

Three Challenges for Online Learning Platforms Advertising on Social Media

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Online Learning Platforms Advertising on Social

Key finding: User engagement is under-utilized as a way to capture and retain new learners

In today's digitally-driven world, e-learning's popularity continues to grow. From coding classes to neuro linguistic programming (NLP), there are almost unlimited opportunities to learn something new, all without a classroom or a live teacher. Even centuries-old universities are embracing this reality and leveraging online platforms and VR/AR for imparting knowledge.

The annual growth of revenues for this industry also indicates fierce competition in this space. Online learning platforms must stay ahead of competitors by offering not only great content and learning material, but also an excellent customer experience. Protecting intellectual property is also another aspect that must be taken into consideration, as piracy and copyright infringement is rampant on the internet.

While there are challenges, there are also opportunities. We found that user engagement via social media is being under-utilized as a way to drive new learner sign ups and retention on these learning platforms, and is therefore the focus of this report. Comments can be utilized to provide better online customer service, assess the impact of marketing campaigns, identify new sales opportunities, and drive higher brand perception and conversion rates.

Global e-learning market to reach \$325 billion by 2025 from \$107 Billion in 2015

Online courses, specifically, make up \$43 billion of the overall e-learning market



The Analysis

What we analyzed: 12 Facebook and Instagram ads // 1,878 comments // 9 E-learning platforms

BrandBastion looked at 12 Facebook and Instagram ads to understand what type of engagement online learning platforms receive in their quest for new students and how are these comments being managed.

codecademy

CREATIVELIVE

edX

MITx

Khan Academy

treehouse™

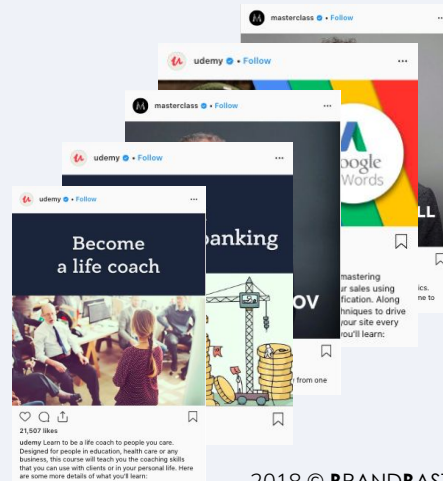
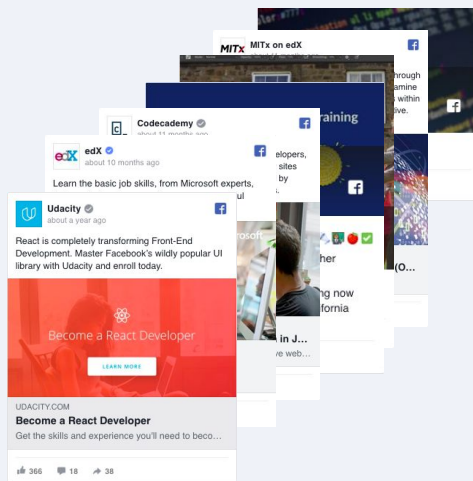
UDACITY

MASTERCLASS

Udemy

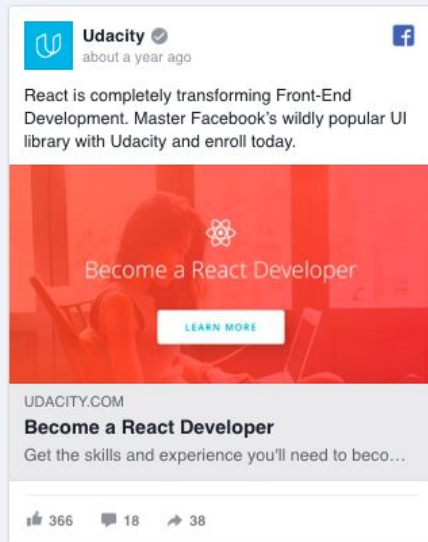
What have we learned?


The digital landscape for acquiring new students reveals new opportunities for growth, if managed efficiently. But ads are often hijacked by spam, competitor promotions and comments infringing on copyright - hindering campaigns from being fully effective and potentially affecting brand perception.



Examples of ads analyzed

What we analyzed: 12 Facebook and Instagram ads // 1,878 comments // 9 E-learning platforms



Udacity  about a year ago

React is completely transforming Front-End Development. Master Facebook's wildly popular UI library with Udacity and enroll today.

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LEARN MORE

UDACITY.COM

Become a React Developer

Get the skills and experience you'll need to beco...

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Khan Academy Teacher Training

Calling all teachers
Posted by Khan A...
410,411 Views

Calling all teachers!

Introducing: Khan Academy Teacher Training!

Finish our 60-minute online training now and earn three chances for a California vacation!

1.3K 84 892



udemy • Follow

Learn investment banking

39,246 likes



masterclass • Follow

MALCOLM GLADWELL
TEACHES WRITING

12,762 likes

How are customer inquiries being managed?

Key finding: Instagram is the leading platform when it comes to the amount of user inquiries posted

Across the 1,878 comments analyzed, 14% were customer inquiries and complaints. 0% of these comments received a response from the brand. Marketers and customer service professionals know that responding to customers in a timely manner is the key when it comes to providing great customer service. Yet for brands advertising at scale on social media, detecting customer inquiries among hundreds of irrelevant comments and spam still poses a big challenge.

RECOMMENDATIONS:

Track and respond to user inquiries or complaints promptly, as this can increase the likelihood of converting and builds trust with potential new customers.

User inquiries

13.5%

of all comments received on online learning platforms' ads are **customer inquiries and complaints**.

0% received a response from the brand



Facebook User Can i use the certificate anywhere



Facebook User Interested, how can I achieve that ?



Facebook User Does this training apply to Retired teachers that still teach as substitutes?



Instagram User How much does it cost?



Instagram User Interested! Could you send me more info please? Thanks!

Are these ads receiving harmful comments?

Copyrights infringements is the most harmful type of engagement left visible on ads

5.6% out of all comments analyzed contained content such as spam, private selling, offensive and disturbing language, copyright infringement and users promoting competing alternatives. These comments can damage brand reputation and ad performance if they are not managed properly.

RECOMMENDATIONS:

Protect your paid posts from harmful content and remove spam, scam, competitor promotions and copyright infringements so that you can maximize your return on ad spend and aren't spending money on promoting harmful comments instead.

Harmful comments

5.6%

of all comments received on online learning platforms' ads are **competitor promotions, copyright infringement and spam.**

All comments referred to are still live and visible at the time of publishing this report.



Facebook User I have this full course saved on google drive. Dm me if interested



Facebook User I have this full course, can give it for half of the price. Dm me if interested



Facebook User Whatsapp me: 08166318546 for your personal training section, either home services or online coaching



Instagram User Pussy for a night was 3 cents



Instagram User Ever seen tjis dude work out? Its a fukkin joke...talk about a weakling...master class on how to be a non-man

Reactions to ad creatives



4 out of 12 ads analyzed had broken links, outdated material or typos in ad creatives.

Advertising on social media offers a wide variety of format, placement, and targeting options. However, it also requires more care and attention to who is shown what messages. When running multiple ad campaigns across different ad accounts or to target audience groups at scale, social media users can be quick to point out if any creatives are not resonating with them.

RECOMMENDATIONS:

Employ a solution that is able to track common keywords and topics that are being discussed on your ads, as well as send you instant alerts about ad issues such as typos or broken links.



Instagram User This is only with the OLD ADWORDS!! If you pay, they never respond again on questions.



Instagram User They even use the wrong typeface for Google! They haven't used that in years... This ad doesn't inspire much confidence!



Instagram User It's called google ads? 🤔



Facebook User I am very interested, but can't open the page. Help!!



Facebook User I cant access the teacher thing...it keeps taking me to my regular account. Help!!



Facebook User Can't access teacher training , help. Takes me to regular account

Key takeaways for online learning platforms advertising on social media

#1

Track and respond to user inquiries or complaints promptly, as this can increase the likelihood of conversions and builds trust with potential new customers viewing the ads.



Customer Response

[Solution provided by BrandBastion](#)

#2

Protect your paid posts from harmful content and remove spam, scam, competitor promotions and copyright infringements so that you can maximize your return on ad spend and aren't spending money on promoting harmful comments instead.



**Moderation +
Alerts**

[Solution provided by BrandBastion](#)

#3

Employ a solution that is able to track common keywords and topics that are being discussed on your ads, as well as **send instant alerts** about ad issues such as typos or broken links.



Insights/Alerts

[Solution provided by BrandBastion](#)

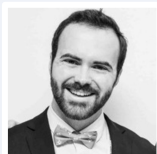


Three Challenges for Publishers Advertising on Social Media

Get in touch to see how we can help!

About BrandBastion

BrandBastion specializes in managing user engagement at scale for brands, advertisers, publishers and organizations. We have five years of experience with processing user generated content, taking actions and providing detailed insight across many different industries.



Ben Cathcart

Business Development Manager

m: +1 (310) 736-1767 / +358 9 2316 0914

ben.cathcart@brandbastion.com | [LinkedIn](#)

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E-learning market



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