



UK TRAINING REPORT: INDUSTRY TRENDS

Foreword

2016 was an eventful year for findcourses.co.uk. It was characterised by a strong behind-the-scenes focus on upgrading the algorithm of our course search, preparing our site for e-commerce transactions, and designing our upcoming user-facing look and feel.

Our team has also been hard at work further developing the services that we introduced in 2015. findcourses.co.uk now hosts the largest number of course reviews on the internet and we are interacting with more users than ever before. We have also taken time to audit our own service to learn how quickly training providers respond to users.

Looking at the training industry more broadly, 2016 was a positive year, with training providers generally reporting increases in revenues and a positive outlook for 2017. As providers prepare for the UK's departure from the EU, we are sharing a report that we hope will help you benchmark your plans against the industry. In honour of our fastest growing user-base outside of the UK, we've placed the spotlight on the Gulf Cooperation Council region and have shared key statistics on training buyer trends in the region.

The 7th annual findcourses.co.uk training provider survey as well as our 2nd annual user survey will help our providers get a better view of their position in the industry and consider the changing needs of learners.

Finally, we present our best-practice insights gleaned from statistical similarities of our best performing course listings and email marketing campaigns.

We hope you enjoy our most comprehensive training report to date and wish you a successful training year in 2017!

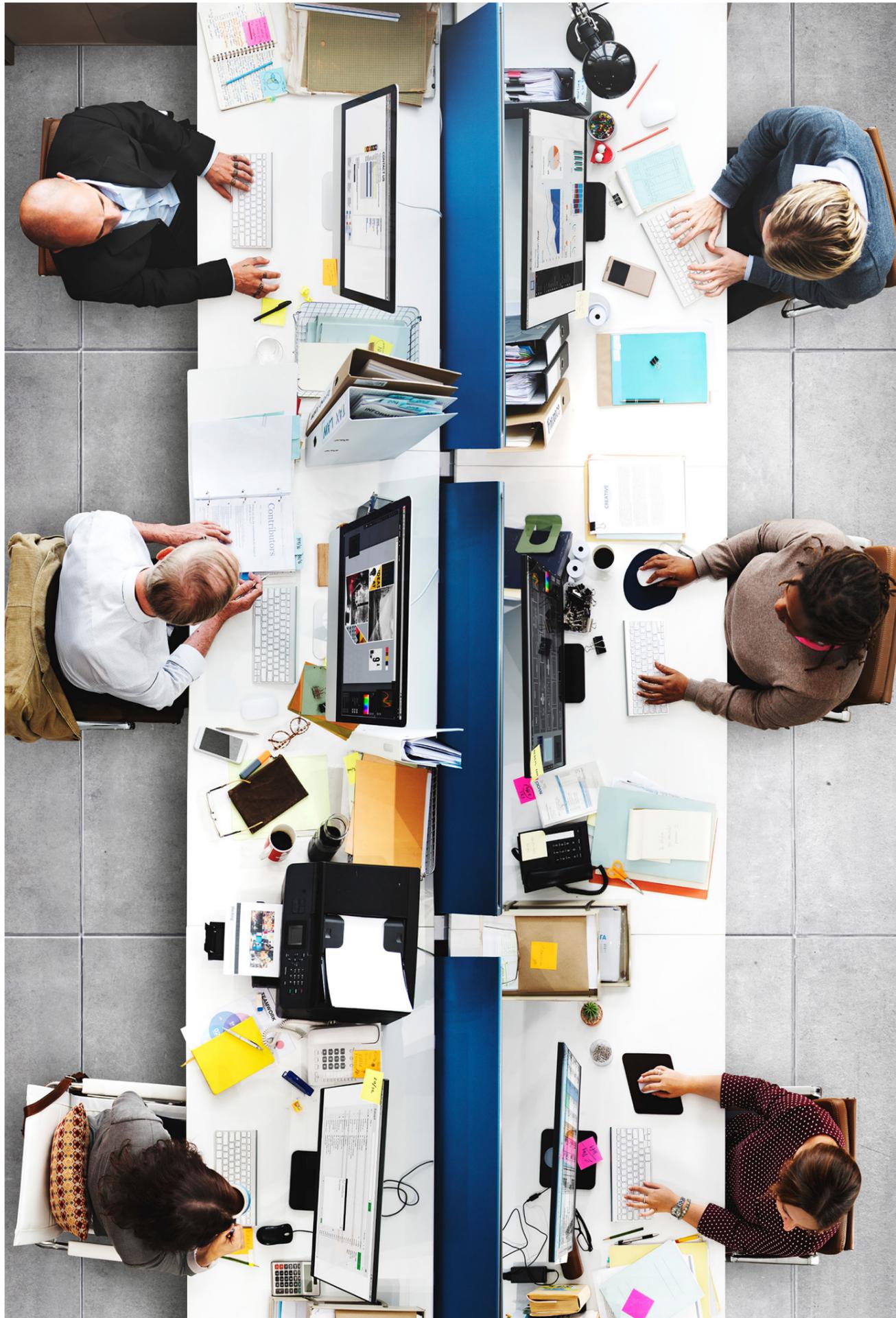


INDEPENDENT

findcourses.co.uk works in partnership with The Independent,
powering the professional development search engine
courses.independent.co.uk

CONTENTS

- 5 News**
Headlines from findcourses.co.uk
- 6 EMG – Educations Media Group**
About us
- 8 Visitor trends**
Site traffic + conversions
- 10 Brexit and the training industry**
How will Brexit impact the professional training industry?
- 14 State of the training industry**
Training provider survey
- 17 Professional development trends**
Popular training topics
UK visitor breakdown
GCC demographics + trends
Top training topic by delivery method
User services
Top organisations using our site
Bespoke training trends
- 28 Learner trends and preferences**
Human resources + learning and development professionals on training
- 30 Marketing + advertising trends**
Course marketing
Inbound leads
Email marketing



HEADLINES FROM FINDCOURSES.CO.UK

WHAT WE HAVE BEEN UP TO

Improved quote request service

Our new and improved quote request service was introduced in early 2016. In addition to improving our enquiry form to help us put users in touch with the right providers, we have put a focus on raising engagement with our HR and L+D users to help them regularly connect with us when sourcing training.

New search algorithm introduced

We developed our new search algorithm in late 2016, and phased out our alphabetical listings. As we continue to A/B test and improve its functionality, we strive to improve our course search to better help our users quickly find the best possible matches for their training needs.

Highest # of course reviews online

As of 1st January 2017, findcourses.co.uk has published 71,000 course reviews, offering users searching for training one more way to compare their options and select the right provider. Our research has shown that course reviews can boost conversion by up to 300%. As host to the largest number of professional training reviews, we invite you to join us and install our cost-free course review widget.

Learning at Work Week with the Campaign for Learning

We are thrilled to continue our six-year partnership with the Campaign for Learning. In support of their work to foster lifelong learning, we raise awareness of one of the Campaign's key projects: National Learning at Work Week.

We contribute to this national celebration of learning in the workplace by offering a unique matchmaking service that helps HR managers, L+D coordinators and workplaces get in touch with training providers offering free taster sessions at workshops for their Learning at Work Week.

Our service is an excellent way for training providers to get positive PR for their company, while building key relationships with companies intending to invest in training in the future.

WHAT IS COMING IN 2017

Rebranding + Redesign

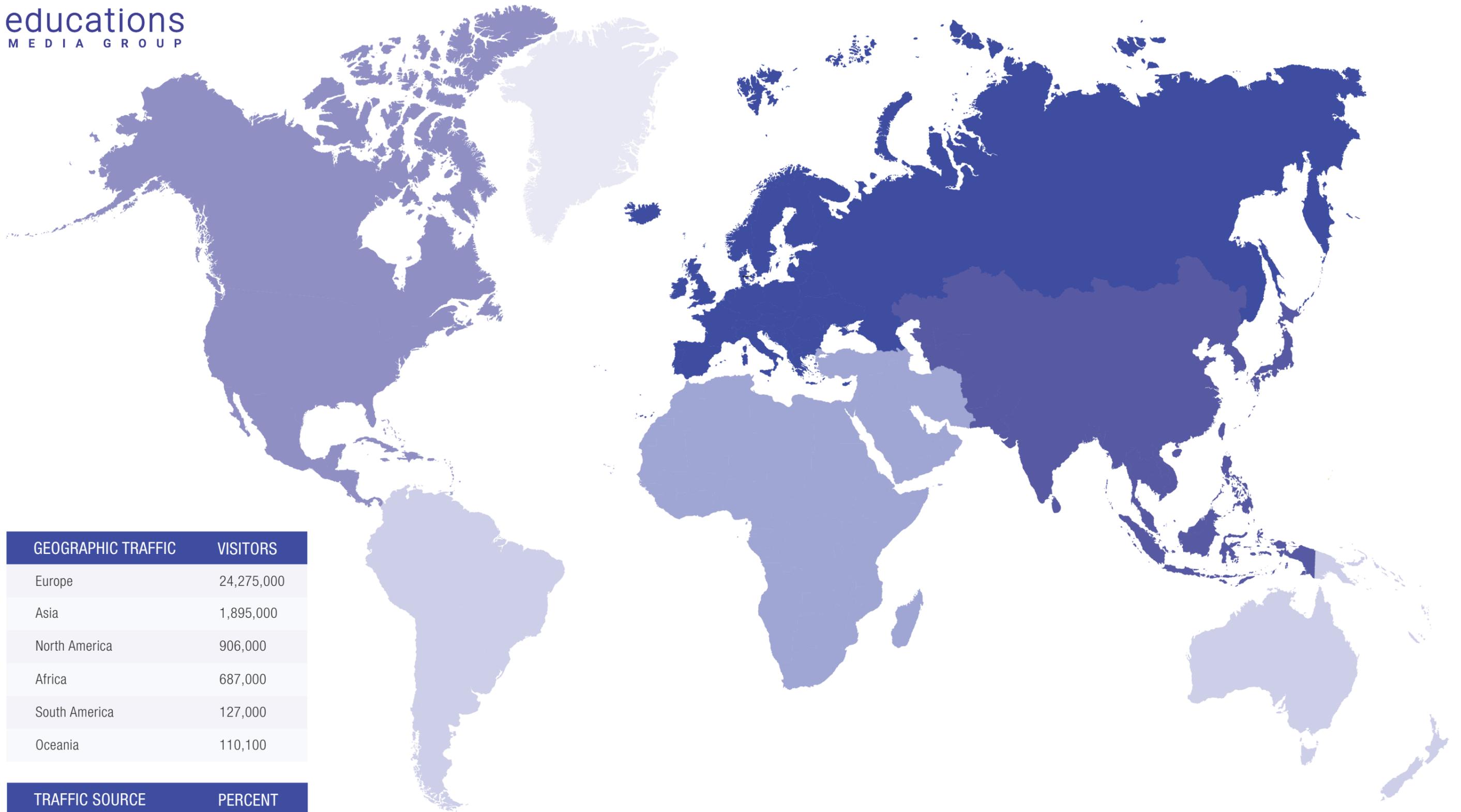
We have bid farewell to the apple and are launching a new logo, colour-scheme, and improved user interface including larger font and clearer call to action buttons this spring. Alexander Gabrielsson has joined our team as our in-house UX designer and will be continually improving the look of our sites to better express our brand and help users navigate our site.

E-Commerce

We are rolling out an e-commerce platform in 2017. Training providers will be able to choose what options to give users, whether it is a referral to their site, an enquiry form, an immediate purchase, or all three. Tell us which conversion package is ideal and we will implement it on your profile.

Qualification search

Navigating the nuances of professional qualifications and certifications can be a chore. That is why we are launching our qualifications search, which provides our users with need-to-know information about popular qualifications, as well as a list of courses to help them prepare for exams and certify their skills.



GEOGRAPHIC TRAFFIC	VISITORS
Europe	24,275,000
Asia	1,895,000
North America	906,000
Africa	687,000
South America	127,000
Oceania	110,100

TRAFFIC SOURCE	PERCENT
Organic	86.43%
Direct	9.91%
Paid	3.66%

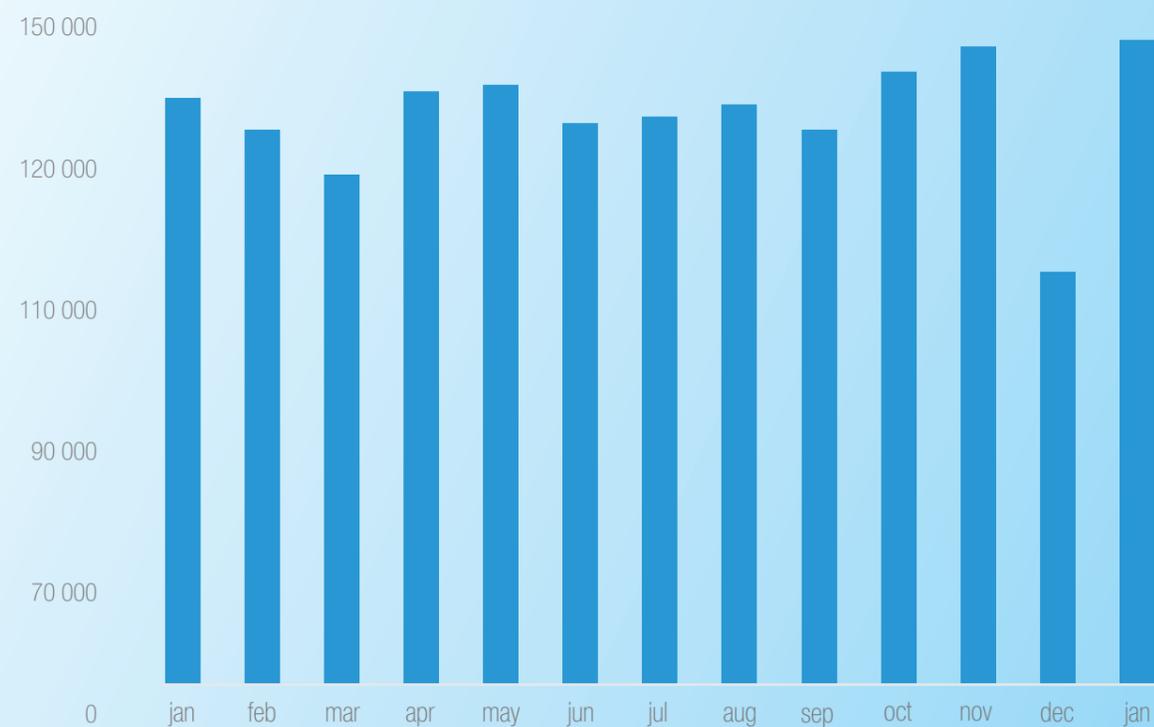
100,000
annual visitors

25,000,000
annual visitors

VISITORS

JAN 2016 – JAN 2017

1.7
million
visitors

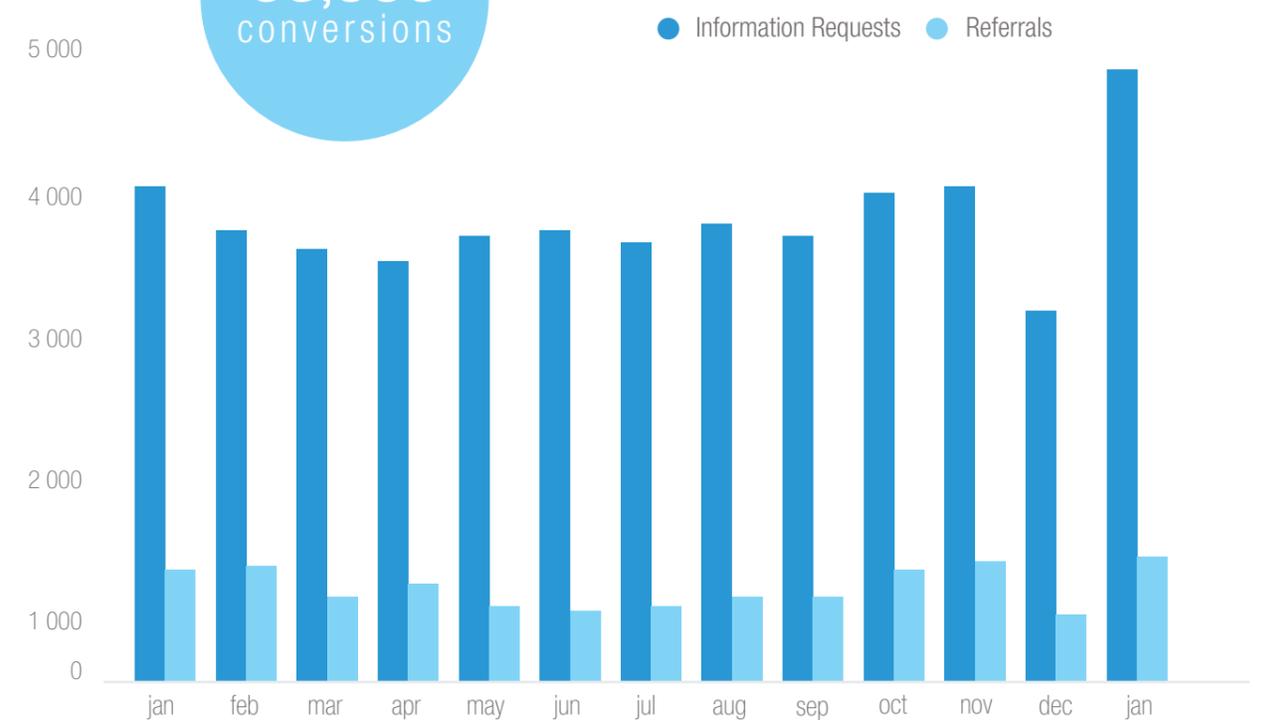


Visitor statistics show the number of individuals using findcourses.co.uk to search for and compare professional development training courses.

CONVERSIONS

JAN 2016 – JAN 2017

63,000
conversions



findcourses.co.uk offers users two ways to connect directly with training providers. Our users most commonly convert by filling out a contact form, although we have seen an increase in the popularity of referrals to training provider websites.

BREXIT + THE TRAINING INDUSTRY

Theresa May is pushing for a “hard Brexit” but will it be a difficult one for the United Kingdom’s 4000+ training providers?

We have checked in with the CEOs and marketing directors at over a hundred UK training providers to learn whether they think the training industry will be affected by Brexit to a greater or lesser extent than other industries. Our survey also asked them to share in brief their strategies to navigate potential changes in the market. Additionally, we consulted a few key sources to get a better picture of how learning and skills as a whole might potentially be affected.

“Sixty percent of small training companies have no Brexit strategy in place.”

How are the UK’s training organisations planning to meet Brexit? The answers were far more uniform than we expected and fit neatly into three broad categories. UK training providers either have no strategy in place, plan to respond by updating their course content or changing course offerings, or plan to expand their services and/or marketing abroad.

Almost half of training organisations have no plans to prepare for Brexit, with some saying it would have no effect on them – “business as usual” – some expressing concern that their organisations have not calculated any contingency plans – “we don’t have a plan!” – and some saying that they

would start formulating plans in the future, or respond if they begin to see effects – “we will respond with appropriate reaction to whatever Brexit turns out to be, it hasn’t happened yet.” Our survey was conducted on the condition of anonymity to help facilitate candid responses.

Of those training organisations who are formulating a Brexit strategy, marketing their services to attract more delegates from outside of the UK – “targeting a wider audience outside the UK,” – as well as expanding their offerings to organisations abroad – “expand our services in Europe” – were favoured by 21% of respondents.

Thirty-one percent of the training providers surveyed plan to make changes to their course offerings – either updating course content – “ensuring the training material is updated to recognise any changes to the industry we teach in,” – or offering in-house services to organisations navigating change – “through bespoke training to help counteract the negative effects of Brexit.”

Responses varied greatly on Brexit depending on the size of the training provider. When considering the limited resources of a small organisation, the results may be unsurprising. Sixty percent of small training companies have no Brexit strategy in place. They were the least likely to believe that leaving the EU would affect the training industry more than other industries, and they intend to make changes to their course offerings above marketing to organisations abroad. The larger the organisation, the more likely they are to have a Brexit strategy in place, and the more likely that strategy is to increase their marketing spend on



“Nearly a third of the training providers we surveyed said they planned to update or expand their course offerings surrounding Brexit.”

campaigns to promote services outside the UK.

Believing that Brexit would have more of an impact on the training industry than other industries did not reduce the optimism of how they believed their organisation would fare in the coming year – by very much. Sixty-eight percent of training providers who predict that Brexit will affect the training industry more than other industries are still predicting increased turnover in 2017. They were only 5% less optimistic on their turnover than training providers who believed that Brexit would have a lesser impact on the training industry. Essentially, concern or lack of concern over leaving the EU has little correlation with how well UK training companies believe they will perform in 2017.

Of the 18,000+ training courses listed on findcourses.co.uk, only three refer to Brexit. We spoke to two organisations who were quick to offer public courses to help clarify information on Brexit as well as bespoke training to inform and assist organisations beginning to formulate contingency plans based on the information available.

The Institute of Export introduced their Post Brexit Planning Workshops directly after the referendum. It was born out of the industry's necessity. "In the post-Brexit referendum survey that was undertaken by the Institute, nearly half of respondents rated continued access to the EU single market for goods and services as 10 on a scale where ten is most important," said Samantha Pileggi, Marketing Director for the Institute of Export.

She added that they help exporters "look at the possible impact on their existing exports and imports – both immediately and in the longer term – and to help them plan the next steps to take to spread their risks."

As one would imagine, offering a workshop on Brexit demands rigorous attention to updating the material as new information emerges. "The content is adapted continuously to take account of the frequently changing situation and as new priorities, concerns, and issues emerge," said Pileggi.

"Responses varied greatly on Brexit depending on the size of the training provider."

Offering information on leaving the EU takes resources and expertise that not all training organisations have at their disposal. We spoke with several training providers who have not yet updated their offerings because of incomplete information on Brexit and a reluctance to lead organisations through an event that they themselves do not yet fully understand.

Nearly a third of the training providers we surveyed said they planned to update or expand their course offerings surrounding Brexit. As Brexit unfolds and the terms of exit are decided, the training organisations that are taking up the challenge of equipping UK professionals to face whatever it brings, are preparing for the next phase of offerings. Once the terms of exit are negotiated, providers will begin offering assistance to individuals and organisations adapting to changes in their industries, sectors, and markets.

While helping elucidate information in a confusing political landscape, and offering bespoke training to help organisations align their strategies in the wake of Brexit offers opportunity to agile providers, other training organisations could potentially see a dip in their training requests. The CIPD's latest labour report predicted a "modest drag" on skills investment in 2016's final quarter with 9% of

employers surveyed saying they would increase training and skills investment and 15% saying they would decrease spending.*

Depending on how Brexit is negotiated, potential skills gaps could open up in the wake of reduced EU labour migration that may lead to a talent shortage that results in increased investment in learning and skills. "The UK suffers from major skills shortages already and it could be argued that migration has masked these to an extent. However, we are nearly at full employment and our economy would be much poorer without the skills and effort of migrants", said Katie Jacobs, editor of HR Magazine. "HR directors should be thinking now about their Brexit talent strategies and how they are going to recruit and crucially retain talent in a tightened labour market. They will also need to consider how to step up their efforts in reaching hard to reach people not in employment. This could of course be a positive trend for L&D," she added.

At findcourses.co.uk, we encourage providers to critically evaluate their positioning in a post-Brexit market and to engage in an open dialogue with the individuals and organisations they train: investigating their shifting needs within their workplace, industry, and sector to help their training content best match evolving needs.

"HR Directors should be thinking now about their Brexit talent strategies and how they are going to recruit and crucially retain talent in a tightened labour market."

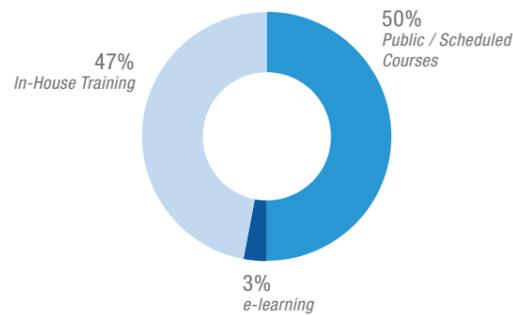
*Labour Market Outlook, Views from Employers, Autumn 2016, CIPD



STATE OF THE INDUSTRY: TRAINING PROVIDER SURVEY

In December 2016, we surveyed 100+ UK training providers on the state of the industry, their organisation, and predictions for the future. In our 7th annual report, we are placing a strong focus on course marketing to help our providers best understand how the industry budgets and measures value. In contrast to previous years, we have relocated some of the survey questions throughout our report to augment them with more in-depth analysis by topic.

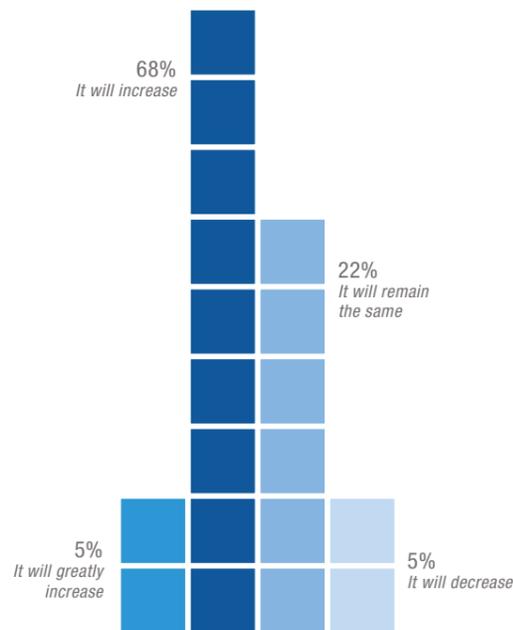
IN TERMS OF TRAINING DELIVERY, WHICH IS THE MOST VALUABLE FOR YOUR COMPANY?



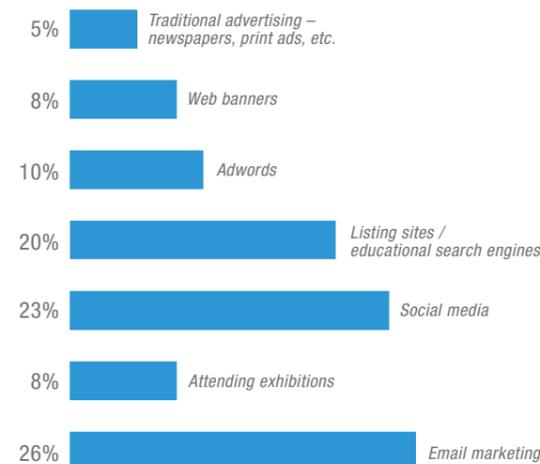
DO YOU BELIEVE THERE HAS BEEN AN INCREASE IN SPENDING ON PROFESSIONAL DEVELOPMENT IN THE LAST YEAR?



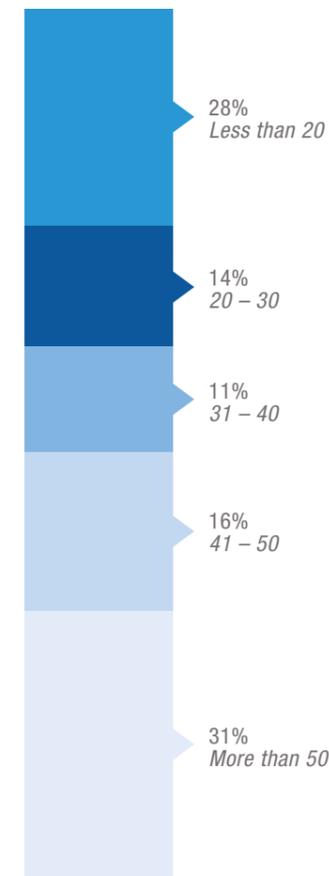
HOW DO YOU PREDICT YOUR TURNOVER TO CHANGE IN 2017?



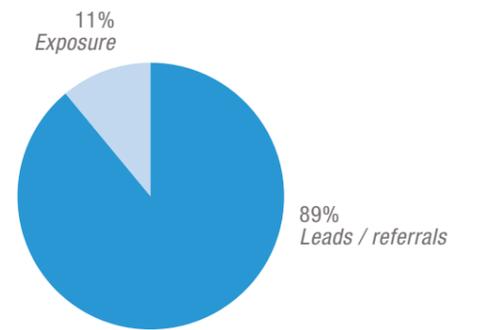
HOW DO YOU ATTRACT NEW CUSTOMERS TO YOUR COURSES?



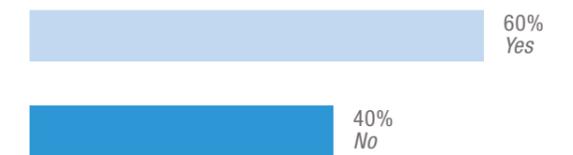
WHAT PERCENTAGE OF YOUR MARKETING BUDGET IS MADE UP OF DIGITAL MARKETING?



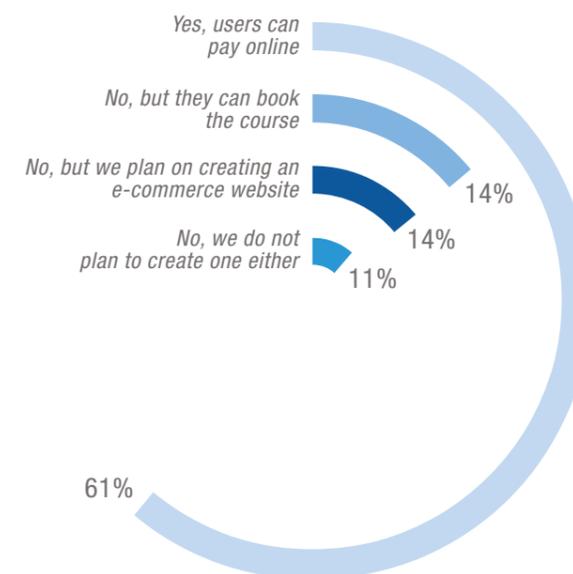
WHICH IS THE MOST IMPORTANT FACTOR WHEN MEASURING A MARKETING CAMPAIGN FOR YOU?



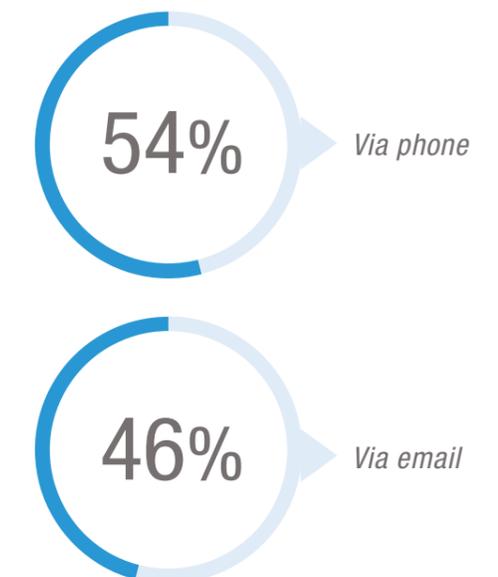
DO YOU THINK THAT THE TRAINING INDUSTRY WILL BE AFFECTED TO A GREATER OR LESSER DEGREE BY BREXIT THAN OTHER INDUSTRIES?



DO YOU HAVE AN E-COMMERCE WEBSITE WHERE PEOPLE CAN PURCHASE YOUR COURSES?



HOW DO YOU CONTACT INBOUND LEADS?





POPULAR TRAINING TOPICS

An overview of visitor traffic and interest by training topic.

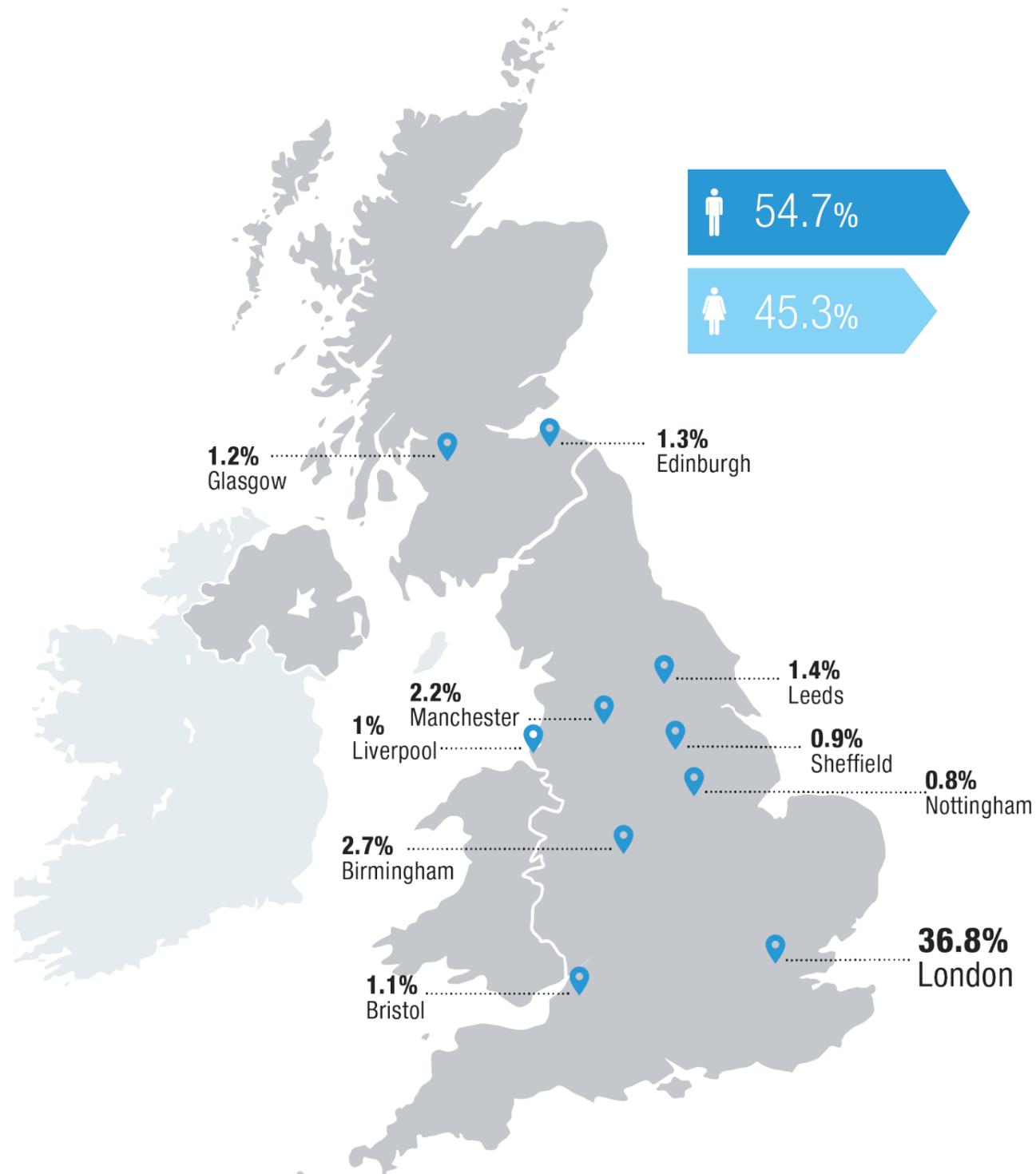
	TRAINING CATEGORY	VIEWS	2016*	CONVERSION RATE (%)	SHARE OF TOTAL (%)
1	Business + Management	175 489	-	5.0%	11.0%
2	Finance	158 037	-	2.1%	9.9%
3	Health and Social Care / Work	131 376	-	1.2%	8.2%
4	Health + Safety	71 316	-	1.5%	4.5%
5	Construction	70 389	+9	2.1%	4.4%
6	Engineering / Industry	60 440	+7	2.6%	3.8%
7	Law + Legal	59 409	+1	1.3%	3.7%
8	Office Management	58 515	+1	3.8%	3.7%
9	Oil + Gas	54 672	-4	1.1%	3.4%
10	Supply Chain Management	54 660	-	1.3%	3.4%
11	IT Pro	48 928	-4	0.4%	3.1%
12	Communication Skills	47 004	+4	0.9%	3.0%
13	Human Resources	45 650	-	1.2%	2.9%
14	Science + Research	45 538	+1	3.2%	2.9%
15	Hospitality + Tourism	43 792	-9	2.7%	2.7%
16	Personal Development	43 223	+3	3.4%	2.7%
17	Project Management	35 779	-	1.3%	2.2%
18	Teacher + Instructor Training	32 108	-7	0.7%	2.0%
19	CAD	30 839	+5	0.4%	1.9%
20	Quality Assurance + Auditing	29 608	+1	0.7%	1.9%
21	Design	29 386	-1	1.0%	1.8%
22	Real Estate	29 024	+1	1.9%	1.8%
23	IT Design / Multimedia	25 255	-5	0.1%	1.6%
24	Marketing	24 048	+1	1.1%	1.5%
25	IT User	22 160	+1	0.6%	1.4%

*Statistics reflect changes in position from 2016.

UK VISITOR BREAKDOWN: WHERE ARE OUR USERS BASED?

In line with population density trends across the United Kingdom, a large proportion of UK visitors to findcourses.co.uk are based in London. Other popular cities include Birmingham, Manchester, Leeds, Edinburgh, Glasgow, Bristol, Liverpool, Sheffield and Nottingham.

Numbers based on website sessions throughout 2016 originating from within the UK.



UK VISITOR BREAKDOWN: WHICH CITIES TRAIN THE MOST?

With by far the biggest population in the United Kingdom, it is clear that London is home to the largest number of companies and individuals searching for professional training in absolute terms.

But when numbers of new findcourses.co.uk users in 2016 are weighted against the size of the cities they live in, a more interesting picture begins to emerge. As highlighted in the chart below, the data shows that Manchester actually ranks at the top of the list in terms of training demand in proportion to its population. London maintains an important position in second place, followed by Birmingham and Nottingham. Edinburgh rounds off the top 5 and is the only city in the top 5 located in Scotland.

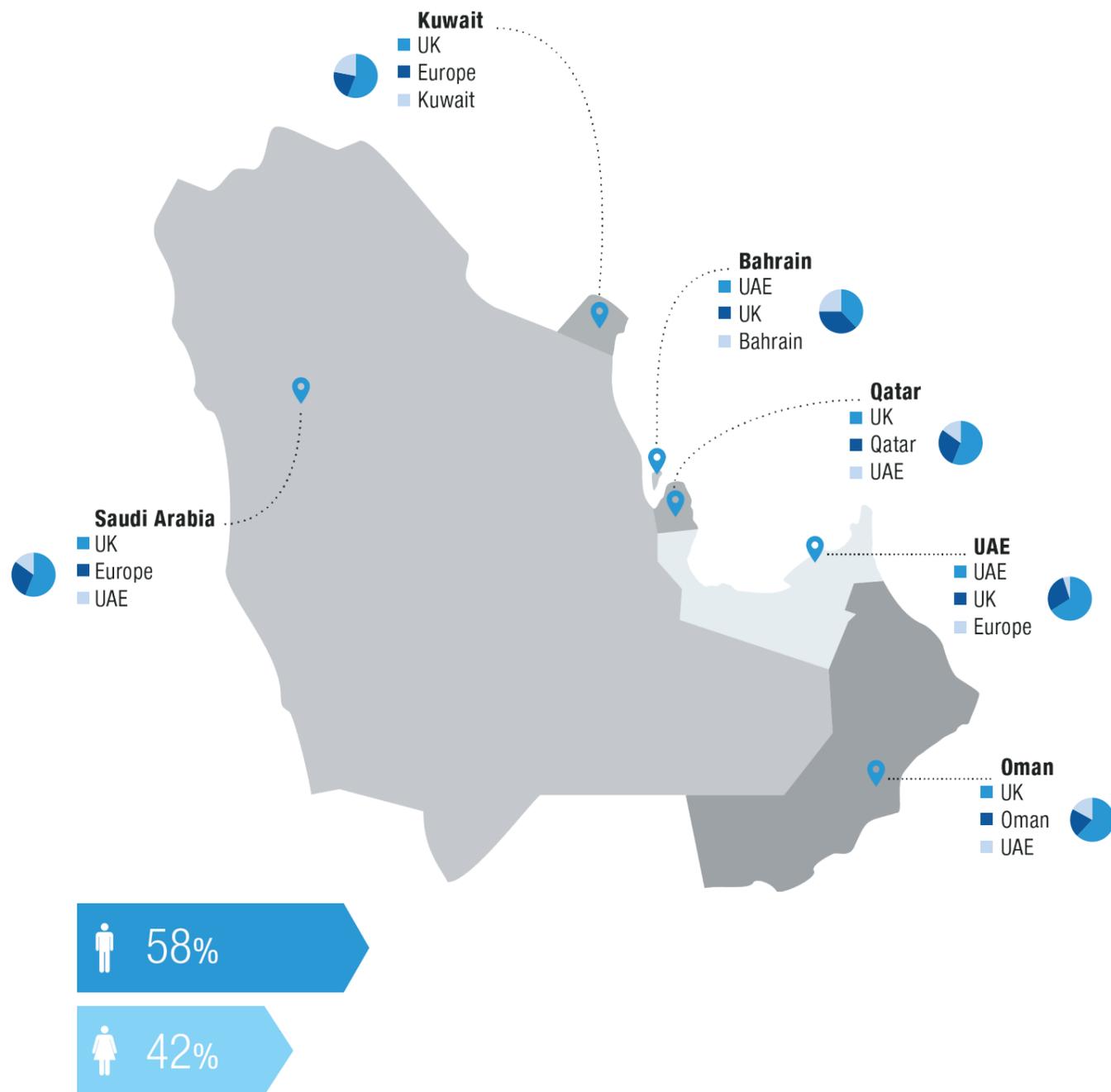
CITY	DEMAND FOR TRAINING
1 Manchester	4.24%
2 London	3.74%
3 Birmingham	2.84%
4 Nottingham	2.83%
5 Edinburgh	2.51%
6 Liverpool	2.25%
7 Bristol	2.22%
8 Glasgow	2.11%
9 Leeds	1.72%
10 Sheffield	1.61%

*The numbers above represent the proportion of new users originating from each city in 2016 weighted against the size of the city's employed population. Population data was sourced from the most recent census data available.

THE GCC IN FOCUS: USER DEMOGRAPHICS

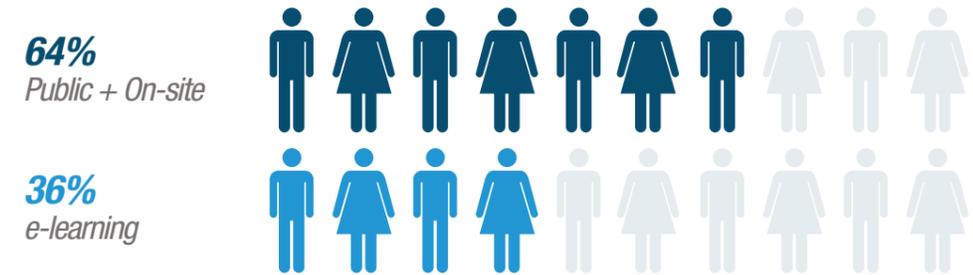
Traffic from the Gulf Cooperation Council member states rose from 6% to 10% of our traffic from 2015 to 2016, nearly doubling for the second year in a row. The Gulf States make up the second highest source of traffic after the United Kingdom.

To better understand the needs of these users, we have highlighted the top three most requested training locations per country.



THE GCC IN FOCUS: USER TRENDS

WHICH DELIVERY METHOD IS THE MOST POPULAR AMONG GCC USERS?



WHICH COURSE CATEGORIES ARE USERS FROM THE GCC MOST INTERESTED IN?



TOP TRAINING TOPICS BY DELIVERY METHOD

COMPANY-SPECIFIC / IN-HOUSE

- 1 Finance
- 2 Communication Skills
- 3 Leadership
- 4 Auditing
- 5 Supply Chain Management
- 6 Human Resources
- 7 Sales
- 8 IT
- 9 CAD
- 10 Health + Safety

E-LEARNING / ONLINE

- 1 Business Administration
- 2 Hospitality + Tourism
- 3 Health + Safety
- 4 Real Estate
- 5 Engineering
- 6 Health + Social Care
- 7 Computer Skills
- 8 Supply Chain Management
- 9 Office Management
- 10 Health + Safety

PUBLIC / SCHEDULED

- 1 Business Administration
- 2 Law + Legal
- 3 Health + Social Care
- 4 Construction
- 5 Supply Chain Management
- 6 CAD
- 7 Office Management
- 8 Oil + Gas
- 9 Finance
- 10 Logistics





USER SERVICES

We have placed an even stronger focus on our user services throughout 2016 and into 2017. findcourses.co.uk offers personal assistance to professionals looking for training through two services that complement our search engine.

User Chat Service

Our user chat is operated by a rotation of our communications team who help users find and compare training providers, answer questions regarding qualifications in the UK, and offer advice on professional development paths.

In 2016, we assisted 25,000 users through our user chat service, up from 1,500 the previous year.

Quote Request Service

Our quote request form assists managers, HR, and L&D professionals source training for groups in their organisation. As our user base grows, we've seen an increase in busy professionals using our team to help collect quotes and proposals from training providers large and small.

In 2016, we helped source training from 1,110 quote requests, up from 853 the previous year.

THE TOP ORGANISATIONS USING FINDCOURSES.CO.UK

Every day top companies come to findcourses.co.uk to search for training. Below is a list of the top organisations using the site, listed by industry.

AUTOMOTIVE + LOGISTICS

Mitsubishi Electric
FedEx Trade Networks
UPS
Transport for London
DHL

AVIATION, AEROSPACE + DEFENSE

Airbus Operations Ltd.
British Airways
G4S
Emirates Airlines
Star Alliance

CONSUMER GOODS & RETAIL

Pepsi Co.
Marks and Spencer
Nestle
Amazon
Tesco

ENERGY, OIL & GAS

ExxonMobil
BP
Dolphin Drilling
GE Oil and Gas
Saudi Aramco

ENGINEERING & INDUSTRY

AVEVA
Balfour Beatty
Babcock International Group
Cummins
ABB

FINANCE & INSURANCE

HSBC
Visa
Barclays
Goldman Sachs
Aon

HEALTHCARE + PHARMA

Pfizer
Astra Zeneca
NHS
LEO Pharma
USB

HOSPITALITY + TOURISM

Mandarin Oriental
Hilton UK
Viking Cruises
Britannia Hotels
Radisson

IT + TELECOMMUNICATIONS

Apple
Vodafone Group
Microsoft
Mitel Networks Limited
IBM

PROFESSIONAL SERVICES

Salesforce
Deloitte
HSBC Bank PLC
Ernst + Young
JP Morgan

PUBLIC BODIES + NGOS

UN
International Committee of the Red Cross
The Salvation Army
Royal Navy
World Health Organization

MEDIA

Wyndeham Press Group
Warner Music
City Press
Lionsgate UK
Time Inc. UK

BESPOKE TRAINING TRENDS + OUR QUOTE SERVICE

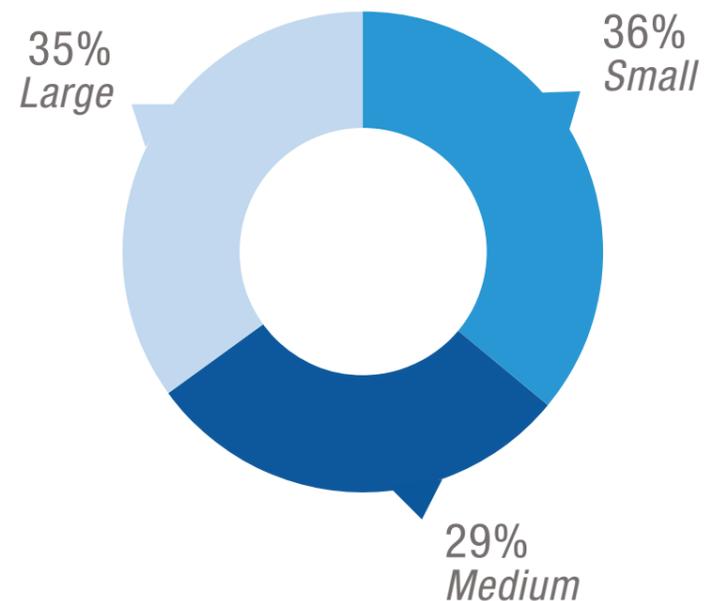
Twenty-two percent of HR and L&D users surveyed in 2016 said that sourcing training takes up “too much” of their time. Our quote request service is one way that we help them overcome this challenge.

How it works:

1. findcourses.co.uk users fill out enquiry forms that detail the training needs that they would like to fill in their organisation including relevant contact information.
2. Our member services team looks over the enquiry, reaching out to the user when necessary to provide more details to help secure better matches.
3. Searching through our database, a team member forwards the request to several of the most relevant training providers in our database.
4. Training providers reach out to the user and send a proposal if they decide to proceed.

1,110 companies used our quote request service during 2016 in lieu of contacting specific training companies to source their training. Average group size has increased slightly from 9.01 delegates in 2015 to an even 10 delegates in 2016.

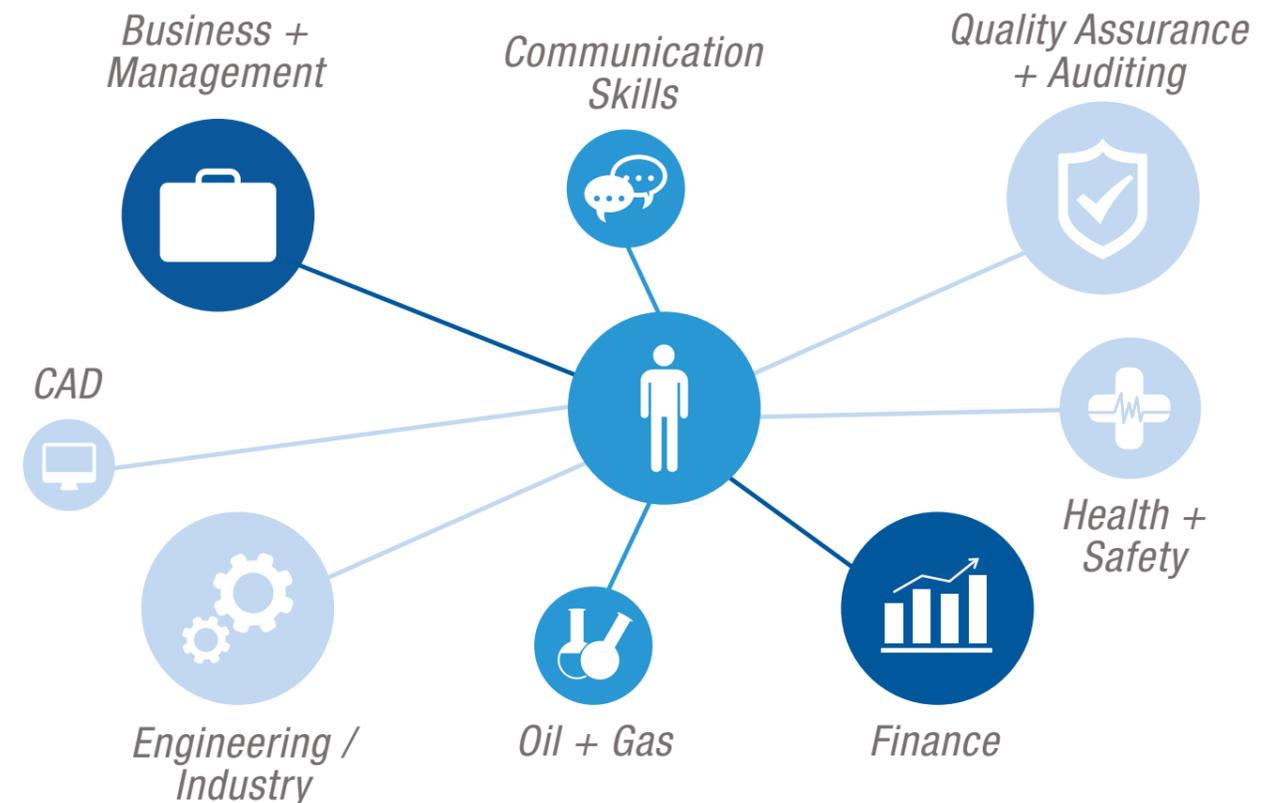
TYPICAL SIZE OF ORGANISATION



MOST COMMON INDUSTRIES



MOST POPULAR TRAINING TOPICS

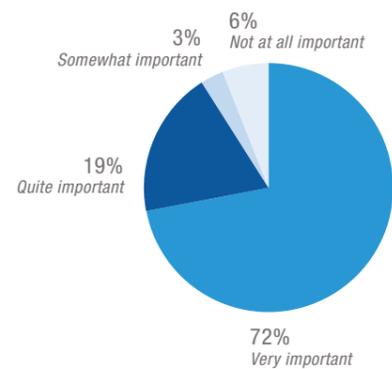


HR AND L+D: AN EXTERNAL TRAINING REPORT

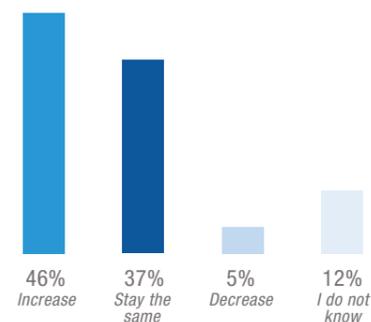
Our users are your clients. To get a better understanding of our key user segment, we conducted our second annual survey of 500+ human resources and learning and development users to learn more about their employee training practices.

The outlook for employee training in the UK remains positive for 2017. The majority of HR and L+D professionals surveyed said that their employee training budget will increase or remain the same in the coming year. The vast majority indicated that employee development was an important factor in their organisation. Quality stands out as the key factor when choosing a training provider with training content and quality of the trainer revealed as the top factor when choosing amongst providers.

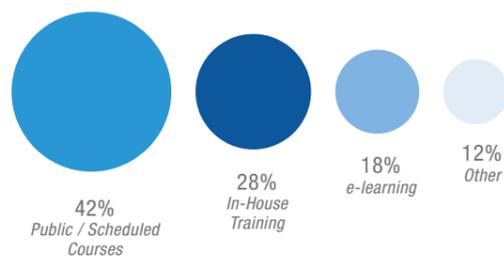
HOW IMPORTANT IS EMPLOYEE DEVELOPMENT IN YOUR ORGANISATION?



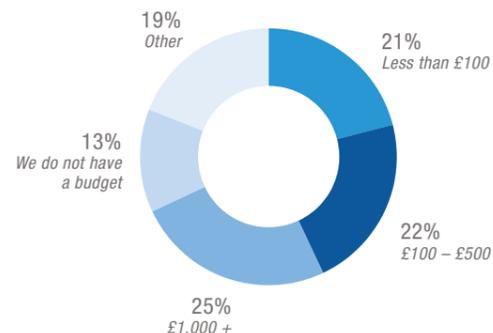
HOW DO YOU EXPECT THE TRAINING BUDGET TO CHANGE FOR 2017?



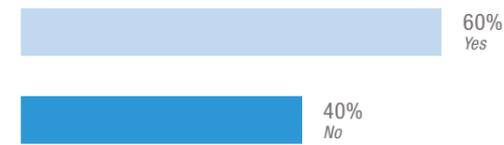
WHAT IS THE PREFERRED LEARNING STYLE OF YOUR ORGANISATION?



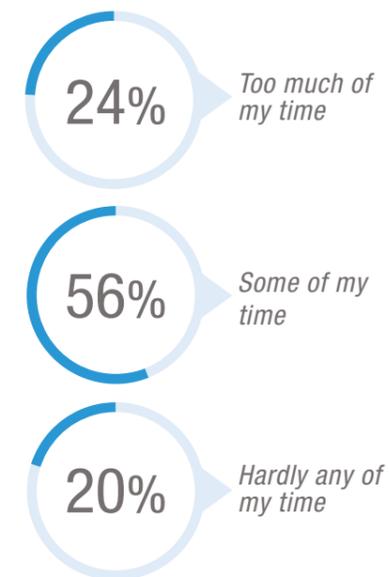
WHAT IS YOUR ORGANISATION'S ANNUAL TRAINING BUDGET PER PERSON?



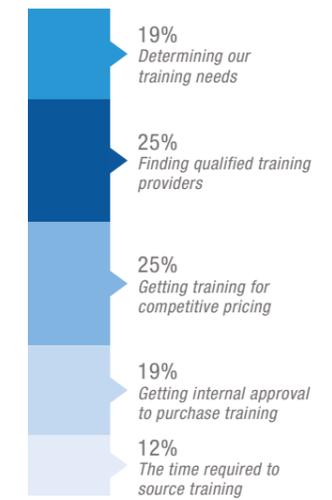
DOES YOUR ORGANISATION HAVE AGREEMENTS WITH CERTAIN TRAINING PROVIDERS?



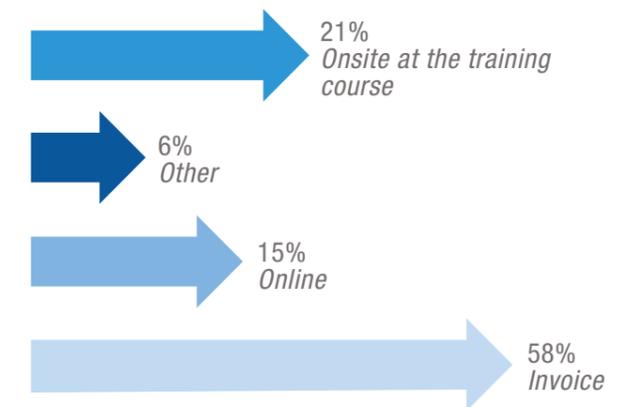
HOW MUCH OF YOUR TIME DO YOU TYPICALLY SPEND SOURCING TRAINING FOR YOUR ORGANISATION?



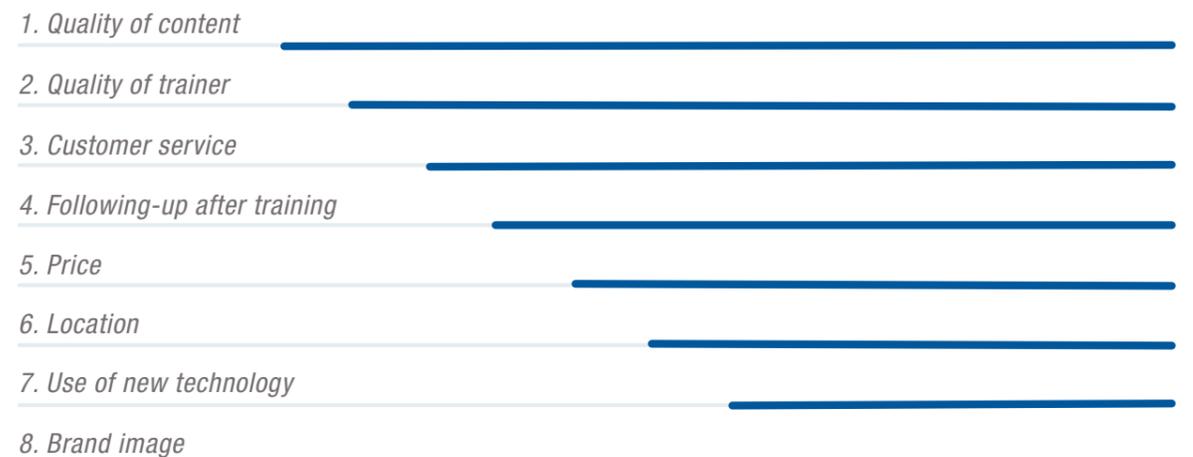
WHAT ARE THE BIGGEST CHALLENGES WHEN SEARCHING FOR TRAINING?



HOW DOES YOUR ORGANISATION PREFER TO PAY FOR A TRAINING COURSE?



WHAT ARE THE MOST IMPORTANT FACTORS WHEN CHOOSING A TRAINING PROVIDER?



COURSE MARKETING FOR TRAINING PROVIDERS

In order to help training providers better communicate with potential training buyers, we analysed our top performing training courses in terms of traffic and conversion. Pinpointing the factors that our most successful courses have in common, we hope to help you improve your course pages on findcourses.co.uk and better market your training courses on your own website.



INBOUND LEADS FOR TRAINING PROVIDERS

Do inbound leads play an important role in your digital marketing plan? In an effort to better serve our clients and users, we surveyed our users on how and when they would like to be contacted about course enquiries.

We also surveyed training providers across the UK on their current processes for converting inbound leads. Finally, we conducted an audit of our service in November 2016 in which we sent a test lead to each of our providers and recorded the response time and method of first contact.

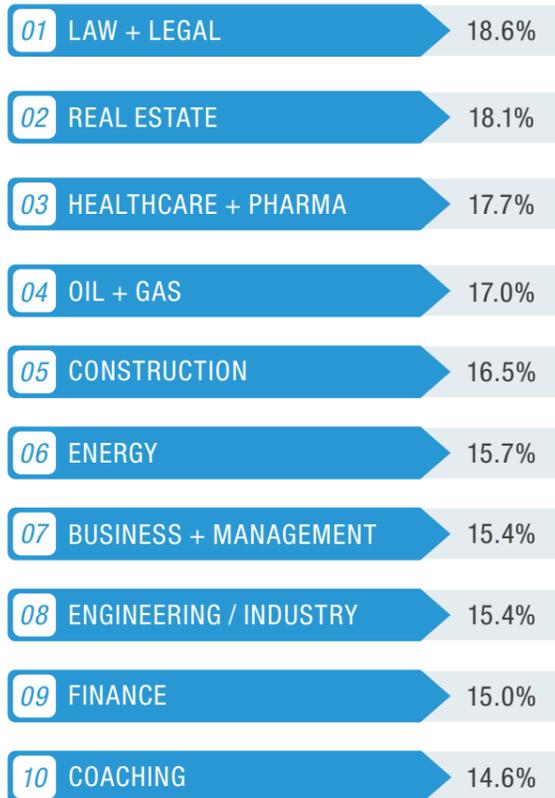
Here is what we found!

LEADS ARE CONTACTED	USER EXPECTATIONS	TRAINING PROVIDER RESPONSE
<i>Within 1 hour</i>	39%	17%
<i>Within the same day</i>	33%	46%
<i>Within 1 week</i>	28%	13%
<i>Via phone</i>	12%	26%
<i>Via email</i>	88%	74%

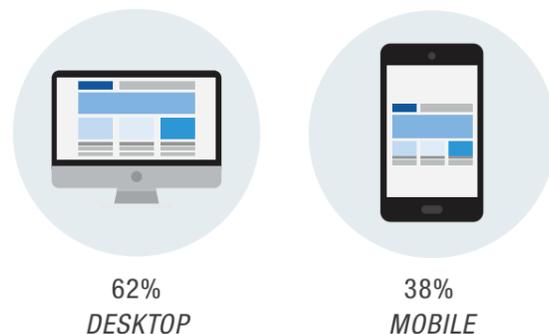
EMAIL MARKETING FOR TRAINING PROVIDERS

As part of our direct email service for training providers, we offer our expertise on what makes training buyers open your emails and follow your call to actions. We continually evaluate the success of our campaigns through A/B testing and have pulled out some highlights that apply across industries.

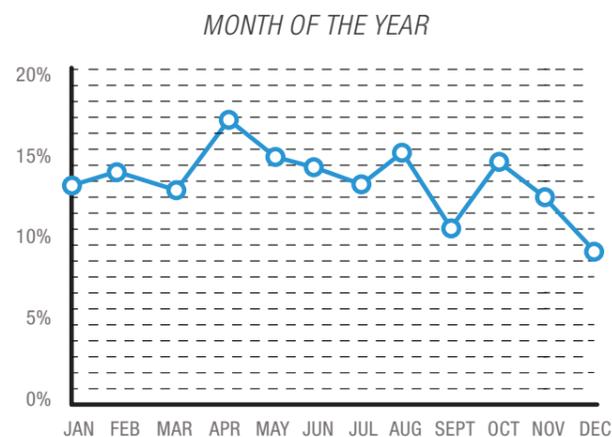
COURSE CATEGORIES WITH HIGHEST OPEN RATES



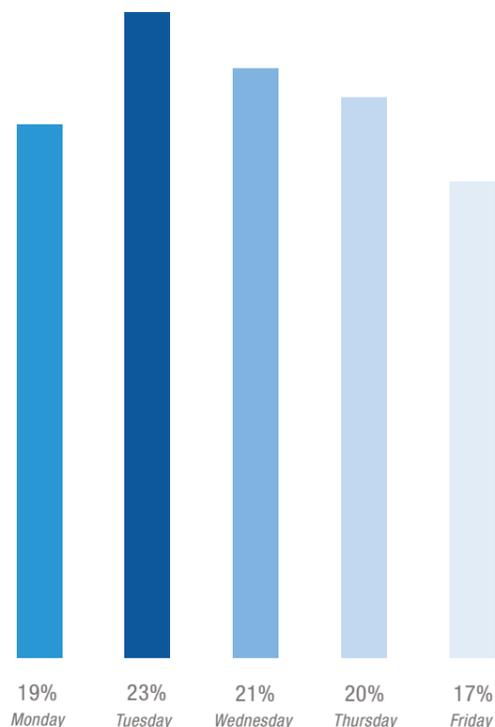
DEVICES WITH THE HIGHEST OPEN RATES



THE BEST TIME TO EMAIL YOUR TRAINING BUYER DATABASE



DAY OF THE WEEK



EMAIL MARKETING CONTENT TIPS

Ask a question in the subject line

Training buyers are an inquisitive lot! Appeal to their sense of curiosity by asking a question in the subject line. We find that asking questions and placing your course or programme as a solution to uncertainty outperforms a typical urgency tactic such as notifying subscribers of expiring course offers.

Keep your formatting simple

Although it is tempting to jazz up emails to your database, we recommend keeping your formatting as bare as possible in order to ensure that your email looks as good as possible across as many devices and browsers as possible.

Speak directly to your audience

We recommend including your subscriber's name in your email's first line for a better conversion rate. Be careful with this tactic as it can be interpreted as assuming familiarity. We recommend addressing your subscribers by name only when you have a database that remembers and trusts your brand.

Convey exclusivity in your message

We have found that giving your subscribers exclusive information or discounts in the body of your email is a significant factor in conversion. Make your members feel special by offering them updated knowledge and skills through your courses, white paper downloads, or reminders on important deadlines for their industry.

We would like to thank our training providers for their continued commitment to professional development and education. Together, we help match professionals around the world with training programmes that enrich and sustain lifelong learning.

Sincerely,
The findcourses.co.uk team

