



#Content Marketing

 LearnDash

We at Copperchips successfully intensified the digital presence of LearnDash through organic campaigns.

About The Client

Learn Dash utilizes cutting-edge technologies along with e-learning methodology and infuses it into WordPress. Learn Dash is a leading and trusted brand that bolsters learning programs for major universities and small to established companies across the globe. Learn Dash is a perfect fit for those who want dynamic online courses at reasonable prices. Users can even modify the style and functionality of courses using hooks and filters further making Learn Dash an attractive option.

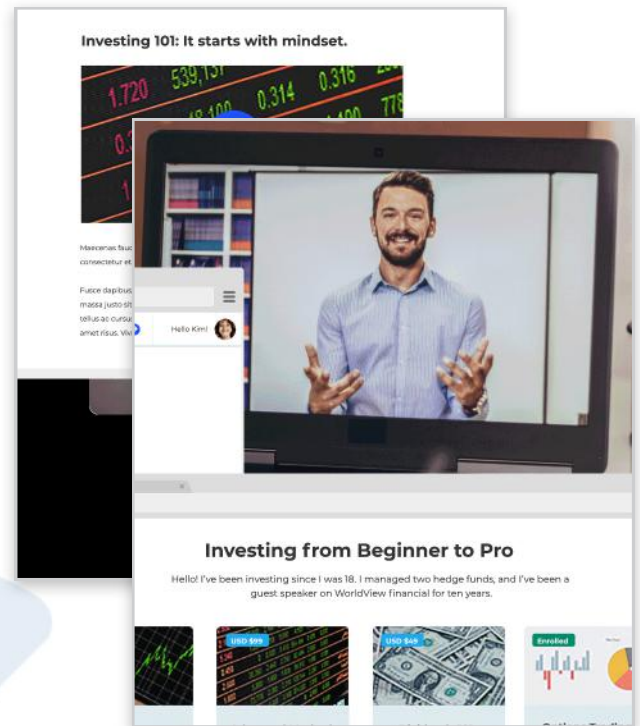
Introduction to Engagement

Authorities of Learn Dash knew WordPress powers 30% of the internet & it equips non-developers with a powerful toolkit to publish their content. WordPress also provides developers & non-developers with provisions for creating customized designs & functionality. Learn Dash, on the other hand, leverages the benefits of WordPress & brings on board an accessible user interface without undermining the ability of developers to customize as per their needs.

Background

Learn Dash wanted to increase its audience engagement across various social media platforms. This would enable them to broadcast their product among the masses and disseminate awareness. However, Learn Dash wanted to reach its objectives at minimal costs. That's where we came to the fore. Our highly flexible, Optimal costs and robust business strategies enabled LearnDash to fulfill all of its objectives.

- ◆ Optimized Infrastructure Costs.
- ◆ Increased awareness and customer base.
- ◆ Personalized Organic Campaigns.
- ◆ Robust Content Marketing Strategy.
- ◆ Increased and Consistent Engagement Rate.



Content Marketing Plan

We conducted immense sessions to comprehend the objectives of LearnDash in a better way and present optimal solutions.

Through the one-on-one sessions, we understood Learn Dash wanted robust and flexible content marketing strategies without burning a hole in their pockets. We made a content marketing plan and performed actions accordingly.

We planned and executed personalized campaigns for increasing the customer base and revenue share of Learn Dash. We made sure that no young learners were bereft of learning.

The UI/UX designs of Learn Dash built by us attracted young and old learners alike and facilitate their learning process. Our apps got an organic reach of about 162.5 Mn.

Solutions Delivered

We at Copperchips utilized our skills and technical know-how to design and launch various campaigns for LearnDash to fulfill its objectives.

Efficient Content Marketing Strategy

We devised and deployed a robust and efficient content marketing strategy for the entire funnel along the LearnDash pillars- testimonials and vital announcements.

Engagement Campaigns

After carefully analyzing the business requirements and target audience, we planned and launched various engagement campaigns to broadcast the latest offerings.

Audited Existing Infrastructure

We audited the existing infrastructure of LearnDash against AWS best practices with the configuration management tools, CI/CD pipelines, and Security Automation.

Highly Scalable Environments

We exploited the benefits of Docker and Amazon's Elastic Container Service to develop highly scalable environments. These leverage spot instances and auto-calling that dynamically scale with changes in traffic.

Facilitated Migration

We at Copperchips facilitated the migration of LearnDash from a monolithic framework to microservices for scalability, reusability, and efficiency.

Infrastructure Provisioning

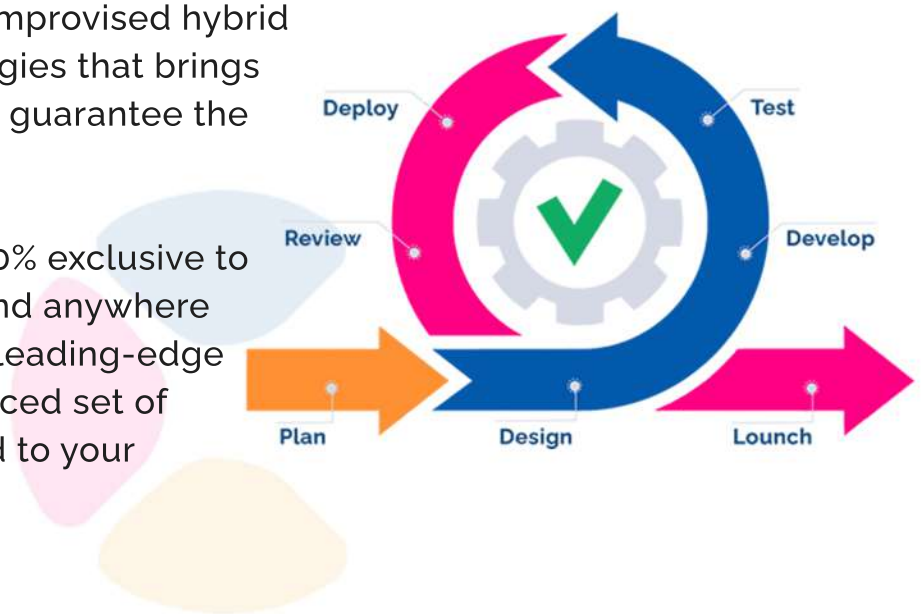
We controlled infrastructure and its provisioning in accordance with industry standards and protocols which resulted in increased deployment frequency.

Introducing **BLENDED AGILE** **METHODOLOGY© (BAM)**

Through our innovations, we have devised a totally revolutionary methodology which we have proudly named Blended Agile Methodology (BAM).

BAM helps empower your projects. The Blended Agile Methodology is a uniquely improvised hybrid mix of Kanban & Agile methodologies that brings about the good of both worlds to guarantee the most optimum results.

Blended Agile Methodology is 100% exclusive to our company and is not to be found anywhere else. We incorporate the utmost leading-edge technologies to provide an enhanced set of services that are uniquely tailored to your business needs.




Contact Us Today!

&

Know more about our Digital Revamping services

 www.copperchips.com

 Talk to Our Experts