

Online Course Tool Guide

9 Tools that will help you create and launch your first online course

Course Hosting

- 1 Wishlist Member:** Wishlist is an extremely powerful membership solution that allows you to turn any Wordpress website into a membership site. Wishlist allows you to manage all of your content protection and member management within their plugin.
- 2 WP Courseware:** An extremely effective add-on for many membership solutions including WishList. WP Courseware will allow you to create modules, lessons, quizzes and organize the all with their drag and drop interface.
- 3 Zippy Courses:** Zippy Courses is an all-in-one solution for creating online courses. They handle everything for you including themes, plugins, and email service integration. If you don't know where to start, Zippy Courses has you covered.

Video Hosting

- 4 Wistia:** Is the premiere solution for video hosting. Not only is there service extremely fast and reliable, they also offer in-depth analytics and world-class video marketing tools. If you want the best and are willing to spend a few bucks, Wistia is the obvious answer.
- 5 Vimeo:** Like Wistia, Vimeo offers fast and reliable service. The difference lies in their analytics and marketing options. Vimeo offers sufficient analytics for most online course creators, however their marketing tools are extremely limited. If you are looking for a professional solution, but are on a tight budget, Vimeo is best.

- 6 Youtube:** Youtube is easiest solution to implement, but does not have the same “professional” feel as Wistia or Vimeo. The analytics on YouTube are very limited as well as their marketing options. YouTube is right for you if you’re just looking to get something up quick and painless.

Email Service Provider

- 7 Infusionsoft:** This is the premiere email service solution. Not only do they have the most-advanced marketing automation in the game, but it also allows you to create order pages and actually sell your course. Infusionsoft is not cheap, but if you want the best of the best, you should take a look at Infusionsoft.
- 8 Active Campaign:** Active Campaign offers similar automation to Infusionsoft, but for only a fraction of the cost. This does come at a price though, as the features and reporting are not quite as advanced. If you are looking for an advanced email service, but don’t have a huge budget, Active Campaign is right for you.
- 9 Mailchimp:** Mailchimp is a perfect solution for any beginner. It’s quick to setup, easy to use, and they even offer a free version. Their automation is extremely limited and does not even compare with the previous options, but if you are looking for an easy and cheap solution, go with Mailchimp.