

# Course Marketing Plan

Coaching, Tuition & Test-Prep

Document type: Plan / SOP / strategy / guide · Generated 27 Aug 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

## Background

Get an ongoing marketing plan for an online course/edtech offering — content and organic channels, paid ads, funnels and email, and social proof — to drive consistent enrollments beyond launch. Describe the offering below.

## Purpose of this tool & output

Get consistent course sales

## How the output is used

Use it to get consistent course sales — a marketing plan with channels, content and funnel for ongoing enrollments.

## Important cautions

AI-generated plan; make honest outcome claims and adapt to your budget.

## Companion documents

- Online Course Plan
- Video Course Production Guide
- Course Platform Selection Guide
- LMS Setup Guide
- Online Course Pricing Strategy
- Live vs Recorded vs Hybrid Advisor

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.