



Educator espresso

If you're ready to take your educating to the next level, this package is designed for you! We have purposely blended web design with course creation and email marketing for the ultimate bundle and turn those hot leads into students.

All of our clients receive their own custom branded client portal complete with a project management tool so you can stay up to date on the project throughout the entire process. We start off with a consultation to gather all the juicy details followed by an in depth questionnaire before we commence.

The website

We start off with your website creation before moving onto your LMS build. We will discuss platform requirements to ensure we choose the right platform for your overall business and course requirements ++ you will receive all the essential ingredients; Home, About Us, Services, Course info, Contact Us, Privacy Policy, Website Terms of Service, Cancellation Policy. You'll get custom web development tailored to bring your vision to life, with UX-friendly design that keeps visitors glued and a fully responsive layout that looks crisp on any device. We'll sprinkle SEO zest across each page, and add your social media icons. Your domain connection? Sorted! Every site goes through a final polish with quality assurance and testing before launch.



Your website will be integrated to the course platform of your choice to ensure a smooth experience for new and returning students.

The course

Once we near finish your website, we will start with your custom course build tailored to bring your teachings to life, with UX-friendly design that keeps students engaged and learning! You supply the content and we will build a fully functional student experience on the platform of your choice. Included in this package is 8 x student modules with all of your learning content build online including written content, video content, downloadable documents and anything you need to supply for a smooth teaching experience. Each module will also include the build of relevant assessment quizzes and student submission areas.

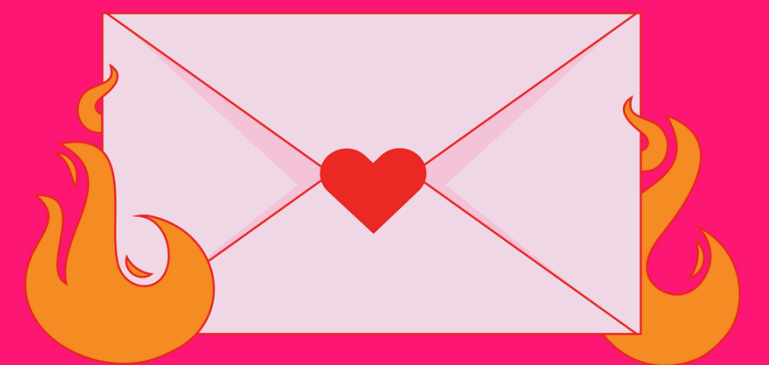
Every course and website build goes through a final polish with quality assurance and testing before launch, plus you get 30 days of post-launch support to keep things smooth as butter.



The EDM

Once we have setup your website and integrated it to your course platform, we will setup all of the email automations to turn those leads into real students. This is the hot funnel that keeps you at the top of mind. We will set up special lead generation forms on your website specifically designed to target this group of potential students. We will also set up email series for the people who have shown interest, but have not yet enrolled into your course yet.

We will also set up monthly emails to send out to your current students to check in with them and ensure they have everything they need to complete the course with ease.



Lastly, but certainly not least, we will set up an email series to send to students who have completed your course to gain real time feedback and reviews. This is the bread and butter of education and you can use this information received to enhance and improve your content moving forward.



Have questions?

If you still have questions about this package, feel free to reach out to us at info@ravendigitalco.com.au or book in your free 15 minute vibe check call below.

[Let's connect](#)