Gain Exposure and Market Share for Your Learning Content:

PARTNER WITH A TRAINING CONTENT NETWORK

EBOOK

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VIDEO TRAINING CONTENT CREATORS:
EXPOSING YOUR WORK TO WIDER MARKETS

You've put a great deal of time and effort into developing professional video training content. The materials are polished, compelling and current. Furthermore, you already know there is massive demand for job-related training content across many industries.

The next step? Make the connection between audience and courseware so you can monetize your efforts.

As you know, training materials work best when they reach the widest possible audience. However, distributing and promoting training content takes time, money and requires access to proper distribution channels.

In this eBook, we'll explore how you can access large scale distribution networks by partnering with a reputable, proven training content network that publishes on a common courseware platform.

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WHAT DO TRAINING CONTENT NETWORKS PROVIDE?

Distributing video courseware as part of a training content network allows you to place your materials into a large, multi-subject library — one that's easy for employers, human resource information systems (HRIS) vendors, and training service providers to sort through and use to identify the right content for their audience(s).

The benefits of working with a training content network include:

➔ Direct path to potential buyers

➔ Seamless online distribution

➔ Content packaged for multiple delivery strategies

➔ Personalized marketing and PR

➔ A connection to mass markets

➔ Insulation from technical support issues

➔ Intellectual property protection

Publishers can offer these advantages because maintaining and distributing high-quality courseware libraries is their sole business model. When you join a training network, they manage your publishing, marketing and revenue collection, freeing up your physical and financial resources to focus on your primary objective: creating stellar content.

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GAINING ACCESS TO CORPORATE TRAINING MARKETS

Gaining market share by leveraging HRIS vendors and training service providers is something businesses of all kinds have had to explore at a much faster pace over the last decade or so.

Employers are now building long-term relationships with HRIS companies and training service providers instead of independent content producers, as direct relationships with many vendors are time-consuming and lack economy of scale. This supply chain structure locks go-it-alone content producers out of the valuable, corporate-scale training market.

Simply put, there are two essential reasons businesses turn to these HRIS vendors:

1. Training content networks offer their HRIS network members large libraries stocked with content from multiple producers, covering a multitude of topics, which appeals to all their employer clients.

2. Large corporations frequently work with HRIS management organizations and online training services companies rather than conduct their own content searches, meaning much of this market is inaccessible without a publishing network.

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COURSEWARE PLATFORM BENEFITS, PART 1:
EASY CONTENT DISTRIBUTION IN APPROVED FORMATS

When you work with a training content network that distributes through its courseware platform and tech-savvy network members, there's no need to keep up with technology — you're assured your materials will be available in relevant and up-to-date formats.

➜ DVDs and other physical media are considered obsolete in the learning industry.

➜ Digitally distributed content should meet current learning management standards. Today, this encompasses xAPI, SCORM and more.

➜ Training content networks that publish via courseware platforms ensure your content is widely accessible and complies with all expected industry standards, and is packaged for delivery as e-learning, microlearning and other future delivery strategies.

Keeping up with delivery formats has always been a distracting and tricky part of releasing instructional content. As VHS gave way to DVD, then to online video, the demands of changing technology has escalated dramatically for decades.

COURSEWARE PLATFORM BENEFITS, PART 2:
REACHING USERS ON MANY BROWSERS AND DEVICES

When you work with a publisher with a courseware platform, which is guaranteed to work across all popular browser and device types, they make it easy for companies to implement and for learners to consume your content. Despite today's fragmented and ever-evolving workplace tech environments, when you work with a content network, the product always works, everywhere, both now and in the future.

➜ Content development today means anticipating myriads of paths for users to connect to and interact with courseware — through multiple delivery strategies, such as desktop operating systems and mobile devices.

➜ In-house content formatting, packaging and compatibility testing is a costly, time-consuming process that takes your focus off your core competency — producing more content.

➜ Training content networks lead industry standards and stay up to date with the latest corporate platform trends and demands. That means providing accessibility across all delivery strategies and devices.

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VISIBILITY FOR NEW CONTENT RELEASES

Marketing and promotion of courseware is essential in getting it noticed and selected by potential buyers. When it's time for training content network members to start offering your content to employers, training content networks take on the important role of marketing and promotion.

➔ Working with a training content network means gaining complete access to marketing and public relations support. The promotional materials surrounding each new release are created by the publisher.

➔ Not only do training content networks have their own marketing and PR departments, their connections and experience in the industry means they know how to target these campaigns for maximum impact.

➔ Going solo and taking on the full cost of marketing, advertising and merchandising of your content drains your resources.

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DISCOVERING NEW POTENTIAL MARKETS

Selling training content directly is a good way to reach niche markets and buyers looking specifically and exclusively for the topics covered.

But what about expanding your scope and reaching businesses that require access to large libraries of training content? To gain access to these opportunities, you must work with a training content network.

➔ Search footprint and visibility are everything in today's training market. Becoming part of a comprehensive content library gives your courseware a much higher level of visibility.

➔ There are scores of valuable potential clients out there who are not interested in buying courses individually, or a few titles at a time

➔ Whether your courseware is highly specialized or applicable to numerous industries, the increased visibility of joining forces with a training content network will improve your market share.

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BECOME A MEMBER OF THE MASTERY TRAINING CONTENT NETWORK

As the leading training content network, MasteryTCN is a partner you can count on to bring your courseware maximum visibility with reduced expenditures. Joining our network is easy, rewarding and will provide you with an even greater ROI.

→ Courses released by MasteryTCN get hands-on, customized marketing and PR pushes. No other network offers this level of focus and attention.

→ MasteryTCN works with a network of HR cloud service providers servicing the majority of training content needs for their client companies and organizations. Their clients demand it — and you can be part of the solution.

→ Our video-based content library is wide in scope and focused on quality, breadth and depth. Joining our partner program places your materials squarely in front of brands that value choice and selection and those demanding access to a comprehensive library with fewer vendor contracts and support headaches.

You've mastered the art of creating training content. The next logical step is to distribute that courseware on a platform that will let it reach its potential, delivering it to the audience it deserves. Are you ready to make this connection? Reach out to MasteryTCN to learn more about becoming a partner.

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