

# Training Outsourcing.com Marketing Tools

## *Part 2: Beyond Website Exposure*

*Part two in a five-part series about the marketing tools of TrainingOutsourcing.com.*

Jim Hanlin of TrainingOutsourcing.com



To reach out to your top prospects, you need to attend events where they congregate and provide information that draws their attention. Some prospective clients may be easy to reach via email, phone, or direct mail, but most are too busy to pay attention to your literature or sales calls and they are also being constantly bombarded by your competitors' salespeople.

To get the attention of these hard to reach prospects, you need to promote activities that they view as valuable. The leading communication methods these days include webinars, Internet communities, electronic newsletters, email announcements, and industry conferences. Fortunately, TrainingOutsourcing.com provides opportunities for training companies to take advantage of any or all of these marketing tools. In fact, it's conceivable that your company could build an entire marketing plan around TrainingOutsourcing.com's available marketing services. Since many of your top prospects are visitors and active members of the TrainingOutsourcing.com's learning communities, you could build your marketing plan around our tools, save money and time, and increase your sales.

Here are the tools we offer and how you can take advantage of them.

### **Webinars**

To interact with top prospects, you need to add value to their business. One of the best ways to do that is through webinars. TrainingOutsourcing.com will help you design a value-added presentation that offers the information that your buyers want and need. We'll also market the webinar to our 50,000 corporate and government executives on our e-distribution list, host the webinar, and help you with the presentation.

When you use TrainingOutsourcing.com to design, market, and host your webinar, your company gets tremendous exposure, and secures between 100 and 400 leads that will help you grow your business. Your presenters also gain recognition as thought leaders in the training industry.

### **Electronic Newsletters & Announcements**

We send out e-News newsletters and electronic push announcement every week to approximately 50,000 corporate and government executives, with more than 50% at the C-level. This list is so active that within two days of sending our email, 7000 to 15,000 unique visitors visit our website.

As a sponsor of an eNews newsletter or electronic push announcement, your logo and banner are included at the top and bottom of the announcement with a link to your website. We target an audience that helps you gain the recognition you need to drive your business development initiatives.

Electronic announcements bring significant exposure to your company from the corporate, government, and training communities. Past sponsors have remarked about how they received not only large numbers of visitors to their site, but many valuable leads that resulted in sales that immediately outweighed the cost of sponsoring the announcement.

## Conferences

TrainingOutsourcing.com presents several conferences each year that provide a forum where you can join leading corporate, training, and HR executives in world-class destinations to share insights, best practices, and strategies for successful partnerships in outsourcing engagements.

Conferences in 2006 and 2007 include:

- [Training Outsourcing Summit at Workforce Performance 2006](#) – Las Vegas – Sept. 10 -12, 2006
- [TrainingOutsourcing.com Learning Outsourcing Fall 2006 Conference](#) – Disney World, Orlando – Oct. 31 to Nov. 1, 2006
- TrainingOutsourcing.com spring 2007 conference (location & date TBA)
- Training Executive Summit (location & date TBA)

With all these tools at your disposal, and all in one place, we suggest that you consider designing your marketing strategy around TrainingOutsourcing.com. Your prospects are waiting and we have the means of putting you in front of them. Contact us today to schedule an initial consultation where we'll arrange a package of services that meets your budget and helps you reach your sales goals.

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