



Unleash human potential

EVERYTHING YOU NEED TO KNOW ABOUT

LEARNING MANAGEMENT SYSTEMS



Introduction

Online course entrepreneurs need the right tools to build and sell content to their audience.

A learning management system (or LMS) helps you achieve this and much more, but choosing one can be challenging, especially when you're new to the e-learning game. This guide will help you understand what an LMS is, how you can use it to sell courses and the most important benefits you should be aware of when you're looking for a place to host your online courses.

What is an LMS?

A learning management system is an [online learning hub](#) that provides an indispensable set of features to support knowledge entrepreneurs in building and selling their courses.

How is an LMS for small online course businesses used?

An LMS is used for managing all e-learning activities such as:



Creating and delivering content



Marketing online courses



Selling online courses



Tracking learner progress



Collaboration between learners



The global LMS market size is projected to reach \$38.10 billion by 2027.

- *Fortune Business Insights*



Who is an LMS made for?

An LMS is the perfect solution for entrepreneurs that are looking for an easy way to market their knowledge. Typical users are instructors, learners and administrators.



INSTRUCTORS



LEARNERS



ADMINISTRATORS



The number of LMS users around the globe is estimated at 73.8 million. - *Guide2Research*



What are the most important LMS features?



Creating content



Communication tools



E-commerce



Marketing courses



Branding



Gamification



Analytics and reporting



Mobile design

What are the benefits of using an LMS?

AN EASY WAY TO GROW YOUR BUSINESS



An LMS provides **all the tools** you need to build a successful e-learning business. You can easily develop your branded website and create engaging courses to sell. No technical skills required!

SAVES TIME ON CREATING CONTENT

An LMS has an **automation** feature that replaces rigorous manual work and saves time on administrative tasks. Everything is stored in a centralized location, from where you can better organize course content, data, and learner accounts.



REDUCED COSTS



Knowledge entrepreneurs can share their content with thousands of learners at an **affordable rate**. For a cloud-based LMS, you're paying a monthly or yearly amount that includes hosting. No more hidden and license fee costs! Unlike traditional courses, there is no need for traveling, booking venues, staff salaries, and other business expenses.



The massive open online course market has crossed the 180 million learners mark in 2020. - *Class Central*



INCREASED REVENUE BY SELLING ONLINE COURSES

Traditional tactics are out! Investing in developing and delivering an online course means that you're creating a source of passive income. You can scale your online course business faster and reach your audience directly through your LMS. A learning platform helps you create nicely packaged content and offers the tools to **advertise and sell them**.



The global MOOC market is projected to realize an annual growth rate of 32.8% from 2021 to 2026. - *Market Digits*



ACCESSIBILITY AND FLEXIBILITY

An LMS enables learners to take a course at their own pace and provides much-needed **flexibility** for them. They decide when and where the learning happens, and they can access course content from any device, even when they're on the go.



72% of mobile learners revealed that they are more engaged with learning modules accessed via mobile devices. - *Guide2Research*

If you want to learn more about LMSs, visit our Blog for valuable tips and resources on using LMSs, course creation, marketing online courses, and more.

If you're looking for a new LMS, check out **CYPHER Learning**, a learning platform for managing all e-learning activities, such as creating, delivering, and selling online courses.

www.cypherlearning.com