Marketing Tips for
ICAgile Member Organizations

Top 10 Tips for Marketing your Course

1. **Find what makes you unique**
   Create offerings that are unique to your organization and put that at the forefront of your marketing. Organizations can stand out in various ways such as language, compelling visuals, testimonials, etc. Highlight key differentiators for ICAgile on your website or marketing materials (no renewal fees, not tied to any particular framework, etc).

2. **Meet your potential customers where they are**
   The average person spends over two hours on social media every day. That being said, social platforms like Facebook, Twitter, and LinkedIn are crowded spaces to compete for a customer's attention. To make the most of social media channels, focus your messaging on topics and goals your ideal customer is interested in. Post consistently and make it simple and easy for your customer to understand how your offering will help them achieve their goals. Keep testing and experimenting with what works to continuously improve your posts.

3. **Test the market**
   Prior to designing and accrediting a new course, we often encourage our Member Organizations to test the appetite of the market to ensure the course meets the needs of their customers. As an example, if you are considering the Agility in HR (ICP-AHR) vs. People Development (ICP-PDV), consider hosting two separate webinars on those topics to gauge interest and demand. Try to speak at a meetup or conference on the topics or offer a short teaser class. These are also great strategies for developing a pipeline of customers who you can then reach back out to when the course is accredited and available.

4. **Accredit an Agile Fundamentals Course**
   Agile Fundamental courses are a great starting point for students new to Agile. Once a student takes this course and has a positive experience, they often remain with that Member Organization for future ICAgile certifications.

5. **Leverage your existing customer base**
   It's easier to get a repeat customer than to attract new customers. Consider what additional courses your customers might need next in their journey and provide that path for them. As an example, if you have an Agile Product Ownership (ICP-APO) course, consider an email campaign encouraging them to take other related certifications you offer such as Product Management (ICP-PDM) or Enterprise Product Ownership (ICP-EPO).

Word of mouth referrals are huge! Create an amazing and unique learning experience. What do you do before, during, and after the class that makes your class the "must take" class? Create connection and engagement throughout the class, level up your training skills and delivery. You may even consider sharing testimonials from students with their permission to highlight the impact your organization is having on people.

6. **Continuously improve your courses**
   Review your feedback for opportunities to improve. Also keep leveling up your instructor skills. ICAgile, in collaboration with other partners, offer programs - such as the [Trainer Immersion Program (TRIP)](#), [Facilitating Excellent Remote Learning (FERL)](#), [Remote Course Design](#)- to help instructors take their teaching to the next level.

7. **Take advantage of ICAgile's Marketing Opportunities**
   The ICAgile Marketing Team is eager to share stories from its members through Learner Stories. [Submitting stories](#) from real experiences is a wonderful way to get the attention of new audiences or potential students.

   Similarly, ICAgile shares thought leadership whitepapers, articles, videos, etc. from its members. ICAgile Member Organizations can submit them for consideration at marketing@icagile.com.

8. **Keep your class schedule up to date**
   Students will frequently visit [ICAgile.com/Find-a-Class](#) to explore class options. We recommend keeping your classes up to date and adding your courses as soon as possible for maximum visibility to potential students.

   We also encourage your instructors to publish biographies in their user profile to show students their background/qualifications. This can be done by logging into ICAgile.com and selecting "[Your Name]'s Profile" > "Profile Settings"

9. **Optimize your website**
   Find ways to optimize your website to increase the number of students attending your sessions and visiting your website. There are a few ways to do this:

   - Make it easy for students to understand the course content, register for classes, and reach out with questions. If they do have questions, make it easy for them to find their answer. This can be in the form of a help desk or a very clear contact person for them to reach out to.
   - Highlight your full suite of ICAgile offerings to show students that there is a path for them! Show your students their journey with your Organization.

- Explore analytics for your site and find out where your traffic is coming from and use this insight to further develop your offerings, website and marketing strategies. Helpful tools for this include [Screamingfrog](#) and [Moz](#).
- Research the top keywords for the certifications you offer and use the most popular terms to describe your courses in the content of the page to rank higher in search results. Helpful tools for this include [Google Keyword Planner](#) and [Answerthepublic](#)

10. Explore online advertising

Choose a platform that best targets your audience of students. See what courses you hold a unique domain over and would have the best opportunity to capture new traffic. Don't choose to bid on highly competitive terms but terms you have the best chance to win new customers with.