

The logo features a yellow graduation cap icon to the left of the text "LMS PORTALS". "LMS" is in white and "PORTALS" is in yellow, all set against a dark blue background.

LMS PORTALS



WIN CORPORATE CLIENTS **MARKET YOUR ELEARNING PROGRAM WITH IMPACT**

Reach the right decision-makers. Show measurable value.

Turn your course into a business solution.

Businesses aren't just buying training—they're buying outcomes. Whether you're a course creator, LMS provider, or training consultant, marketing to organizations takes more than a slick website. You need to speak their language, solve real pain points, and build trust fast.

This guide breaks down how to market your eLearning programs to business clients—from strategy to pitch.

KNOW YOUR AUDIENCE + POSITIONING

1 IDENTIFY THE RIGHT BUYERS

You're not selling to consumers. You're targeting:

- ✓ **HR Managers** looking to upskill teams
- ✓ **L&D Directors** tasked with performance improvement
- ✓ **Department Heads** needing role-specific training
- ✓ **C-Suite Executives** when ROI matters most

Each has different priorities. Your message needs to reflect that.

2 TAILOR YOUR VALUE PROPOSITION

Generic course features won't cut it. Instead, lead with:

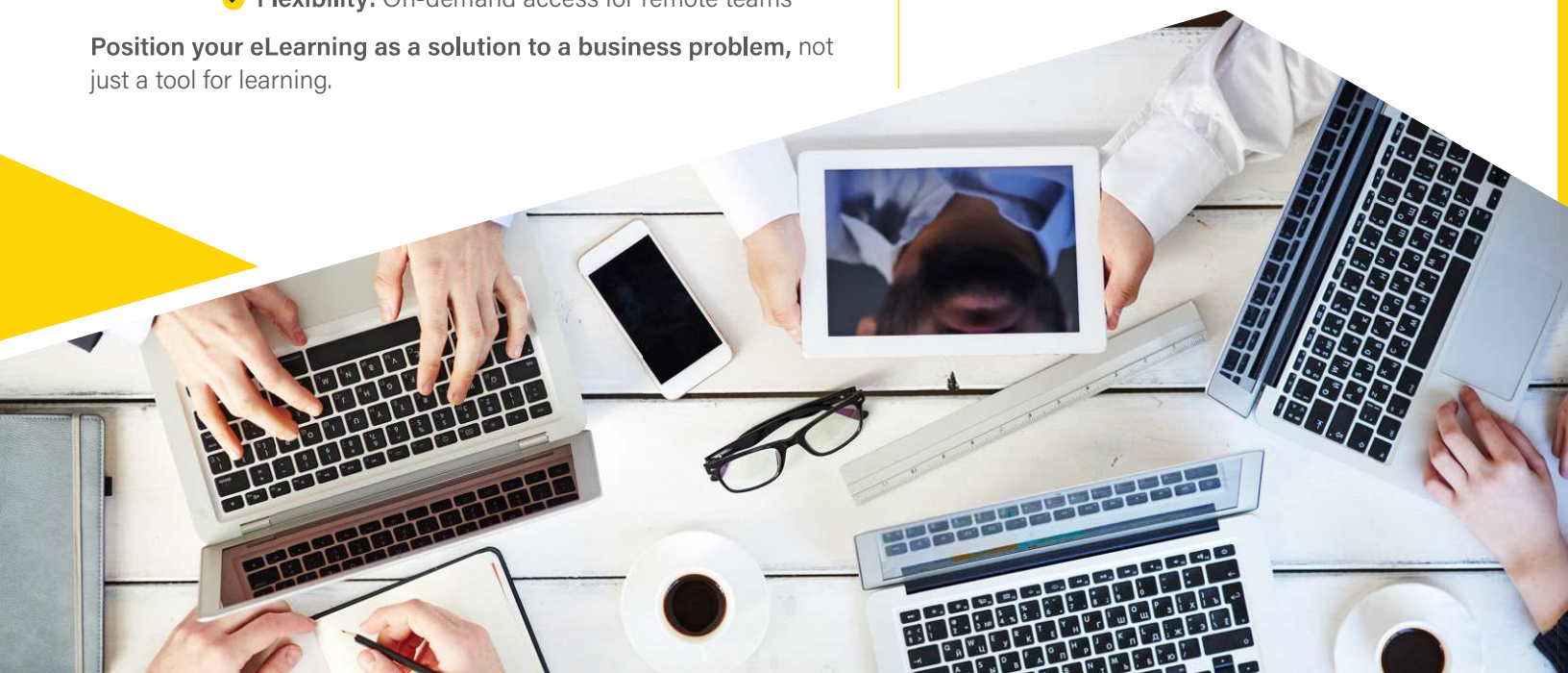
- ✓ **Outcomes:** Improve onboarding speed by 35%
- ✓ **Cost Efficiency:** Save \$10K/year vs. live training
- ✓ **Flexibility:** On-demand access for remote teams

Position your eLearning as a solution to a business problem, not just a tool for learning.

3 INDUSTRY FOCUS WORKS

Niche wins. A compliance course for banks will beat a general compliance course every time. If possible, tailor versions of your program to:

- ✓ **Healthcare**
- ✓ **Tech**
- ✓ **Finance**
- ✓ **Manufacturing**
- ✓ **Nonprofits**



BUILD TRUST + CLOSE DEALS

4 USE SOCIAL PROOF THAT SPEAKS TO BUSINESS

Testimonials are good. Case studies are better.

- ✓ After implementing X course, productivity increased 18% in Q3.
- ✓ Include metrics, logos (with permission), and industry names.

If you're early-stage, offer **free pilots** in exchange for data.

5 OFFER THE RIGHT FORMAT FOR B2B

- ✓ SCORM-compliant? LMS-ready? That matters.
- ✓ Offer **bulk licensing, team dashboards, progress tracking, integration options.**

B2B buyers care about rollout logistics. Make it easy for them to say yes.

6 NURTURE WITH B2B-FOCUSED MARKETING

- ✓ LinkedIn > Instagram
- ✓ Whitepapers > Webinars
- ✓ Email sequences with case examples, ROI calculators, etc.
- ✓ Retargeting ads to decision-makers

Bonus Tip: Use job titles in ad targeting (e.g., "HR Director", "Learning Manager").



STRATEGY + ACTION PLAN

7 OUTREACH THAT WORKS

- ✓ Build a list of HR and L&D contacts via LinkedIn or B2B email platforms.
- ✓ Use a short, focused cold email:

"Hi [Name], I noticed your team is scaling fast. We help growing teams cut training time by 40% with on-demand programs tailored for [industry]. Interested in a 10-minute demo?"

8 MAKE DEMOS IRRESISTIBLE

Don't just show the platform. Show how it:

- ✓ Reduces employee turnover
- ✓ Shortens onboarding
- ✓ Boosts team performance

Frame everything in business terms.

9 PRICING THAT SELLS

- ✓ Tiered pricing by user volume
- ✓ Enterprise packages
- ✓ Offer a risk-free trial or money-back period

10 ALWAYS FOLLOW UP

80% of deals need 5+ touchpoints. Have a follow-up system:

- ✓ Email
- ✓ LinkedIn message
- ✓ Retargeted ad
- ✓ Follow-up call

READY TO PITCH YOUR
**ELEARNING TO BUSINESSES
THAT BUY?**

Let's build a strategy that gets your
program into the hands of real teams.

CONTACT US

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