

# Training Outsourcing.com Marketing Tools

## Part 1: Web Sponsorship

*Part one in a five part series about the web marketing tools of TrainingOutsourcing.com.*

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For most training companies, marketing goals are pretty cut and dry:

- Identify the training buyer and
- Sell their product or services.

In some cases, the biggest challenge is finding the potential training buyer. One of the best ways to do this is by becoming a part of an online community like [TrainingOutsourcing.com](http://TrainingOutsourcing.com). Many consider this two-year old portal to be the most active meeting place for training buyers and suppliers on the Internet. Each day, TrainingOutsourcing.com hosts around 2500 visitors who are mostly training buyers. About 150 of these corporate and government executives perform a daily search for the “right” training company using the “[Find a Training Company](#)” search engine. They also peruse the “[List of Training Companies](#)” and review the profiles of training supplier companies.

TrainingOutsourcing.com was created to provide a place where training buyers and suppliers could come together to learn about business strategies related to learning and to create a more efficient marketplace for training products and services. It was the brainchild of Doug Harward, a former global head of training for Nortel Networks. After leaving Nortel, Doug founded a consulting firm, The Exceleration Group to work with both training buyers and suppliers to help facilitate learning outsourcing deals. His clients urged him to develop a web portal that would aggregate and create information about business strategies and best practices for learning outsourcing. The TrainingOutsourcing.com website took off immediately and this year has seen the launch of three new “learning communities” that address different segments of the training industry:

- [Healthcare and Medical](#)
- [Learning Technologies](#)
- [IT Training](#)

The success of TrainingOutsourcing.com has been attributed to two major factors that created a win/win situation for training buyers and suppliers:

- Training buyers benefited from access to information in a centralized location that allowed them to learn about outsourcing business strategies and practices and identify the top training outsourcing companies, and
- Training suppliers that sponsored the site found their businesses growing because of exposure on the site and other activities initiated by TrainingOutsourcing.com including conferences, webinars, articles in trade journals, etc.

### **How You Can Get Involved?**

Training companies and professionals can submit news releases, articles, case studies, white papers, and other information to [info@trainingoutsourcing.com](mailto:info@trainingoutsourcing.com) for consideration for posting on the site. These resources are available to potential buyers researching supplier capabilities and to other training companies that may want to partner with them to provide client services. They can also “[Create a Free Supplier Profile](#)” that puts them on the “[List of Training](#)

[Companies/Professionals](#)". This is used by buyers to evaluate potential partners who can help them meet their specific training needs.

When a training company decides to [Become a Sponsor](#) of TrainingOutsourcing.com, we first discuss your corporate goals and capabilities. We then provide exposure on the site to help you attain your goals. Exposure may include a banner presence on the TrainingOutsourcing.com homepage and a specially designed "custom page" that showcases your capabilities, products, services, and experience to the approximately 75,000 monthly training buyers who visit the web site each month. Depending on the level of sponsorship, training companies may receive the following:

- Banner exposure on the web site homepage
- A specially designed custom page
- Hosted discussion boards
- A special spot in the ["Find a Training Company"](#) database
- Guaranteed posting for news releases, articles, case studies, white papers, etc.
- Who's Who recognition for your company's thought leader
- One of the leaders of your organization will be added to the "Ask the Expert" listing
- Participation in TrainingOutsourcing.com research
- Sponsor recognition on the eNews newsletter and Intelligence Center Update announcements
- A sponsor reporting system providing detailed web statistics and demographic information
- Participation in conferences, webinars, and trade journal articles
- Direct referrals

All of these services are designed with one goal in mind, to connect you with training buyers to help grow your business.

That's how it starts. There are lots of other benefits to becoming a part of the TrainingOutsourcing.com community. [Download the sponsorship package](#) or give us a call and we'll put together a package that's designed to help you reach your goals and increase your exposure in the training marketplace.

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