

**GROW YOUR BUSINESS
DURING COVID-19!**



**VIRTUAL
TRAINING
101**

97 *Display*

connect the dots

At 97 Display, we believe in empowering our clients to reach and surpass their business and marketing goals. During this unprecedented time, we want to continue down that path and provide a way to piece together all of the tools you see us talking about as essential for your virtual classes.

Here's everything you need to succeed in virtual training:

- A place for your virtual classes
- A way to sell your virtual classes
- A platform for your virtual classes
- A great social media presence

a place for your virtual classes

Retaining your members right now is top priority these days! The best thing you can do to help with this is to have an online library of your classes so that your students can continue to progress even if you cannot meet in person right now.

97 Display's Members Only section is the perfect place for you to store all of that information in a password protected area! Here are some of the best ways we have seen our clients utilize that section:

Videos
Curriculums
Calendar
Events
Test Times

And that's just what we have seen most often - there is tons of opportunity to keep your members up to date and engaged by using this feature! Anything you might need can be added and customized for you!

a way to sell your virtual classes

Undoubtedly, if you are reading this, you want to know how you can make profits in addition to retaining your current members. There are a few different ways you can make this happen.

1. An easy path to conversions is to run ads to a landing page and then have a checkout page for your online classes. 97 Display offers ads services that will bring in new traffic in addition to your organic searches in Google. Another benefit is that running ads will allow you to capitalize on areas that are further away from your actual brick and mortar location since you don't have to worry about commute time for virtual memberships. You just have to focus on providing great content!

a way to sell your virtual classes

2. Creating a landing page for your traffic to funnel to makes a very clear call to action for any new prospects! In this scenario, you will want a simple message that communicates WHAT you are offering (virtual classes!) and HOW to access them (by going to the checkout page!). Using a landing page can be a great tool alongside running ads, and it also will serve you very well by using it on its own! If you want to push this page in your Facebook group for your members, it's an easy 1-page funnel to collect those new payments. Best of all, landing pages with 97 Display is currently FREE! There is no reason to not utilize this feature!

a way to sell your virtual classes

3. Now you just need a way to collect those payments! No need to find a whole other platform for receiving payments - 97 Display's Online Offers section allows you to receive 1-time payments right through your website! You can set this up in a variety of ways, and you can even set it up to receive Gift Cards so that your members can support your small business during this pandemic. This is extremely simple and quick to set up, so don't hesitate - get started on this TODAY!

If any of this seems confusing,

please email

support@97display.com!

We want to help!

a platform for your virtual classes

In order to have an online library and a successful virtual presence, you need a way to run those classes. Zoom is an excellent tool that you can utilize during this time, and it's a very sustainable system! Many offices that work remotely use Zoom as their meeting platform multiple times a day, every day.

Here is a link to a video on how to set up a Zoom account and meeting:

https://res.cloudinary.com/display97/video/upload/vc_automato/jk875fnkzvagoiuggjad.mp4

And here are some Zoom best practices:

1. Start your Zoom on time, every time. Consistency is key in making your Zoom calls feel as important as your in-person classes!
2. At the beginning of your Zoom calls, make sure everyone has muted themselves so that you can ensure you are presenting without interruption.
3. End your Zoom calls with something fun! Make sure you are interactive and allow people to share positive things happening and keep the focus on uplifting things. Your classes should be a high point in your students' day, so make sure to keep everyone upbeat and positive by ending on a high note.

a great social media presence

Your final piece to tie all of these things together is having a strong social media presence. In addition to your normal avenues like Instagram and a Facebook page, you need to have a Facebook group that focuses on catering to your specific clientele. Here are some main takeaways to running a successful Facebook group:

1. Write engaging posts! Make sure to focus on your audience when writing posts. Talk about how it benefits them, or will offer them the results they're looking for. Be sure to stay away from posting only about what you are doing - people only care about what you are doing if it benefits them in some way, or affords them the opportunity to talk about their own struggles/successes/questions!
2. More comments on your posts = more exposure! Tag people in your posts to get them to interact in the comments so that you will gain more traction.

a great social media presence

3. Provide consistency. Doing regular posts that follow a theme will allow your group users to interact consistently and have some predictability, which is especially important these days.
4. Post group rules. Know what your expectations are and hold others accountable! Make sure your group is a safe space with zero tolerance for negativity or cyberbullying. This is an important thing to establish right off the jump, and typically people are very good about sticking to those rules.
5. Above all, have fun! Your Facebook group is a place for you to get to talk to your people who you don't get to see anymore. It's a way to stay connected, so be sure to have fun with it and be the bright spot in your students' lives.

Need help with any of this? Reach out to your friendly 97 Display support team!
support@97display.com