class, program or workshop? Please let us know [here](#), and we will consider your suggestions. Your input is valuable to keeping the CLASS program fresh and interesting.

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.



5-Star Experience



6-Star Experience

What's Next

- Slides will be emailed
- **Free Offer:** One-on-one marketing evaluation

Only 5 seats available!

coursestorm.com/survey

Thank you!

coursestorm.com/survey

Q & A



CourseStorm

brian@coursestorm.com

(207) 866-0328