

## Using Online Courses for Internet Marketing

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Online courses, or email courses are becoming an increasingly popular way for savvy Internet marketers to promote their products and services. Online courses or email courses essentially include short online presentations or emails which include insightful information on a particular niche subject. These courses are usually offered in multiple, short segments to keep the students interested in the topic. This type of advertising serves a useful purpose and many of the participants do not even realize they are being subjected to a marketing campaign. This article will discuss creating and distributing an online or email course for the purposes of advertising your business. The creation of an online course or an email course should begin with a solid idea for a series of educational articles which pertain to your business and will be of interest to your potential customers. Educational email courses can sometimes be sold for profit themselves but if you are interested in using the courses as marketing tools you will most likely be offering these courses free of charge in an effort to entice potential customers to purchase your products or services. Determining the topic of your courses is very important because it can dictate the success of your marketing effort. Consider an online retailer of running shoes. This business owner may want to develop a series of email courses on subjects such as training for a marathon, preventing injuries, increasing speed and running for fun. Each of these courses may contain a few segments which offer different perspectives on the subject. These courses are ideal for this business because they are subjects which are likely to be of interest to the customers of the business. Likewise a real estate agent may opt to offer email courses on subjects such as understanding mortgage options, finding a lender or house hunting. Again these are all subjects which are likely to be of interest to the real estate agents clients.

The distribution list for your online or email courses should mostly include members of your target audience. This can be achieved by either offering the course as a download online where only interested Internet users will partake in the course or only emailing the course to recipients who have specifically expressed an interest in receiving more information about your products and services and have submitted their email address for this purpose.

Once you decide on a subject for your online or email course, seek out a qualified writer to create the content for your online or email course. This will help to give your copy a more professional appearance. The writer can assist you by creating copy which is informative and useful to your readers but is also well written, clear, concise and easy to understand. If your niche topic is highly specialized you might have to provide the writer with product information as well as research materials to ensure the content is informative and accurate. Additionally, you should review the content once it is completed to verify the accuracy.

When distributing your email course or launching your online course, it is helpful to request feedback from the users as the conclusion of the course. This is completely voluntary but when users respond they can provide you with useful feedback which will be extremely helpful if you intend to launch a similar marketing campaign in the future.

