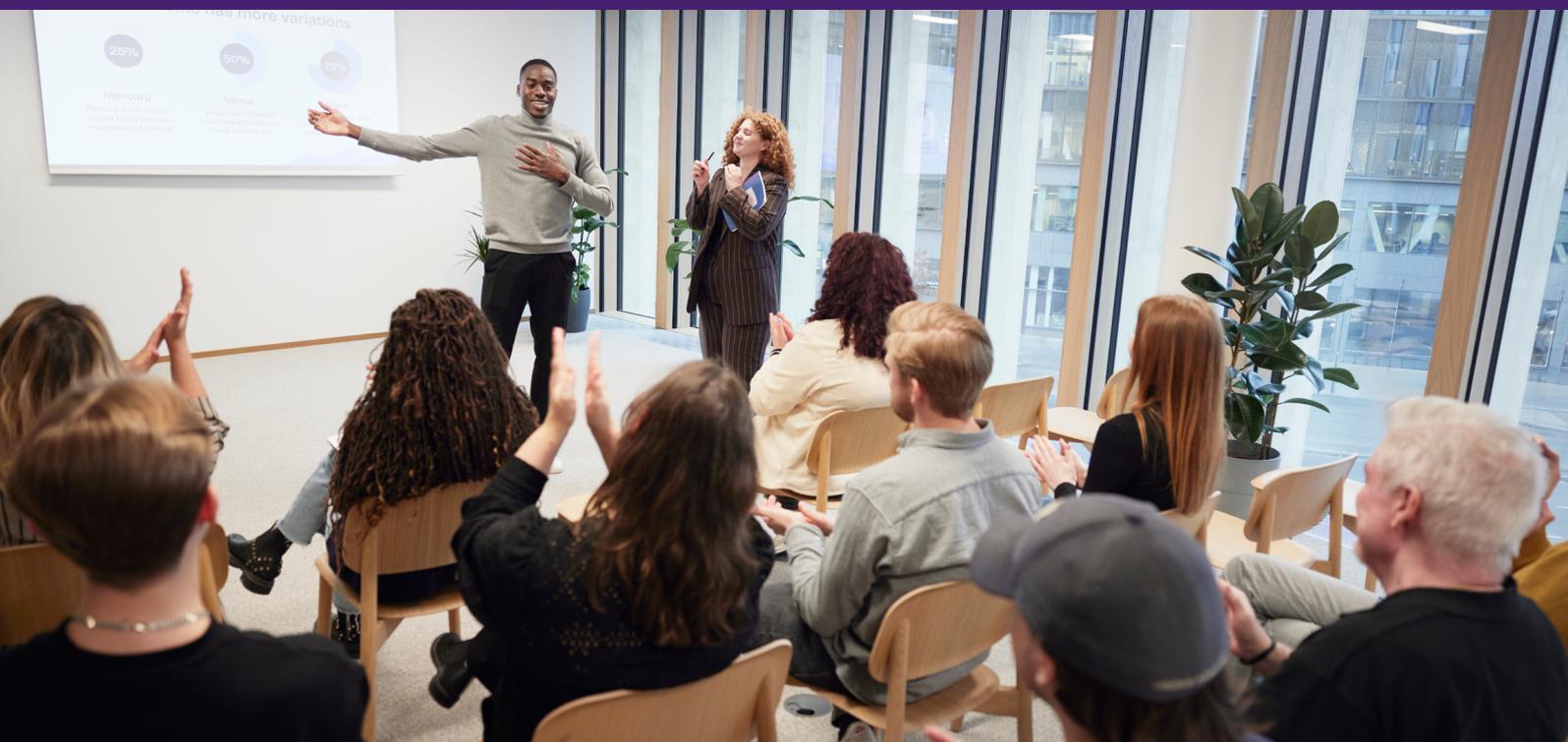




Practical guide to marketing IOSH training courses



Marketing helps you reach the right audience, build trust, and increase course bookings. Without the right marketing, even the best IOSH training can go unnoticed.

Effective marketing ensures you and your courses stand out and attracts learners who need them most.

Basic marketing principles

- **know your audience:** identify who needs IOSH training (HR teams, safety managers, employers etc)
- **create a clear value proposition:** explain why you are the best choice (accredited, expert trainers, flexible options etc)
- **consistency:** try to always ensure that you keep your message uniform across all channels such as your website, social media, and emails.

Easy marketing tactics you can do without a team

- **website:** ensure clear course info, easy booking, and testimonials
- **social media:** share success stories, safety tips, and countdowns to courses
- **email marketing:** send reminders, updates, and special offers
- **local partnerships:** connect with businesses and industry groups.

Website

- add a clear **“Book now”** button on your homepage
- create a FAQ (Frequently Asked Question) section answering common questions about IOSH courses
- post learner testimonials (even short quotes work)
- make sure the course pages are clear, engaging, and SEO-friendly*
- add calls to action like **“Download a course guide”** or **“Book a free consultation”**
- use chatbots or simple contact forms to capture leads, this can feed into email tools etc
- collaborate with influencers or micro-Influencers
- reach out to local professionals or educators with relevant audiences. Some will swap content/training for giving your company a shout out.

Social media

- focus on organic social media - using your own profile, your business profile and relevant people within your business
- share learner testimonials, behind-the-scenes content, and trainer spotlights
- use LinkedIn, Facebook, and Instagram depending on your audience - this will also depend on your country and key social channels. Remember to tag IOSH in your posts. Here are our handles: LinkedIn - @IOSH, Facebook - @IOSH, Instagram - @ioshofficial, TikTok - @ioshofficial
- use #'s to help categorise your content and help make it more discoverable (eg #IOSHTraining, #healthandsafetytips)
- join and contribute to relevant groups or forums
- share safety tips or **"Did you know?"** you could use IOSH stats, see below
- post photos of training in action (with permission from individuals featured)
- use countdown posts for upcoming courses: **"3 days to go – book your spot!"** to generate excitement and engagement
- use trainers as ambassadors to share course updates and success stories with their own networks
- ask alumni or current learners to share their experiences on LinkedIn or other platforms, tagging you.

Email marketing

- send a monthly newsletter with course dates and safety insights
- share special offers or early-bird discounts
- use short, punchy subject lines like: **"Boost workplace safety – Book IOSH training today!"**
- use Mailchimp or Sender for email campaigns (these are just example platforms, they will vary by country)
- celebrate delegate success: **"Congrats to our latest IOSH Managing Safely graduates!"**.

Local networking

- partner with businesses or industry bodies to promote courses to their employees or members
- offer free safety webinars as a lead generator
- ask satisfied clients for referrals
- become a voice in your specialist area, attend or speak at community/industry events or networking meetups
- advertise in local newsletters, bulletin boards, or radio stations.

Encourage word-of-mouth

- offer referral discounts or incentives
- create a loyalty program for repeat learners, or people that take multiple courses
- offer discounts on group learners
- ask for Google reviews or testimonials to build credibility. (*platforms will vary by country*).

Content creation

- write a blog post: **“Why IOSH training matters for your business.”**
Remember to tag IOSH in your social posts. Here are our handles:
LinkedIn - @IOSH, Facebook - @IOSH, Instagram - @ioshofficial, TikTok - @ioshofficial
and then if appropriate, we can engage with this content
- record a short video explaining course benefits (can be done simply on a mobile phone)
- share industry stats: **“62% of workers globally have never had OSH training – let’s change that!”****
- create case studies with your customers and use these to tell a story about the success of your courses.

Use free or low-cost digital tools

Here are some examples (*platforms will vary by country*)

- Canva for creating professional-looking visuals
- Mailchimp or Sender for email campaigns
- Google forms for collecting interest or feedback
- Meta business suite or LinkedIn.

Use statistics to support your campaign

Statics can help convince your audience that this is the training for them.

Here are some statements that you can use in your IOSH training promotions. ***

- IOSH training delivered in 75 countries worldwide
- for over 10 years, more the 1.5 million managers have taken IOSH awareness courses.

Managing Safely

- over 220,000 certificates issued each year making it the go-to course for health and safety leadership
- IOSH Managing Safely® : 86% feel more confident in safety responsibilities
- 85% would recommend IOSH Managing Safely to a colleague.

Leading Safely

- trusted by leadership teams worldwide – over 33,000 certificates successfully issued in the past decade.

Working Safely

- foundational safety training – over 570,000 certificates successfully issued in the past decade.

References and definitions

* Search engine optimised (SEO) friendly: structured so that search engines can crawl, index, and your content. Using relevant keywords naturally in titles, headings, and body text. Clear headings, short paragraphs, bullet points.

** Lloyds World Risk Poll data 2024 - [Engineering Safer Workplaces: Global trends in occupational safety and health | Lloyd's Register Foundation](#)

*** statics based on IOSH figures from 2025

The Institution of Occupational Safety and Health (IOSH) is the world's largest professional body for safety and health, and the only one with Chartered status.

We've been around since 1945, and today we're a registered charity with international NGO status. That means we're in a unique position to lead the way: shaping policy, championing positive change, and standing up for everyone's right to a safe and healthy workplace.

With a global community of 50,000 members, spread across 130 countries, together, we share one vision: a world where work is safe and healthy for all.

Through the work of our members, and our qualifications and training, we provide the skills, knowledge, and expertise needed to keep people and workplaces safe - and businesses and economies thriving.

IOSH
The Grange
Highfield Drive
Wigston
Leicestershire
LE18 1NN
UK

 twitter.com/IOSH_tweets
 facebook.com/IOSHofficial
 linkedin.com/company/iosh
 youtube.com/IOSHchannel
 instagram.com/ioshofficial

+44 (0)116 350 0700
www.iosh.com

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