

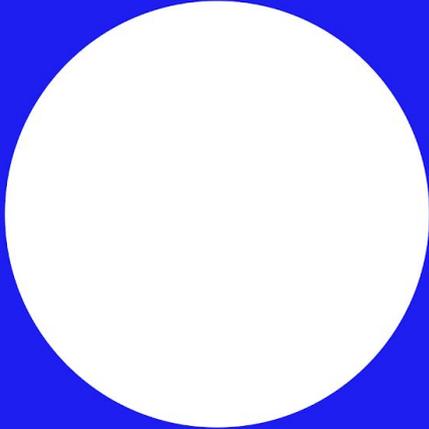
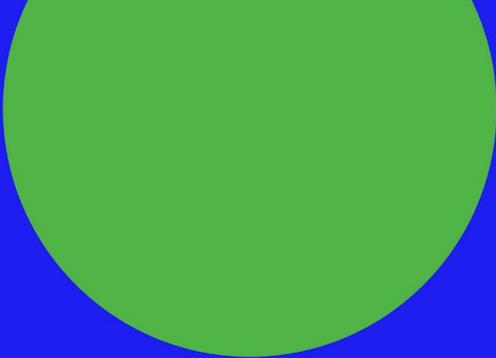
Our Products and Services



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Choose your performance model

Join us today to reach over 13-million potential students and start boosting your sales. Choose one or multiple pay on performance models that suit your business needs.



Cost per lead

When posting a course on Reed.co.uk you can choose one or multiple call-to-actions to suit your business requirements.

ENQUIRY FORMS: How it works

- Directly receive prospective students' contact details. Ideal for higher value courses and providers with a sales or enrolment team
- Instantly receive lead info straight to your inbox or CRM system (requires API setup)
- Maximise lead relevancy with up to 5 screening questions
- Set up leads caps to quickly and easily manage your budget
- Only receive contact details checked by our lead verification tool
- Pay-per-lead model, go to the [rate card](#) >

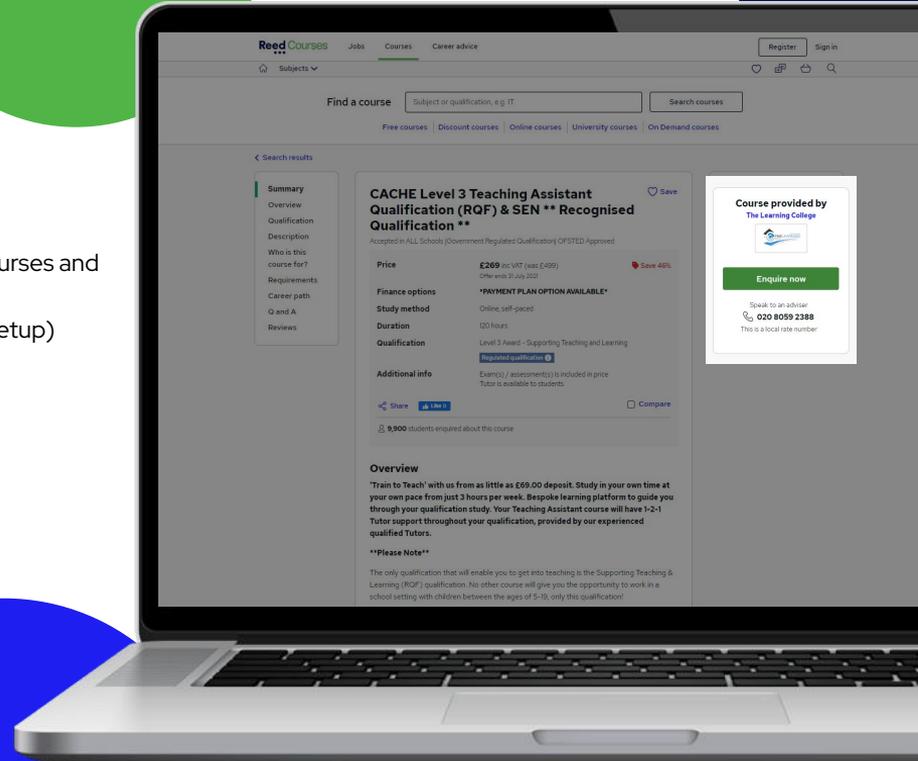
TELEPHONE LEADS: How it works

- Display a phone number on your listings to receive calls from the most active course seekers
- Optimised for mobile and desktop, your phone number will show during your operating hours to maximise contact rates
- Target the most engaged and highest quality leads
- Pay-per-call model, go to the [rate card](#) >



"Lead generation is a plus. The numbers have been good, but of course we could always do with more, and with phone leads we've found that there is great quality and so increased potential"

- Kerry Farrington, Director



E-commerce

Risk-free revenue generation based on a revenue share model. Ideal for providers who sell courses online and classroom.

E-COMMERCE: How it works

- Allow candidates to purchase your courses directly from Reed Courses
- Instantly receive customer bookings straight to your inbox or CRM system (requires API setup)
- Engage with prospective students via our Q&A feature. Receive questions straight to your inbox, and reply instantly to maximise your chances of winning a new customer. You can also choose to make your answer public in order to help other course seekers who might have the same question
- Revenue share model, go to the [rate card](#) >

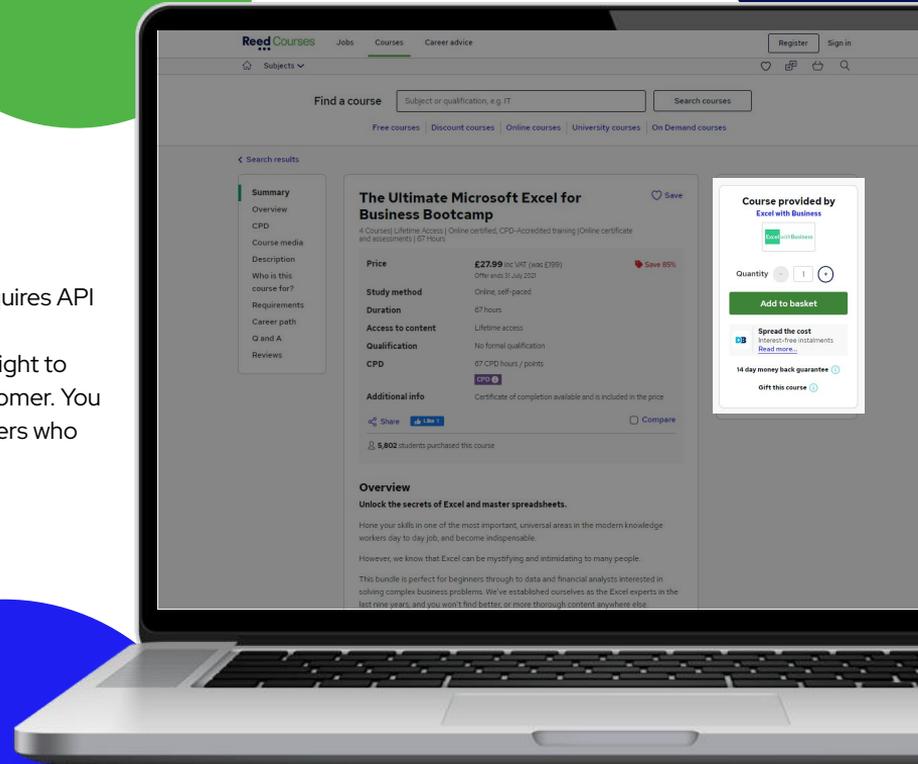
ON DEMAND: How it works

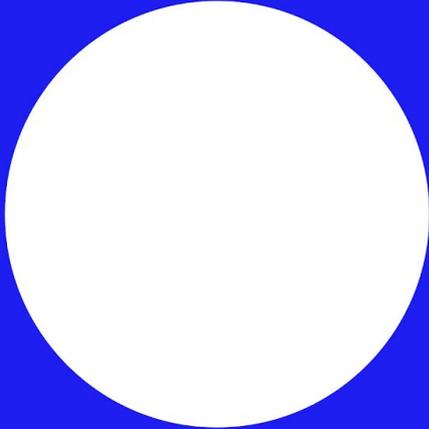
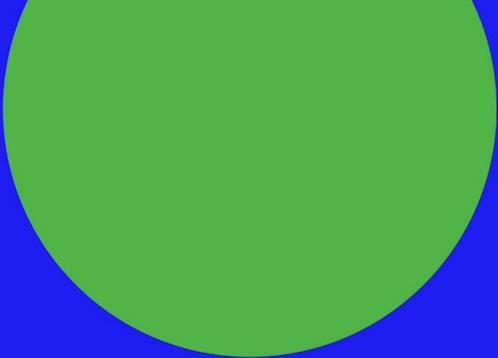
- Host your courses on our new e-learning platform
- Fully integrated student experience
- We'll upload your content for you, to save you the time
- Revenue share model, go to the [rate card](#) >

Excel with Business

"We chose to work with Reed.co.uk because they fit well with our target audience and are great at directly linking jobs to courses"

- Adam Lacey, Managing Director





Start advertising with us

Advertise your courses on Reed.co.uk. Our provider site means you can easily post, manage and track the performance of your course listings fast.



START ADVERTISING WITH US

Provider site

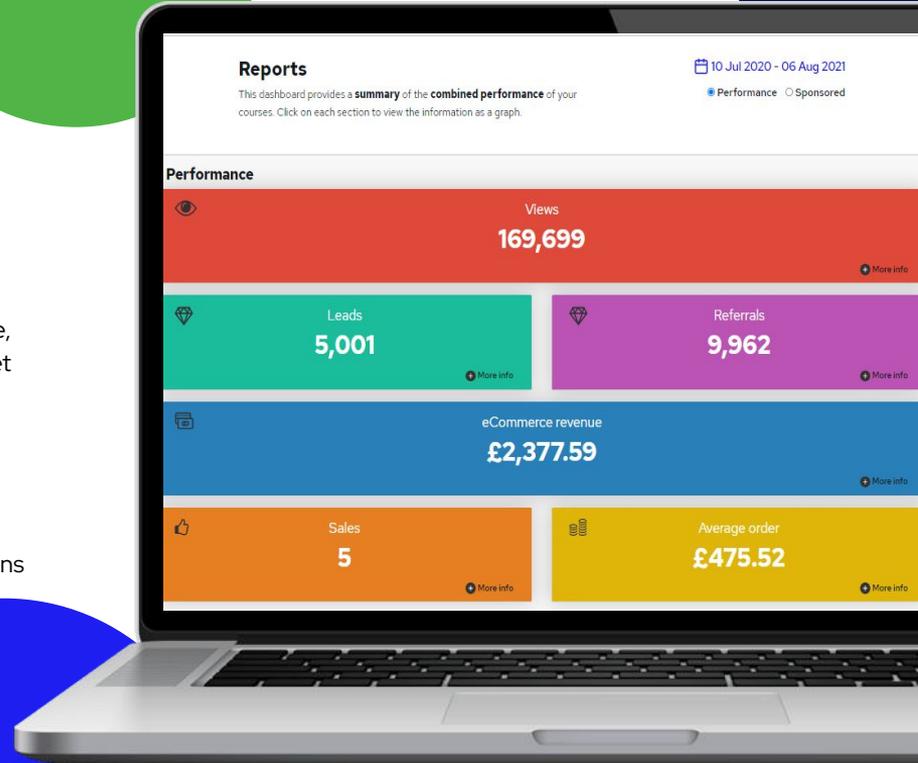
Use our [Providers site](#) to post, edit and manage your courses on-the-go, all for free.

How it works

- Post and manage your courses within minutes
- Create and publish your Provider profile to showcase your brand
- Access your Providers' dashboard report to monitor your courses performance, access leads/transactions details, check your revenue and manage your budget
- Keep up-to-date with our latest improvements via the News section

How does this benefit your business?

- Everything you need to advertise your courses on Reed.co.uk all in one place
- Stay on top of your key business metrics with instant business data, as it happens
- Download reports to monitor your performance and spend to make better business decisions



START ADVERTISING WITH US

Course listings

All courses are free to list, unlimited and fully customisable to look great on any device.

How it works

- List your courses free of charge*
- Choose from multiple call-to-actions such as 'Enquire now', 'Add to basket' and 'Call now', or combine several
- Courses are fully responsive for a great experience on any device
- Clear page sections such as Overview, Course media, Requirements & Reviews
- Add videos and pictures for additional visual content
- Run your own promotions to boost activity
- Provide a complete list of your venues and dates for maximum exposure
- Manage your listings quickly and easily using our Providers site, or try our [Providers APIs](#), all for free

How does this benefit your business?

- Promote your courses to Reed.co.uk's active audience
- Get unlimited views to your course listings
- Receive leads and transactions as they arrive

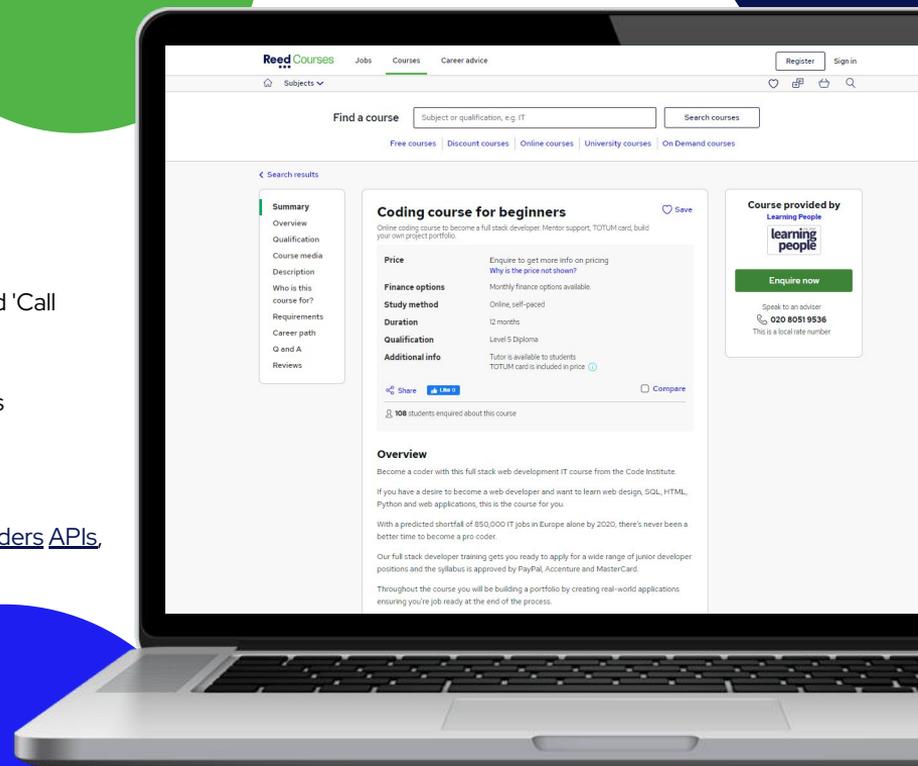
Reed Courses

*Max of 500 E-commerce listings per provider.
[Pay an additional fee to post more.](#)

balance
GLOBAL

"Course listings and sponsored keywords (are) effective ways to drive leads and so far the quality of leads have been great."

- Kevin Brady, CEO



ca.team@reedonline.co.uk



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START ADVERTISING WITH US

Profile page

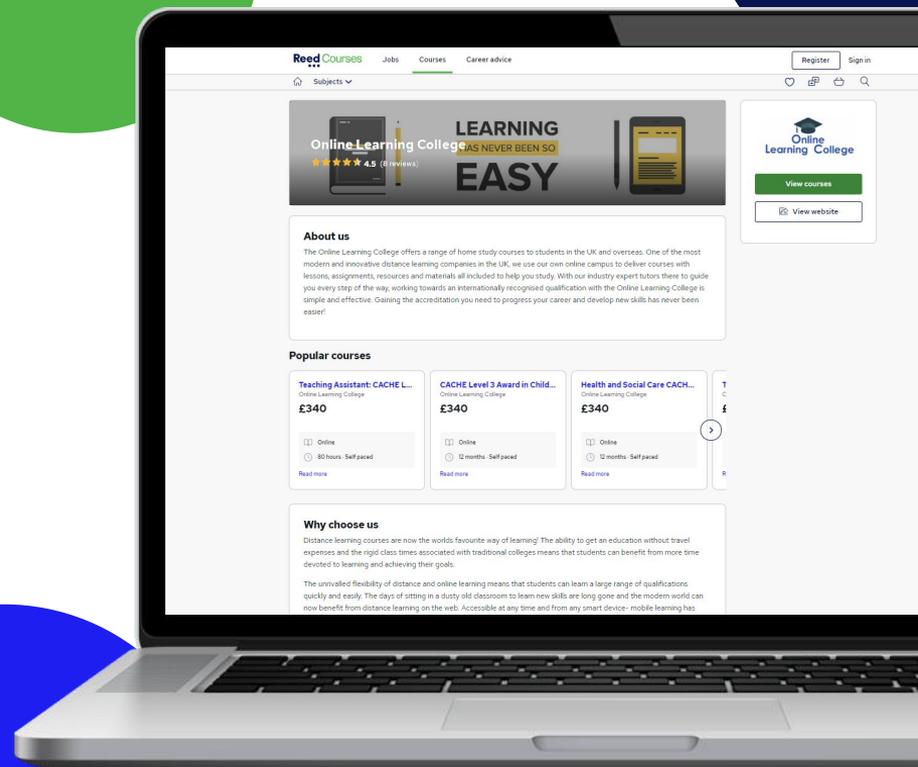
Enhance your provider visibility by showcasing your brand to our active audience.

How it works

- Create and manage your profile page for free using our [Providers site](#)
- Upload your logo to attach to it to your profile and all course listings
- Add videos and pictures for additional visual content
- Clear page sections such as About us, Why choose us, Popular courses, Rating and reviews and more...
- Profiles are fully responsive for a great experience on any device

How does this benefit your business?

- Engage with users researching your company and brand
- Add [Profile Referral](#) to direct students from your profile page to your website



START ADVERTISING WITH US

Reviews

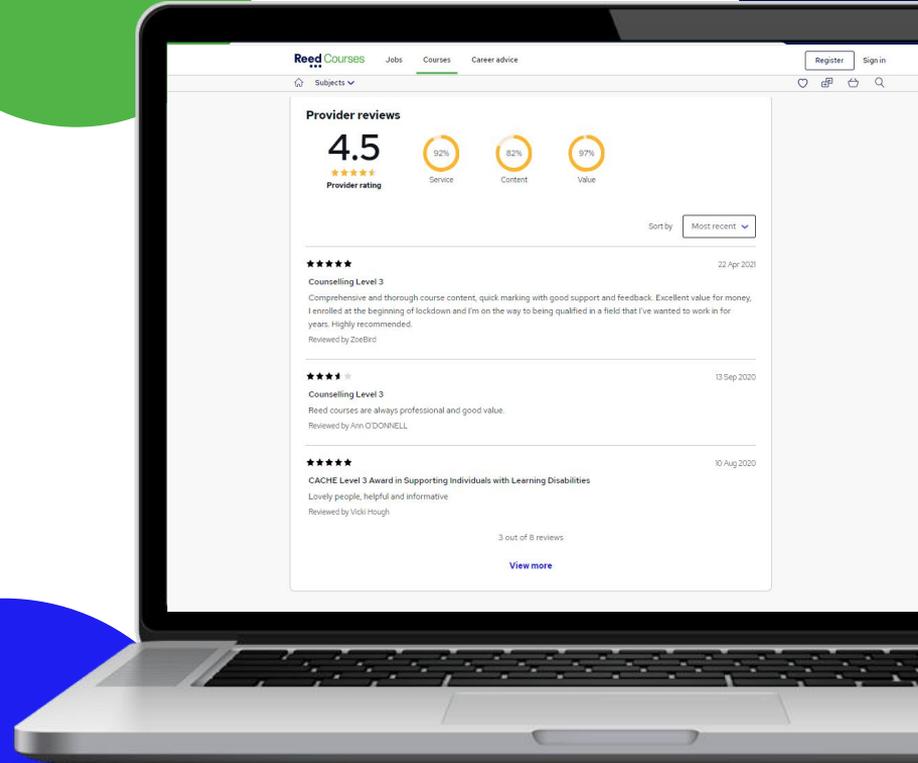
Make it easier for course seekers to choose the right course.

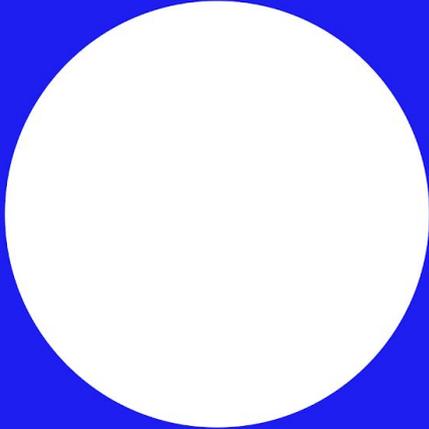
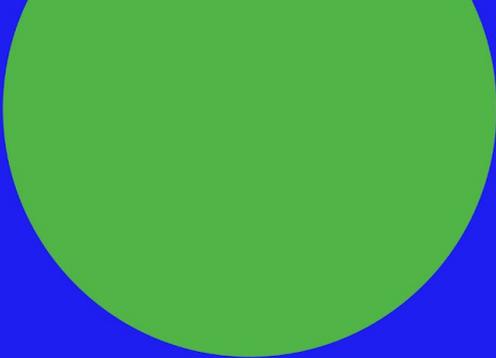
How it works

- Reed proactively engages with students to leave a review
- Students are invited to review a course by star ratings (out of 5) for Quality of service, Course content and Value for money
- Course reviews appear on course listings
- All course reviews are aggregated on the providers profile page

How does this benefit your business?

- Gives learning providers who maintain the best levels of service, course material and value for money the opportunity to stand out
- Improves trust in your brand when course seekers compare similar courses
- Boost your course visibility in a competitive marketplace





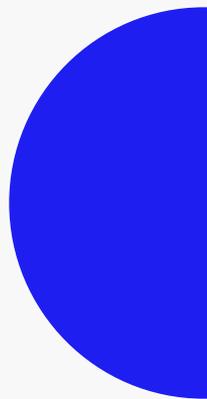
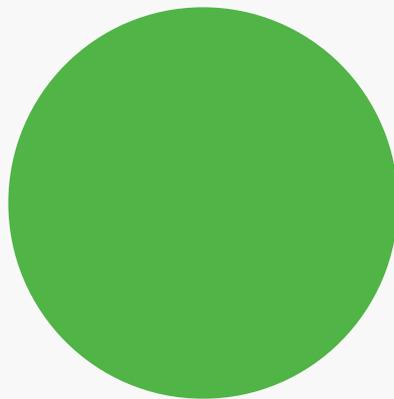
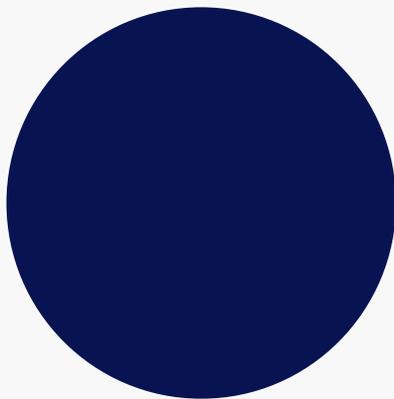
Promote your courses

Increase your brand and course visibility in association with Reed.co.uk with these promotional products optimised to reach a highly relevant and engaged audience.



Search

Promote your courses to appear top of our most popular and relevant search terms.



Sponsored keywords

Bring your listings to the top of search results by choosing from thousands of keywords to sponsor.

FULLY MANAGED SERVICE: How it works

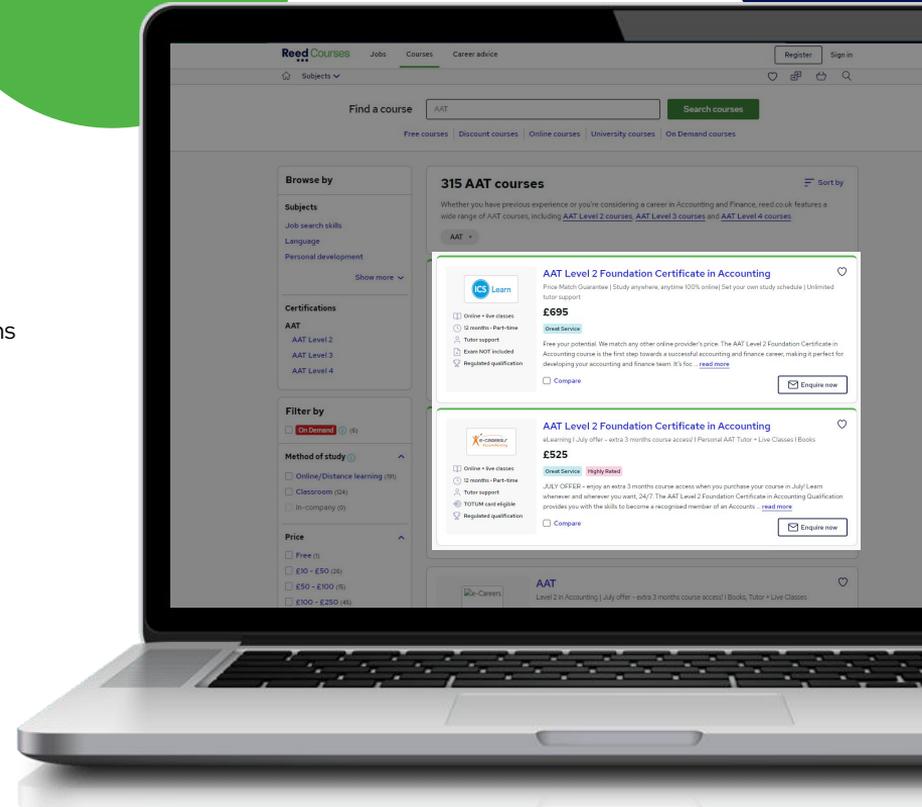
- Sponsor one or more keywords to guarantee a feature in the top two slots of the search results, above any self-service listings
- Get advice and sponsor keywords via your account manager for up to 3 months
- Avoid the need to manually manage your bids
- Tenancy model, go to the [rate card](#) >

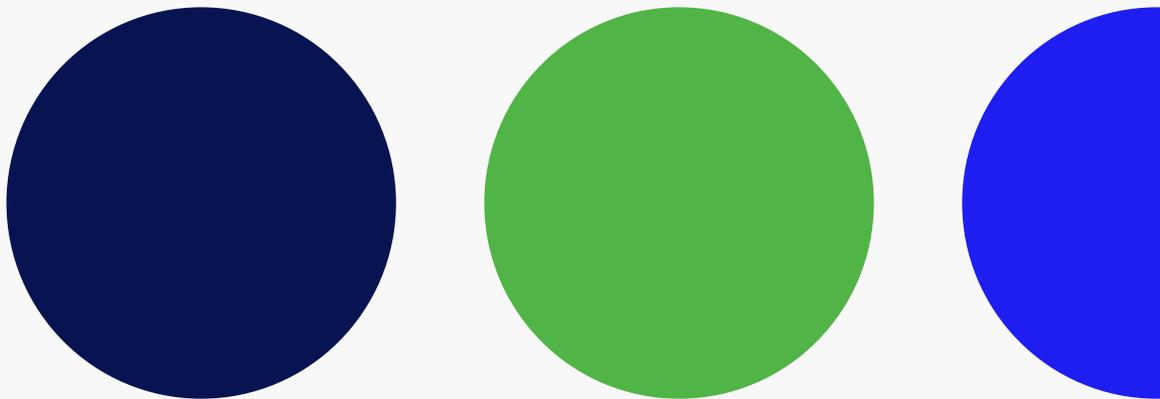
SELF-SERVICE BIDDING: How it works

- Bid on keywords of your choice from the Provider site to boost your course rankings in a competitive marketplace
- Choose from thousands of keywords to bid on, with no minimum or maximum sponsorship periods
- Set and amend a daily budget for each course, enabling you to monitor your daily spending
- Pay-per-click model (you won't pay more than your bid amount per click), go to the [rate card](#) >

"With sponsored keywords, our conversion rates have peaked to as much as 25%. This, coupled with great account management have all been driving factors for our continued relationship"

- Dawn McGruer, Director





Email

Promote your courses to our active audience of job hunters and course seekers.



Bespoke emails

Attract a highly-targeted audience to your site with a personalised message.

How it works

- Target the best-suited candidates through a range of criteria, including course subject, job title, industry sector, location, and more...
- Create a bespoke email for your brand using your own creative and messaging
- Link through to the landing page(s) of your choice

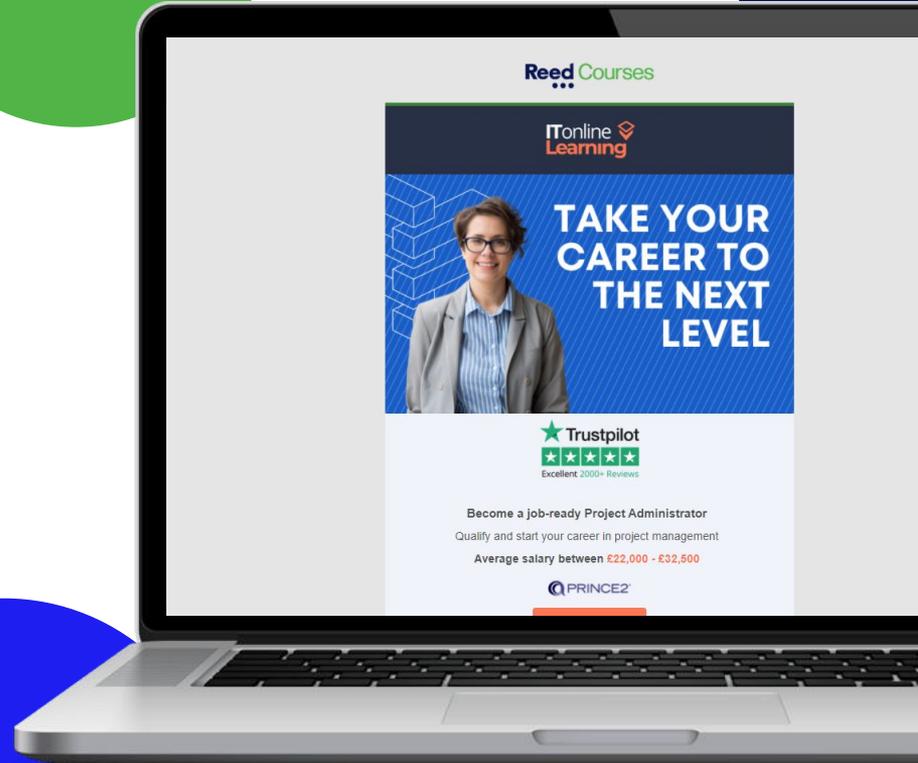
How does this benefit your business?

- Bring your brand to life via email
- Reach the audience of your choice with highly-targeted messaging
- Drive high quality course seekers directly to your site without having to pay additional lead costs
- Target active course seekers who have recently engaged with Reed

learning
people

"The combination of design on our end, and the extremely great work the reed.co.uk CRM team has done on segmentation of the database before all sends, has led to great results"

- Jonno Cox, Head of Marketing



Branded emails

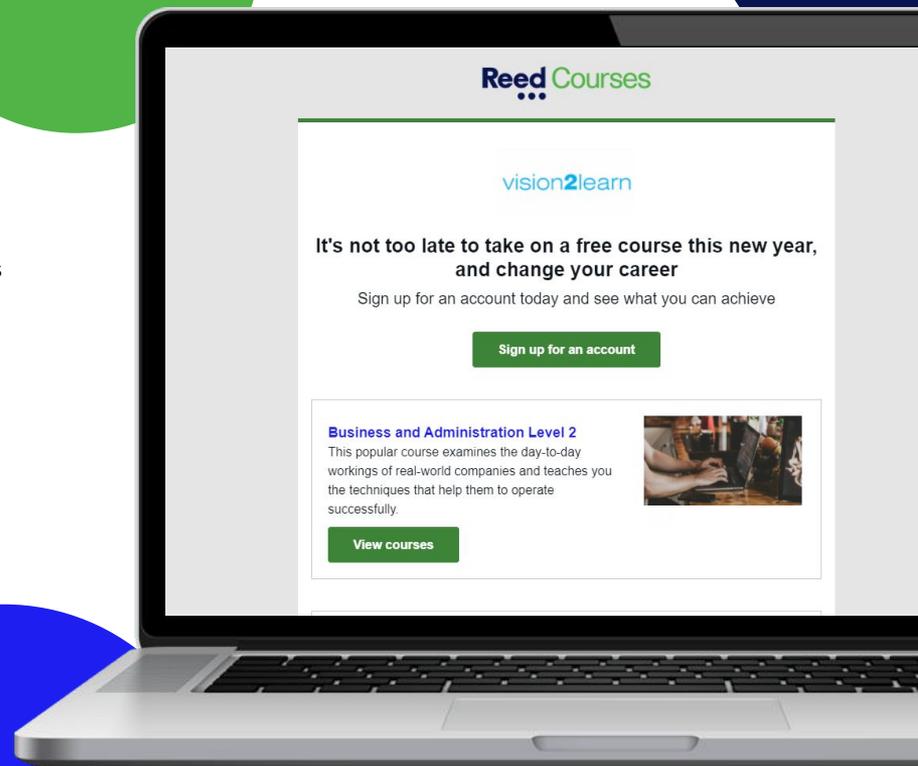
Use one of our co-branded templates to drive engagement with your courses either internally on our site or externally on yours.

How it works

- Quick and easy setup process, ideal for Providers with limited design resources
- Choose one of our high-performing templates and link through to the landing page(s) of your choice
- Target the best-suited candidates through a range of criteria, including course subject, job title, industry sector, location, and more...

How does this benefit your business?

- Target active course seekers who have recently engaged with Reed
- Drive high quality course seekers directly to your courses
- Create brand awareness amongst your target audience
- Highlight your USP's and student testimonials



Standard emails

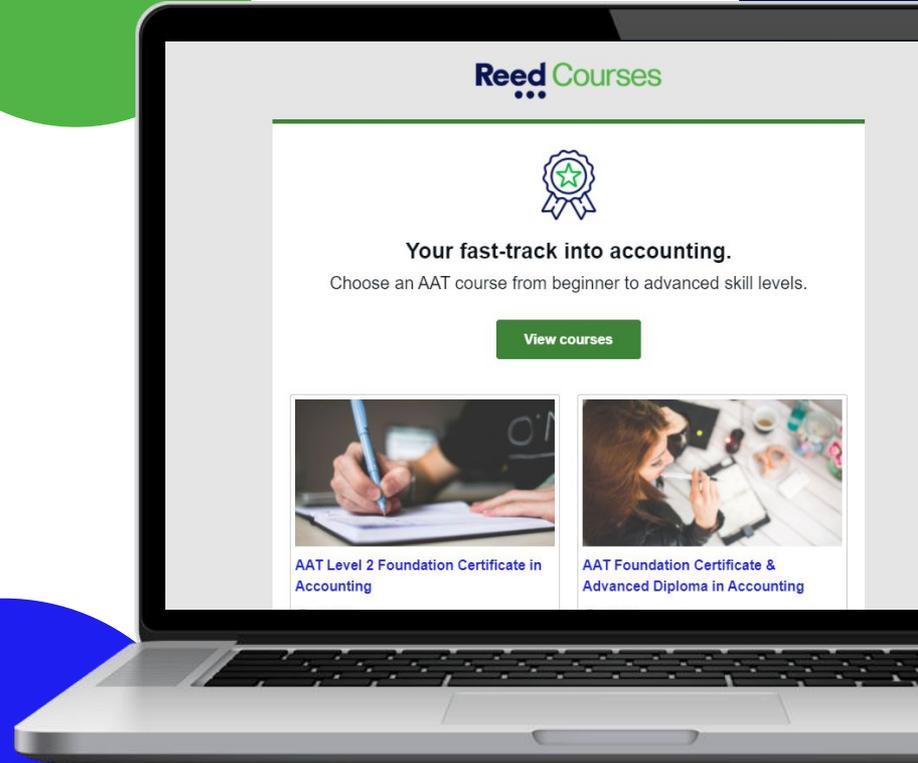
Boost visibility and traffic with an industry-specific-newsletter.

How it works

- Target industry specific candidates with the courses of your choice
- Traffic goes directly to your course listings on Reed.co.uk

How does this benefit your business?

- Bring your brand to life via email
- Build exposure to your courses across the entire candidate database of an industry of your choosing
- Drive highly targeted, industry-specific leads to your courses
- Target active course seekers who have recently engaged with Reed



Payday emails

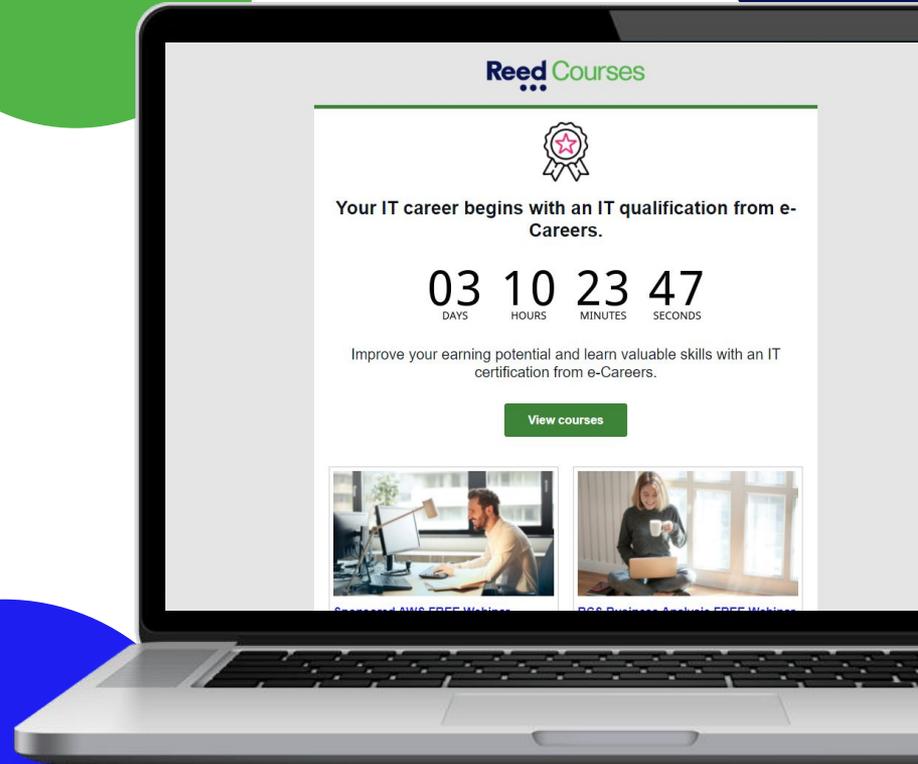
Create a powerful sense of urgency in the period following national payday by using a countdown timer in your email creative.

How it works

- Send your email during a week of peak purchase intent
- Include a countdown timer in the email
- Include up to 5 of your discount courses

How does this benefit your business?

- Boost leads and sales with courses on discount
- Create a sense of urgency by using the countdown timer
- Target active course seekers who have recently engaged with Reed
- Choose from a range of dates in the final week of the month



Customise your email

Delivery options

Choose from two delivery options that can be used in conjunction with any email type.

One-off

- Send your email at **one specific date and time**
- Great for providers wanting to focus their activity at specific times throughout the year

Recurring

- Send your email on a **daily basis over 2 week period**
- Great for providers who are looking for continuous "always-on" activity

Linking options

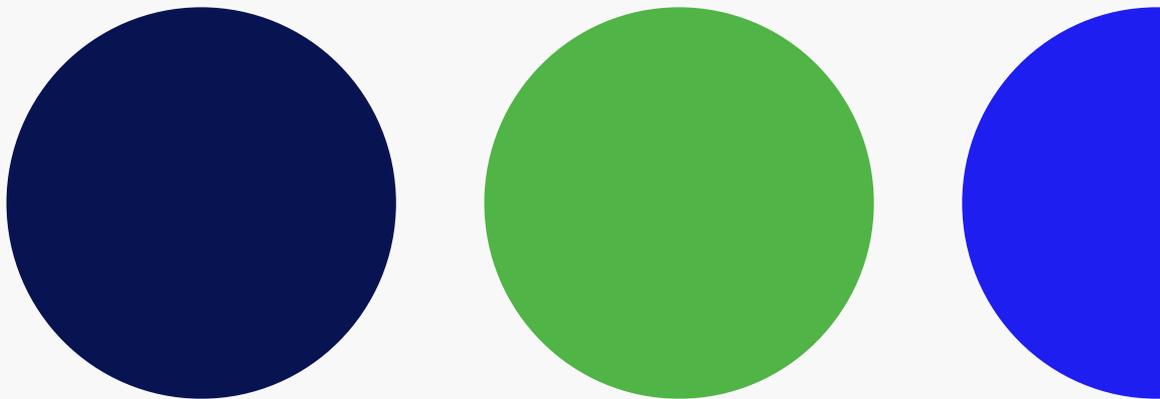
Choose from two linking options that can be used in conjunction with selected email types.

Internal

- Send clickers to your course listings on our site
- Great for providers who don't have courses elsewhere

External

- Send clickers to a landing page of your choice
- Great for providers who have courses in multiple places



Display

Promote your brand to users navigating Reed.co.uk on both mobile and desktop.



DISPLAY

Display advertising

Use our targeted display advertising to catch your audience's attention.

How it works

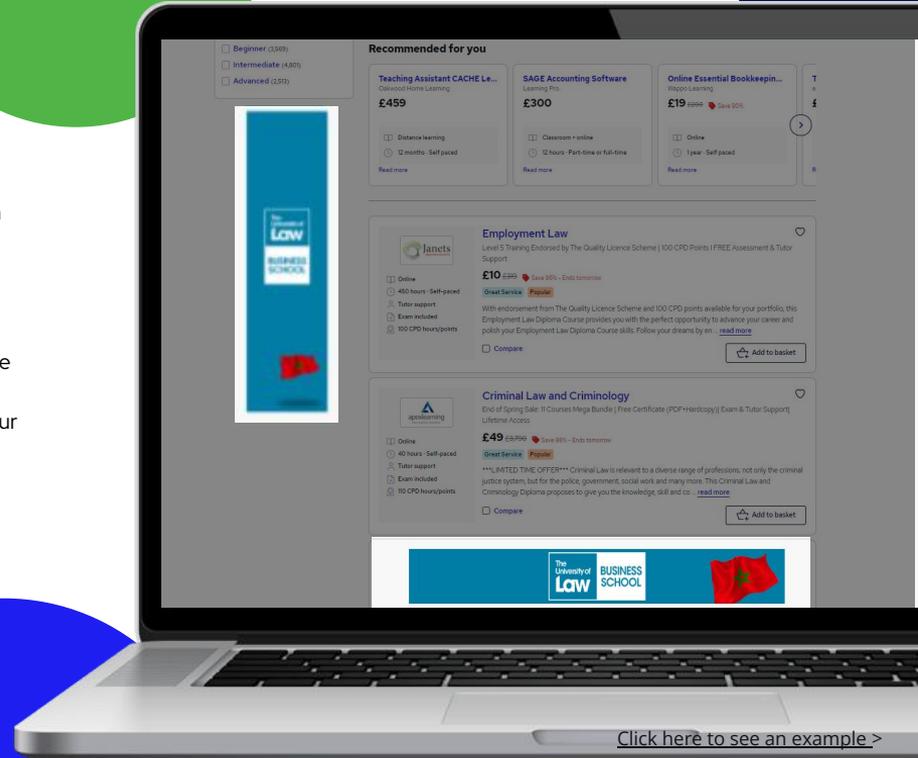
- Over 40 million ad impressions available per month, across the entire Reed.co.uk domain
- Your brand featured across key site pages with Leaderboard, Skyscraper or MPU

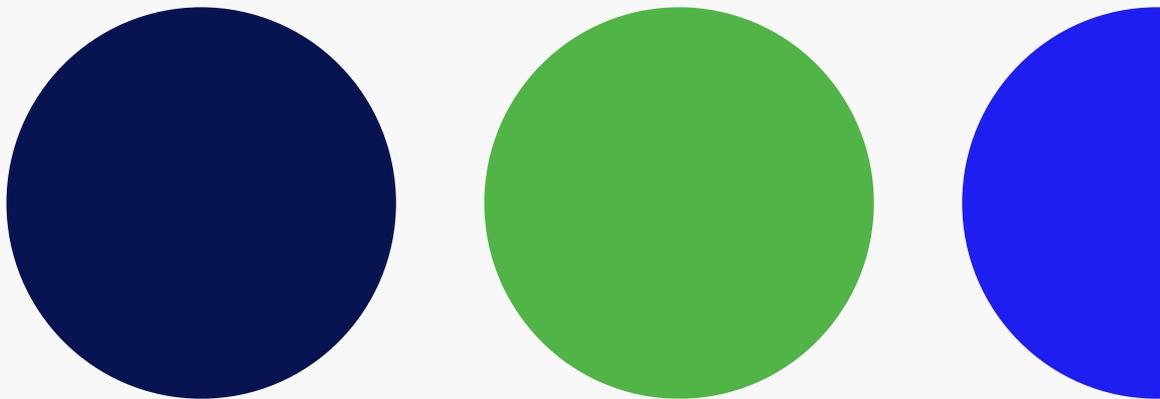
How does this benefit your business?

- Target, re-target and reach your target audience in a competitive marketplace to increase conversions
- Drive relevant traffic directly to your courses on Reed.co.uk, or the landing page(s) of your choice
- Cost-per-thousand impressions, go to the [rate card](#) >

How can you target?

- Create customised and highly targeted audiences based on a combination of in-depth data
- Accurately target or re-target campaigns to these audiences across the entire Reed.co.uk site
- Measure a campaigns performance with accuracy to maximise your ROI





Content

Reach career minded users searching for advice on Reed.co.uk.



Top courses article

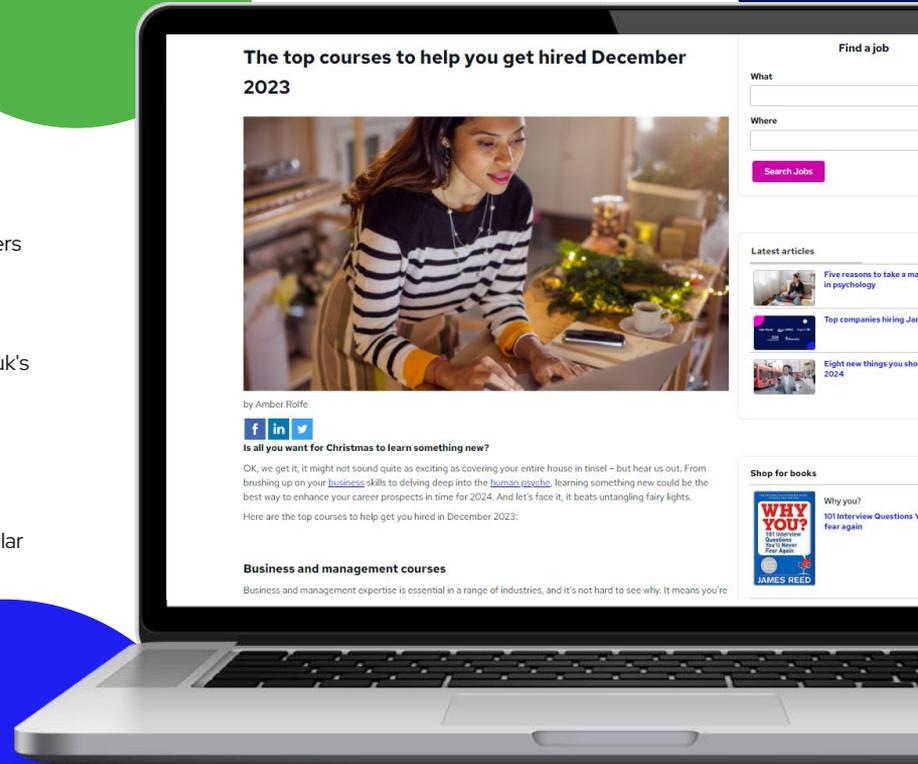
Promote up to six of your listings as part of our monthly roundup of the best courses Reed.co.uk has to offer.

How it works

- Our content team will take your best-performing courses, and showcase them to our users throughout the month
- Choose three of your top courses, covering different course subjects. We'll link straight through to each course listing - helping course seekers make a more informed decision
- Articles are promoted via a combination of targeted sponsored social posts on Reed.co.uk's social media channels, as well as organic social posts. They're also featured as a content panel in one of our best-performing weekly emails

How does this benefit your business?

- Establish your brand's expertise, and demonstrate the value of your courses for a particular career
- Reach a highly engaged and relevant audience for your courses
- Drive more quality traffic through to your course listings
- Drive more conversions to your courses
- Go to the [rate card](#) >



CONTENT

Sponsored article

Promote your courses with a bespoke piece of content reaching an engaged and relevant audience.

How it works

- Let our team of expert content writers do the hard work for you, or work with the team to adapt a content piece of your own
- We'll link straight back to the listing on Reed.co.uk, as well as including a link straight back to your own site
- Articles are promoted via a targeted social media campaign as well as being featured in organic posts on Reed.co.uk's social channels
- Include your logo and a section dedicated to your brand and the benefits of studying with your business

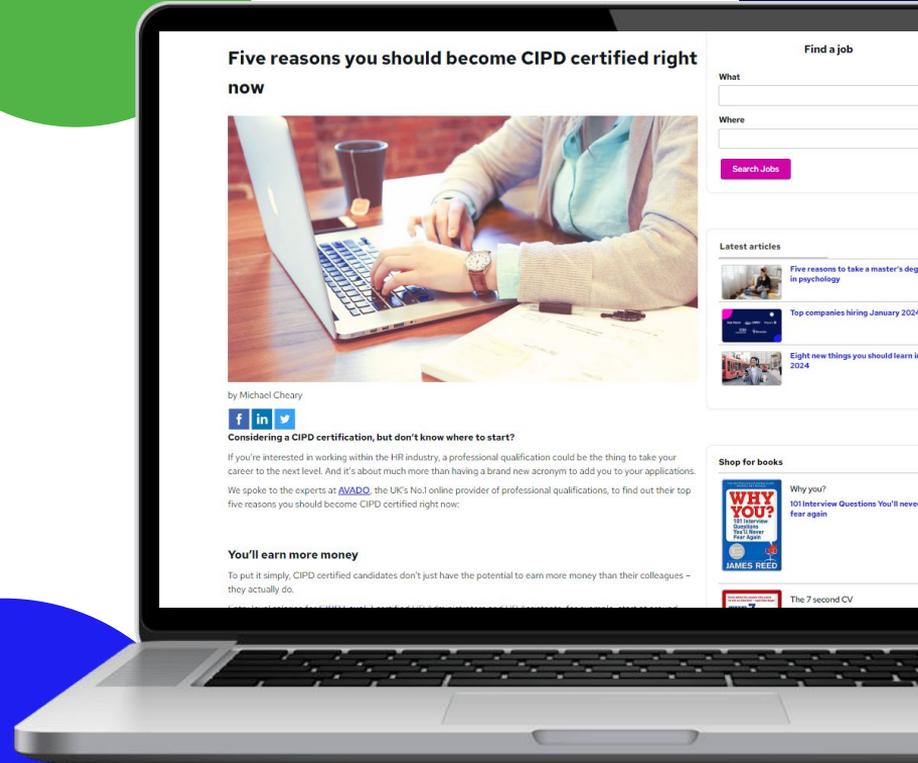
How does this benefit your business?

- Establish your brand's expertise, and demonstrate the value of your courses for a particular career
- Reach a highly engaged and relevant audience
- Drive more conversions to your courses
- Go to the [rate card](#) >



"Can you please give whoever wrote this article a huge thanks from us. It's beautifully written and completely on brand tone of voice wise."
- Holly Maunders, Marketing Manager

[Example >](#)



Career guides

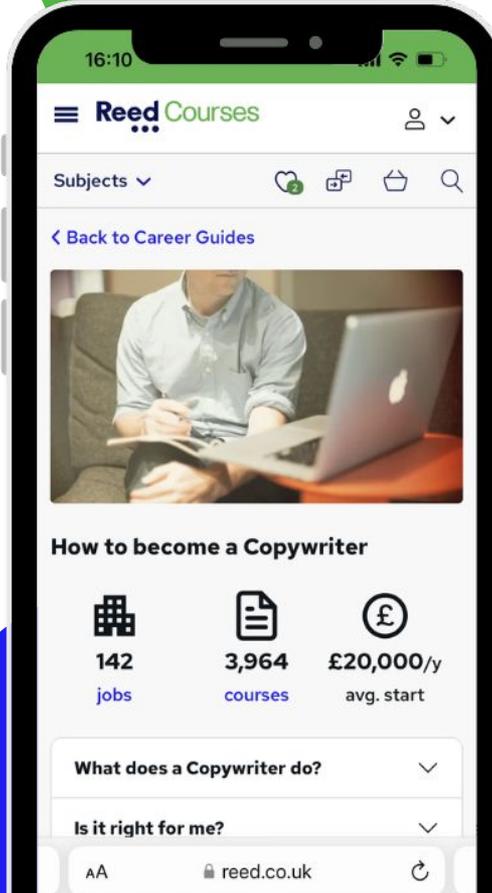
Become a thought leader by sponsoring a Reed.co.uk career guide reaching a captive and career-minded audience.

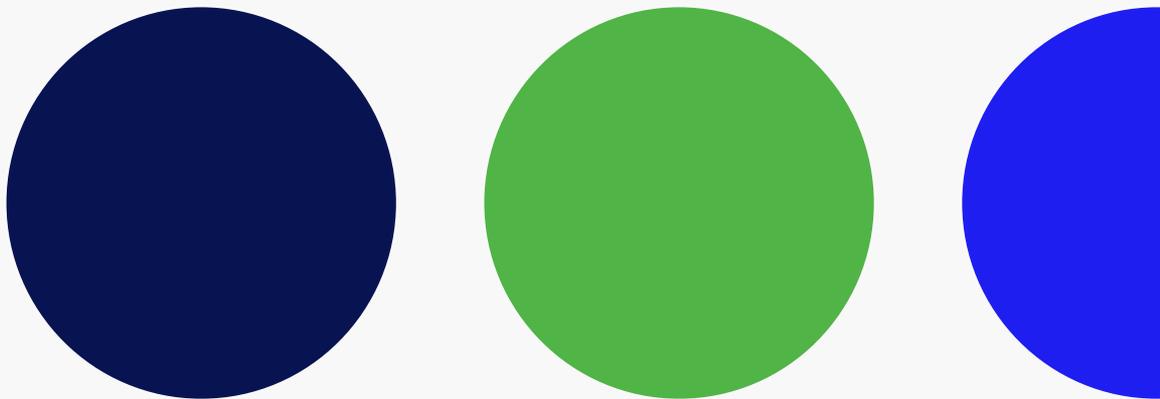
How it works

- Sponsor one or more of our [Career guides](#) to educate users on how to get ahead in a particular career
- Over 250 guides to choose from
- Optimised for natural search to drive relevant traffic to your courses

How does this benefit your business?

- Establish your brand's expertise, and demonstrate the value of your courses for a particular career
- Reach a highly engaged audience to drive high quality leads
- Pay-per-click model, go to the [rate card](#) >





Referral

Direct prospective students searching your Reed Courses profile page directly to your site.



Profile referral

Add a referral link to your profile page to drive students to your website.

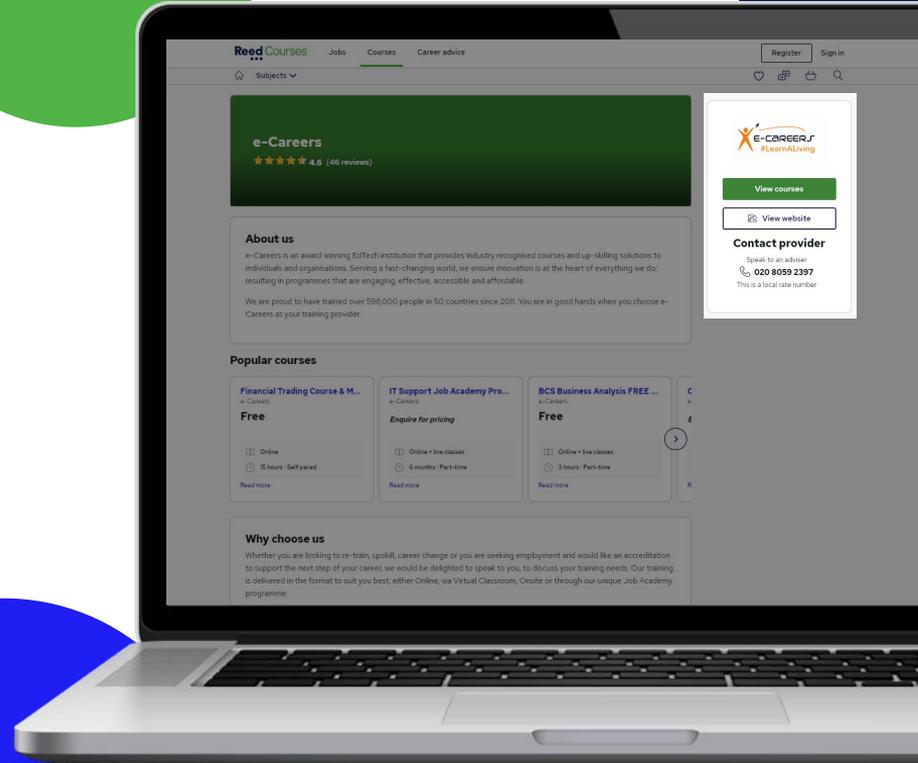
How it works

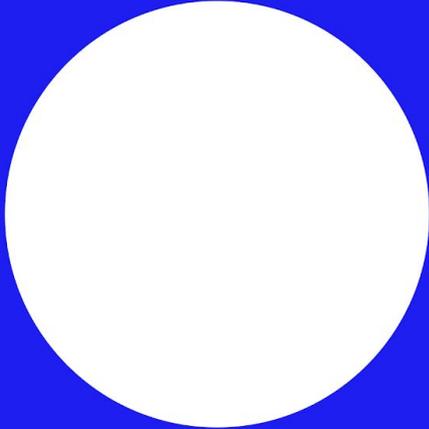
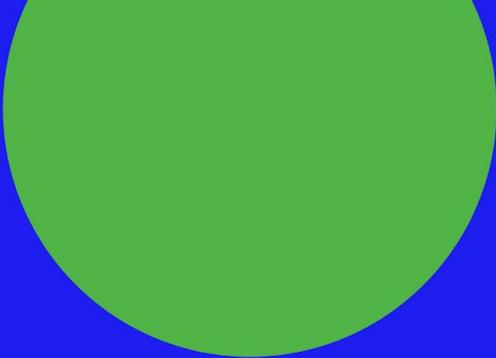
- Over 23,000 students visit a Reed.co.uk provider profile page every month
- Display a 'View website' button on your Provider profile page
- Link through to your site or landing page of choice
- Pay-per-click model, go to the [rate card](#) >

AVADO >

"The profile referral product converted a £1.2k enrolment from £1 click. Fantastic ROI"

- Claudia Orsini, Marketing Executive





Support



SUPPORT

Account management

Optimise your performance with your Reed.co.uk account manager.

How it works

- Your direct point of contact with Reed.co.uk
- Receive a check-in call/meeting every 45 days
- Available to help and advise you whenever needed

How does this benefit your business?

- Review your performance to a schedule that suits you
- Get tailored insights and recommendations
- Optimise your courses performance for better visibility, transactions and enquiries



Provider APIs

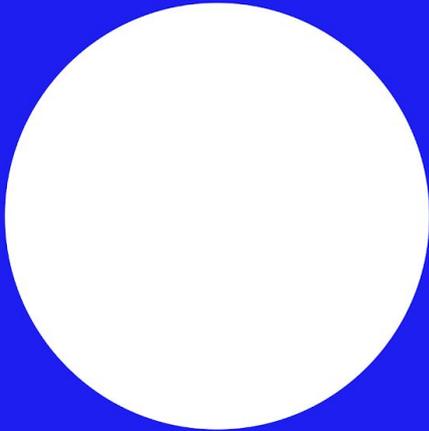
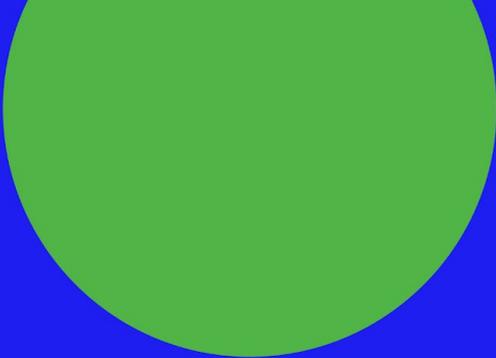
Make the most of Reed Courses by using our API - ideal for organisations with high volumes of courses, leads or transactions.

How it works

- Our Courses API helps to create and update courses on Reed Courses
- Our leads API helps to integrate leads directly into your CRM systems
- Our orders API helps to integrate orders directly into your CRM systems
- Our course search API helps to build applications using the power of the Reed Courses search engine

How does this benefit your business?

- Save time, and money, with fully integrated systems
- For all documentation, click [here](#) >



Rate cards



Cost per lead rate card

Cost per lead		
Package	Consumer	Business
Cost per Lead	£12 min. / 2% of course RRP price	£20 min. / 4% of course RRP price
+ Screening questions	£1 per question	
Phone leads	£25 per connected call	

Examples:

Course price	Consumer	Business
RRP price (Was)	£1,000	
Price inc. VAT	£850 (15% off)	
Cost per Lead	£20.00	£40.00

Course price	Consumer	Business
RRP price (Was)	£500	
Price inc. VAT	£500	
Cost per Lead	£12.00	£20.00

Course price	Consumer	Business
RRP price (Was)	£750	
Price inc. VAT	£562.50 (25% off)	
Cost per Lead	£15.00	£30.00

E-commerce rate card

Provider share			
Course price	Standard	On Demand	Classroom
£0 – £20.99*	25%	25%	53%
£21 – £99.99	33%	33%	53%
£100 – £149.99	48%	48%	58%
£150 – £199.99	53%	53%	63%
£200 – £299.99	62%	62%	67%
£300 – £499.99	67%	67%	67%
£500 – £1499.99	71%	71%	71%
£1500+	71%	71%	81%

Examples:

Course price	Standard	Balance £
Price Inc. VAT	£25.00	-
Price Ex. VAT	20%	£20.83
Transaction fee**	3%	£20.08
Provider share	33%	£6.63

Course price	On Demand	Balance £
Price Inc. VAT	£25.00	-
Price Ex. VAT	20%	£20.83
Transaction fee**	3%	£20.08
Provider share	43%	£8.63

Course price	Classroom	Balance £
Price Inc. VAT	£250.00	-
Price Ex. VAT	20%	£208.33
Transaction fee**	3%	£200.83
Provider share	67%	£134.56

E-commerce course listing limit

How does it work?

All providers will get 500 E-commerce course listings for free.

In order to advertise more than 500 courses, providers will need to pay a tenancy fee. This will be charged as follows:

- £20 per listing per year, paid annually.
- Additional course listings to be bought in multiples of 10.
- Minimum course listings package value of £200.

Examples

Amount of E-commerce course listings	Yearly tenancy fee
500	Free
510	£200
520	£400
550	£1,000
600	£2,000

Product rate card

Add-ons	
Type	Cost
Search	
Sponsored Keywords >	From £40
Self-Service Sponsored Keywords >	From 10p per click
Display	
Display Advertising >	£9 CPM (onsite) £12 CPM (offsite)
Referrals	
Profile Referral >	£1 per click
Career Advice	
Career Guides >	From £250
Sponsored Article >	From £1,500
Top Courses Article >	From £1,300

Add-ons			
Creative	Link	Delivery	Cost
Email			
Bespoke	External	Recurring	£1,914
		One-off	£1,580
Branded	External	Recurring	£1,276
		One-off	£1,060
	Internal	Recurring	£957
		One-off	£870
Standard	Internal	Recurring	£638
		One-off	£590
Payday	Internal	One-off	£590

Contact us

For more information on Reed.co.uk or any of the information mentioned, please contact the Courses team on:



0203 5100 109



ca.team@reedonline.co.uk

[Click here to view our Customer Welcome Journey >](#)

[Click here for full terms and conditions >](#)

[Click here to view our advertising guidelines >](#)

[Click here to view frequently asked questions >](#)

