

**BUILD  
EMPIRE**

# eCommerce in your Totara LMS

How to sell learning content



# Introducing eCommerce to your Totara LMS

When it comes to your LMS, you want a one-stop shop.

But the 'shop' aspect is where the issues come into play.

While Totara has a fantastic suite of tools, it currently doesn't offer a native eCommerce solution.

So, we, the BuildEmpire team, decided to build one ourselves.

When logging into your LMS, you'll find your eCommerce catalogue directly under the Learn menu.

With our eCommerce solution, you have options.

You can have one catalogue which merges paid and unpaid course content, or have two separate catalogues



Home

Learn

Your library

Record of Learning

Explore

eCommerce Catalogue

# Intuitive dashboard

When building a dashboard to host learning content, you need to consider user experience.

So, we worked hard to create strong tiles for each learning course.

When selling content, you've got to work even harder to grab attention. So we added key information including a course description, filter capsules, time to complete, and of course, cost.

What you're left is a really sleek dashboard that will drive more engagement.

The screenshot displays the CICLA eCommerce Catalogue dashboard. On the left is a navigation sidebar with options: Home, Learn, Your library, Record of Learning, Explore, eCommerce Catalogue (selected), Engage, Perform, and Reports. The main content area is titled 'eCommerce Catalogue' and shows 13 items. A search bar and a 'Filters' section are visible. The filters include Category (All), Learning Type, Availability, Price, Purchased, Activity Type, Course Type, and Format. Three course tiles are shown: 'Accessibility and inclusion in digital health' (Personal Development, £3.99, <1 hour), 'Compliance Training' (Compliance, £45.00), and 'Introduction to continuous performance' (Personal Development, £9.50, 1-3 hours). A fourth tile for 'Introduction to continuous performance' is shown in a larger view on the right, with a 'PURCHASE' button and a price of £9.50. The top right of the dashboard shows user information: 'Cicla Learner' with 360 points and 0 seats available.

# Welcome to the catalogue

In the catalogue, you can search by key filters, all of which you can apply to your content via admin settings.

Things like category, duration and learning type mean users can more easily find appropriate learning for their needs.

It'll be very clear to users on which filters they have applied to the search.

## **Filters**

Category

All ▼

Learning Type



Availability



Price



Purchased

## **Filters**

Activity Type

## Category

Course Type

All ▼

Format

## Learning Type



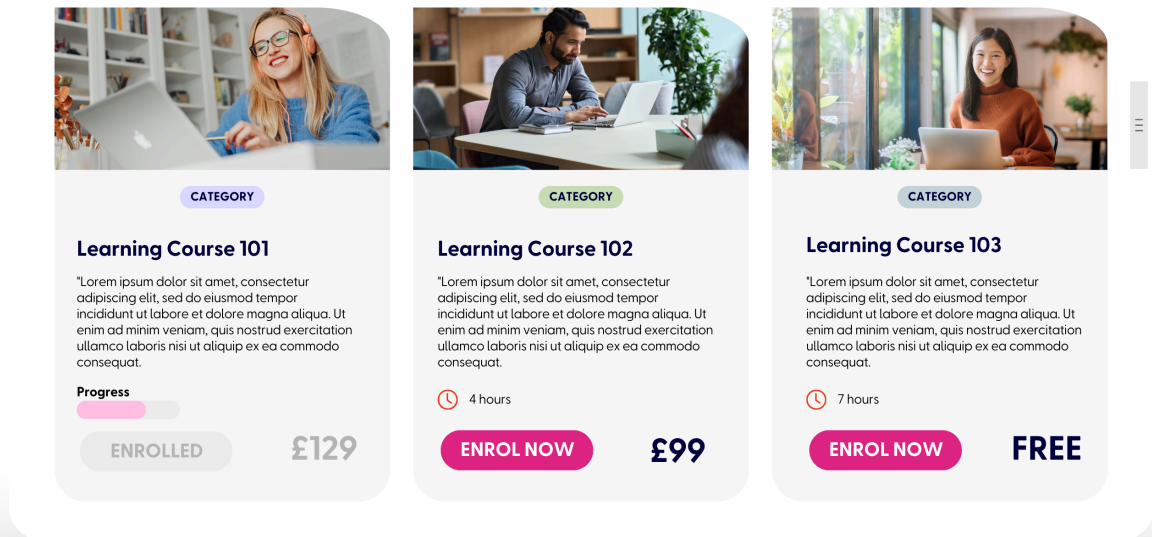
Courses



Packages

Your learners will also be able to see which courses they're already enrolled in along with a progress bar.

This, as well as filters, allows viewers to easily navigate your content, no matter how many courses you have available.



Course ID	Category	Enrollment Status	Price	Duration
Learning Course 101	Category	ENROLLED	£129	-
Learning Course 102	Category	ENROL NOW	£99	4 hours
Learning Course 103	Category	ENROL NOW	FREE	7 hours

Learning Course 101

Learning Course 102

Learning Course 103

# Creating **course** pages

When you're setting up your course, you can create a smart landing page filled with key information your learner will need to know.

With a handy floating bar to add key info in, you can ensure prospective learners know all they need.

You can add your course description, along with photos and other add-ons to entice prospective customers.

The screenshot shows a course page for 'Introduction to continuous performance management'. At the top, there is a breadcrumb trail: 'Home > eCommerce Catalogue > Introduction to continuous performance management' and a 'Return to Catalogue' link. Below the breadcrumb is a photo of a woman and a man looking at a laptop. The course title is 'Introduction to continuous performance management'. There are three tabs: 'Description', 'Content', and 'Availability'. Under the 'Description' tab, the text reads: 'Modernising your organisation's approach to performance management' and 'Unsure of what effective performance management looks like? Interested in implementing a performance management approach?'. A floating bar on the right side of the page contains the following information: 'Accessibility and inclusion in digital health', '< 1 hour', 'Personal Development', 'E-learning', a 'PURCHASE' button, and the price '£3.99'. At the bottom of the floating bar, there is a 'Share to' section with icons for Facebook, X, and LinkedIn.

Add tabs of content to your learning content such as availability and a syllabus.

Course content

Description Content Availability

Topic 1 **Reflect**

Topic 2 **Skill up**

Topic 3 **Making the change**

Topic 4 **Show what you know**

Topic 5 **Tell us what you think**

Topic 6 **Resources**

Description

Modernising your organisation's approach to performance management

Unsure of what effective performance management looks like? Interested in implementing a performance management approach that embeds people development in the everyday and moves away from the one-hit annual appraisal? Then this course on continuous performance management is for you.

Enrol in this course to explore:

- The benefits of effective, continuous performance management
- The impacts of poor performance management

Add recommended learning modules to your course overview pages to entice users to other key content.

More courses you may like...



POPULAR COURSES

### Presentations: Preparing Presentations that Sell

Presenting information clearly and effectively is a key skill in getting your message across. Today, presentation skills are required in almost ...

🕒 3 - 5 hours

**PURCHASE**

**£3.99**



POPULAR COURSES

### Using Creative Problem Solving

Would you like to learn how to develop essential creative problem-solving skills?

This 4-week course will help you discover how to apply creative ...

🕒 1 - 3 hours

**PURCHASE**

**£6.00**



POPULAR COURSES

### Action Learning Set - Climate Change

A place to confirm attendance of the Action Learning Set on Climate Change

Reflect.Learn.Plan.Act.

🕒 > 5 hours

**PURCHASE**

**£7.00**

# Safe and secure checkout with Stripe

We have integrated Stripe into our eCommerce offering meaning that you can guarantee safe and secure checkout for all of your learners.

Simply set your price in the admin settings and hit 'publish' to start allowing users to buy your content.

Plus, automate key actions post-purchase so that buyers are automatically added to course content or to learning events - meaning less busy work for you.

← BuildEmpire LMS

Learning course 101  
**£129**



Powered by **stripe** | [Terms](#) [Privacy](#)

Pay with **link** ⇒

Or pay with card

Email leolearner@noreply.com

Card information

1234 1234 1234 1234



MM / YY

CVC



Cardholder name

Full name on card

Country or region

United Kingdom



Postal code

Securely save my information for 1-click checkout  
Pay faster on Demo: eCommerce and everywhere Link is accepted.

**Book for £129**

# Wrapping up

When it comes to setting up eCommerce content in the admin settings, it couldn't be easier.

Once you've followed the simple setup instructions, including setting up Stripe, or your chosen payment provider, you can start adding content to your catalogue.

Remember, you can also add packages of content to eCommerce. This is achieved via audiences.

We're always working on new additions to our features and plugins. So if there's something missing for you from our eCommerce plugin, we can look into developing it.

# See it in action

Get a full tour of our  
eCommerce plugin, as well  
as our other core features.

[Book a demo](#)