

Pricing your E-learning

There are a number of things to consider when pricing your digital educational resources:

The perceived value of your product; this is dependent on how your prospective customers value your product. If your product covers a very generic subject, which applies to a wide audience, then the value is most definitely lower than if the product has technical content that is more specialised. If the content covers the knowledge requirements of a qualification then the price is likely to be higher. A well-known and valued creator of e-learning is more likely to be able to get a higher price for their products than a little-known creator who has yet to build their reputation. The content is an important consideration; how much content is there, the intellectual level, how useful is it to others and how interactive and innovative it is. The more costly interactivity will include branching and conditional activities that involve sophisticated 'try it out' exercises. An important factor is the competition and the price of similar products. It is certainly worth doing your own research into the price of similar types of products online, even if they don't cover the same type of content.

Important Note: All sellers selling products through the eLearning Marketplace must be the original author of the product and therefore own the copyright.

E-learning Courses

The following price band guide is for e-learning courses with interactive and engaging content and is based on the courses approximate guided learning hours per user.

- 30 minute £ 8 to £20
- 1 hour £10 to £35
- 2 hours £20 to £40
- 5 hours £50 to £100
- Lengthier courses start to drop in GLH value. Complete e-learning courses covering the knowledge requirements for a complete qualification can start from as little as 35p/GLH per user

Annual subscription for unlimited access to complete qualifications is likely to cost from £1000 to £2000.

(We stress that this is only a guide, 2 hour courses that are unique or cover a specialist subject can sell for up to £100, but in setting a price this high you are likely to be significantly reducing the number of potential buyers).

Downloadable Digital Resources

E-learning courses that can be downloaded to run in a browser or be uploaded to a virtual learner management system are of significant value to the purchaser because you will be granting them a license for unlimited use.

An e-learning course The price, if your course is covering a complete qualification, could be anything from £1000 to tens of thousands of

pounds. As in the introductory paragraph there are various factors that will influence the value of your product. Many suppliers of e-learning base their prices on the development costs of the product, as there is a large investment of time and money.

If the course covers a unit of a qualification, then clearly this will be significantly less and could start from £200.

Quizzes/Assessments	<p>The price will be dependent on the number of questions and detail of feedback and knowledge development opportunities.</p> <p>A 20 question basic quiz with little knowledge development and innovative delivery could start from as little as a £1.00</p> <p>40 question scenario based quiz with feedback and knowledge development is likely to be between £30 and £60.</p>
Video	<p>If you sell a video for download then it would be appropriate to add some licensing details that tell the user that they are not allowed to sell, reproduce or rebrand the video as the copyright belongs to you. If you would like further advice on this please phone one of our customer advisors.</p> <p>The level of the professional production of the video will impact on the price, as will the level and specialism of the subject.</p> <p>Pricing can range from £5 per 10 minutes to £35 per 10 minutes.</p>
Animated games	<p>A number of factors will determine the price: breadth of skills covered, duration, detail of feedback and professionalism of the animation. Few computer games are now sold for more than £40 and this will include advanced animation and many levels to achieve.</p> <p>Prices are likely to be between £2 and £20</p>
Audio	<p>It is advised that educational audio files are bite sized pieces of learning and are therefore around 10 to 20 minutes in length. You could bundle several audio files together into a zip file to add more value.</p> <p>A pricing guide is £1.00 to £2.00 for every 10 minutes dependent on the level and technical detail.</p>
E-book	<p>As with traditional books, e-books are coming down in price and a non-fiction e-book can start from as little as £1.</p> <p>Higher prices are paid for technical e-books. E-books can be pdf files as well as professionally published e-books.</p> <p>Prices are likely to be between £1.00 and £15, but could be up to £200 for the technical e-books. However you need to be clear what permissions the buyer has to reproduce the file.</p> <p>If you are offering a pdf e-book with permission to reproduce it then the book becomes much more attractive, especially if it is for learner use, but the price will reflect this.</p>

Workbook

We define a workbook as a digital file that contains interactivity. A workbook with no interactivity and just for reading is defined as an e-book. Workbooks are generally sold with the understanding that they can be amended, branded and re-produced, but not re-sold and that the copyright of the content remains with the author. It would be advisable to detail this in the product description. We request that a workbook has a minimum of 4 pages. Price for a 4 page workbook can start at £2.00. A workbook that is well presented with lots of interactivity and covers a complete unit of a qualification might be as much as £75.

Interactive whiteboard Activities

In the school sector there are many free whiteboard activities, but there are very few available for post 16 education. These should be inexpensive resources, so you might like to consider bundling a few resources together to make each purchase more valuable to the buyer. Prices are likely to be £1.00 for a single activity and up to £5 for a bundle.