December 6th, 2021 – ClickLMS is really pleased to announce that more exciting new features have been released today. These features span right across the platform so we're sure there are positive changes for everybody in our latest release!

New features & enhancements launched today:
- Make your course catalogue public - allow prospective members to view your course catalogue and course overview pages BEFORE they register for your site.
- Add a text description to your membership product that appears on the registration page to help better 'sell' the benefits of your membership.
- New Admin interface for creating and editing membership products.
- Increased platform customisation - you can now upload your own favicon to your site.
- Drip release module content to your learners - after a certain date or after a certain amount of time enrolled to the course.
- Additional information added to the learner CSV report - discount code used at registration & job title.
- Google Analytics upgrade - we've upgraded our Google Analytics integration to support newer "GA4" properties.
- Sharing platform links on social media - we've started to make some big behind the scenes changes to help better display key elements (logo, title, course descriptions) from your platform when you share links across different social media platforms and messaging apps.

Now we will run through the key features in a bit more detail, but of course the best way to get familiar with them is to log in and test them out on your own platforms!

==**Make your course catalogue public to prospective members BEFORE they register for your site.**==

Until now, learners have only been able to view your membership product's catalogue and courses after they have registered and logged into your platform.

So we've released a new feature that allows you to make your membership product's catalogue and course overview pages visible to prospective members before they register to your platform.

The benefit is an enhanced sales funnel as you'll now have the ability to showcase what's on offer as part of the membership before members buy/register. Members will be able to browse the catalogue and courses on offer for the membership product before clicking 'Register'.

You can do this from the 'Membership Products' page, accessed from the Admin 'Settings' menu:

1. Login to the Admin app and navigate to 'Settings' in the header menu
2. Click on 'Membership Products' in the left hand menu and select the product you want to make visible to prospective members - *note the new layout of the create/edit product process which we explain next!*
3. Select 'Settings' in the left hand menu
4. Select 'Yes, enable open catalogue' and click 'Save'

5. Once you've taken these steps, you'll be able to access the membership product's catalogue page and all the course overview pages from the unique URL provided below (without needing to login to the platform). *You could also embed the catalogue URL or specific course URLs into your sales site/marketing activity.*

Product Catalogue page: <unique product URL>**/courses**
Specific course within catalogue: <unique product url>/courses/<unique course id>

To help you better 'sell' the benefits of signing up to your learning platform, you can now add an optional text description for each membership product.

This description will appear directly below the name of your Membership Product and could be a great way to help 'nudge' prospective members to sign up to the membership product - you could for example explain how many courses they get access to, or include some written testimonials from current clients.

Registration page with Membership Product description;

As a platform administrator, you can add/edit this text by navigating to the 'Membership Products' area of your learning platform, click the Membership Product name and edit the text below the Product Name on the 'About' page.

We've already alluded to these changes in the above two new features, but as we have steadily added more features and customisations to the Membership Products area of the platform we recognised it was time to enhance the user experience for our platform Administrators.

When you create a new membership product (or edit an existing membership product) you will now see a user interface similar to the create/edit course process.

We've split out all the different features into four clearer sections which are accessed from a left hand navigation menu:

1. **About:** Here you can edit the name of your membership product, add a NEW product description to display on the registration page, and edit the welcome email.
2. **Pricing & Duration:** Set how long membership access is valid for, the price, payment terms and whether it's available for members to renew onto or not. *Note: if membership products are not enabled as part of your ClickLMS agreement, elements on this page may not be editable.*
3. **Content:** Set whether members should be automatically enrolled to, or excluded from, any specific courses as part of this membership.
4. **Settings:** Choose whether the membership product should be available for general sale on your main registration page ('Public registration'), or only visible via a hidden URL 'Private registration'). And here you can now also choose if the product's catalogue and courses should be visible to the public before registering to your platform.

As a platform administrator, you can access this new interface by navigating to 'Settings' then the 'Membership Products' area of your learning platform. Then either click the name of a Membership product to begin editing, or click 'Add New' to create an additional Membership Product.

Increased customisation - Upload your company favicon to your learning platform

From the 'Company Profile' page in the Admin 'Settings', you can now upload your company favicon to your platform, in addition to your company logo.

The favicon is a small square image (.PNG file format) and provides an additional visual reminder of your site in the URL address bar and on tabs for example. If you do not add your own favicon then the platform will default to a ClickLMS favicon.
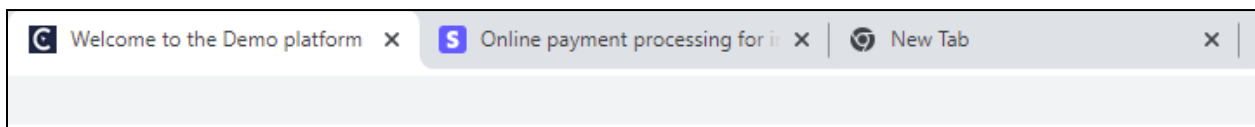
Drip release module content to your learners - after a certain date or after a certain amount of time enrolled to the course.

As mentioned as part of the last release, we've been working on some additional features to give you even more control over how learners are able to access your course content.

In the last release we introduced '**Content Navigation**' rules which allow you to choose between '*Modules in any order*' and '*Modules in sequence*'.

We've now introduced a third option '**Drip release module content**'. This allows you to schedule access to one or more modules for a specific date or a number of days after the learner has enrolled to the course. This is a great feature if you are running different cohorts of students throughout the year or prefer that your students complete their learning at a pace defined by you and your instructors.

By 'dripping' your content to your learners at your pace, you can keep learners coming back more frequently and for longer.

For example you can choose to give learners access to content of one of your modules immediately, while you may want them to wait until specific dates for access to other modules. Alternatively you may want to set how many days learners should have to wait before being able to access the content in the next module.

If learners try to access the content before the set date (or specified number of days), they will see an alert telling them exactly when the content will be available to them.

This feature is accessed by opening a course and navigating to the 'Settings' page for that course. To make changes to these settings you may need to remove the course from sale first. Any changes you make will only impact new learners enrolling in that course.

Additional information added to the learner CSV report

We've added a couple of new data points to the learner CSV report that you can download by clicking the 'Export All' button from the 'Learners' page in the Admin app.

Discount Code: This is the discount code that the learner used to register or renew to their current membership product. This data point is really useful when you want to review the impact of a specific marketing or sales campaign.

Job Title: This is an optional field that your learners can provide on their profile page. Now if the learner has added their job title to their 'My Account' page it will be displayed in this CSV file. This is a useful data point for understanding more about the day-to-day professional roles of your audiences.

We've upgraded our Google Analytics integration to support "GA4" properties

Since we launched our Google Analytics feature a little over a year ago, Google has begun to move towards a new methodology for tracking user interactions on websites. This newer standard is known as GA4 (property ID's beginning with 'G-'), which your ClickLMS platforms now support for analytics purposes.

We still of course support the previous 'Universal Analytics' format (property ID's beginning with 'UA-') but this upgrade allows you to switch over to the newer standard should you decide to do so.

Please note though that only one property ID can be used at a time, and if you change the property ID in future this will disconnect any previous data tracking feeds.

Admittedly we're not experts in this field (!) so please refer to Google's documentation for how to generate a unique property ID and the differences between a Universal Analytics property ID and a Google Analytics 4 property ID.

Sharing Platform links on Social Media

To help support the public catalogue feature outlined at the beginning of this release, we've started to make some structural changes behind the scenes to improve the shareability of URL links with your audiences.

Previously if you shared a link from your ClickLMS platform you and your audiences may have just seen our spinner icon rather than any meaningful content.

Now when sharing a link from your platform, social media platforms and messaging apps will be able to pull through your company logo. Additionally, when sharing a link from your 'public' catalogue it will also pull through your membership product name, the course name, course cover image and course description.

This is just a start in this area and we are looking at more ways to make the sharing of links more social media and search engine friendly in the coming months - we'll keep you updated with progress.

Future Developments

As always we are continuing to add new features to your ClickLMS platforms with our next release planned early next year.

The big ticket items currently under development are:

1. The ability to offer payment instalments for your membership product, so for example you can offer a 1-year membership paid in three instalments across the first three months.
2. The ability to offer more than one payment term for each membership product - so for example you can offer a one-time payment AND a monthly instalment option for the same membership product. Until now this would have meant creating two separate membership products so this should be a great way to simplify your membership offerings for your customers, and also reduce complexity from an administrative perspective.
3. Big enhancements to the admin app - which will enable you to access your admin dashboard on the go from any mobile or tablet device.

Thank you once again for your continued custom and support for the ClickLMS product and if you would like to understand more about any of these enhancements then get in touch at **support@clicklms.com** and one of the team will personally respond.