



NovoEd Marketing Other Courses in NovoEd

Resource for External Training Providers

Note: NovoEd's platform does not have direct functionality related to the marketing of learning experiences or courses. This list is meant as a resource to highlight ways in which customers might use NovoEd's functionality for additional upselling touchpoints.

Feature

Detail

Course Communications

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At the beginning and end of a course, schedule an automated communication that links back to your website and highlights upcoming courses. Be sure to do both a push notification in addition to an email message.



If there are certain modules with content that pertains to another course offering, schedule an automated communication to go out at the end of that module, e.g., in a module in communications in a Leadership Essentials course, "Did you enjoy this module on communications? Dive deeper to enjoy our new Presentation Skills course..."



Include links to course catalog / future offerings in your automated **course completion email**.

Homepage Greeting

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Include links to the course catalog / future offerings in your homepage greeting.

Content Pages



Start each program with a 'Welcome to [Organization Name]' introductory subsection and include an intro video, testimonials, etc.



At the end of your courses, include a "Continue Your Learning Journey" lesson page highlighting learners' progress towards a certificate and linking them to your catalog to continue their learning journey.



- ☑ Include a page at the end of each module, or at the end of the course, with optional resources and learning opportunities for learners who want to continue learning. Besides links to articles, books, videos, etc., include links to **related courses** and the **full course catalog**.

Learning Journeys

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- ☑ Bundle multiple courses into a longer Learning Journey and offer a certificate at the end of a journey for a deeper competency.

As a low lift, this can work especially well by adding a Self-Paced course on top of a cohort experience.

Or, sell a subscription in which learners can take as many courses as they'd like within a set time period, and bundle these courses into a Learning Journey, set up such that learners can take courses in whatever order they wish. The courses will still be accessible outside of the bundle/journey, but only those who purchase a subscription can access the journey. You could even include in the journey an exclusive-access course that consists of specialized live events only for the subscribers.

Customer Story: IDEO found that bundling courses into a larger Certificate Program led to higher completion rates in each individual course.

Credly Integration

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- ☑ Use NovoEd's Credly integration to automatically deliver a digital badge upon completion of a learning journey or certification, allowing learners to share their badge and promote the offering to their network on LinkedIn.

Discovery & Entitlements

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- ☑ Assign all learners an entitlement to view/enroll in a free teaser course that shows off another popular offering. This



could be a generic 'Learn More' course with additional resources that is promotional that you can update.