

Seller's Tips

Here are some tips for maximising your sales opportunities on the eLearning Marketplace.

1. Get the attention of browsers

Your product's image and title are what the browser will first see when they start looking at the library of digital learning resources for sale. Ensure that:

- The image is meaningful, giving the browser an indication as to your brand, if well known, or the product content
- The title is meaningful, giving the browser a clear indication of the product content.

2. Why should browsers use your product and how will they benefit?

The short description of your product appears at the top of your product page and this is where you need to grasp the browsers attention so that they scroll down the page to read your more detailed description. You need to do this by telling the browser why they should use your product and how will they benefit. People generally buy e-learning that provides them with a solution to a problem, or to fulfil an aspiration or a personal or work related objective. An example of this is the Facebook for Business Course that is described as:

Facebook is a 'must-use' social network for many businesses. But it can also get pretty complicated. Take this course and after only 5 hours, you will be able to set up Facebook personal and business profiles to represent your business, engage with potential customers and influencers and get your marketing message heard.

3. Tell browsers as much information as possible about your product so that they feel confident that your product meets their needs.

When you have caught the browsers attention with the product's short description you then need to provide them with a full product description which includes:

- The learning/assessment objectives
- The guided learning/assessment hours (this gives the browser a rough idea of how long it will take to work through the product)

- How the course is delivered e.g. online or downloaded
- Features it offers e.g. video, interactivity, scenarios, feedback
- If an online product, what access duration they are purchasing
- Any applicable licensing arrangements
- Any applicable bulk discounts.

4. Submit all the required information to eLearning Marketplace

Mobile Responsive - Tell us whether your product displays correctly on a mobile device without having to scroll across the screen, that buttons and navigation work and are easy to access and that fonts can be read without zooming in on the screen.

Price – for guidance on pricing see our Guide to Pricing your e-Learning

Discounts – we add one or two discount categories to your product on the site and then ask potential buyers to phone us for larger discounts, so attract multiple purchases by supplying us with your discount information.

5. Attract buyers by providing a video demo of your product

Elearning Marketplace has a YouTube channel to increase the online marketing of products on the marketplace. Your video will be uploaded to YouTube and then embedded into your product page on the marketplace. We encourage you to produce a short video demo of your product as this provides browsers with an insight into the type of content in your e-learning, the look and feel of it and the functionality.

If you prefer you can supply us with three still images of your product, however to improve the online presence and marketing of your product on the marketplace, especially for online courses, a video demo is the preferable option. You can view suppliers' video demos on our YouTube channel at: <https://www.youtube.com/user/eLearningMarketplace?feature=mhee>.

If you would like to create a short video demo but don't have screen capture software there are many that are free to download including:

- Debut Screen Capture by NCH Software which can be downloaded at <http://www.nchsoftware.com/capture/index.html>
- Camtasia Studio which can be downloaded at http://download.cnet.com/Camtasia-Studio/3000-13633_4-10665109.html
- Jing which can be downloaded at <http://www.techsmith.com/jing.html>
- Snagit which can be downloaded at <http://www.techsmith.com/snagit.html>