



Marketing Strategy

Ethereal Marketing Solutions

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What We'll Cover

Funnel Overview and Objectives

Target Audience

Campaign Overview

Media Strategy

Deliverables

Timelines Brand Awareness

Objective

Build Brand Awareness

- Expand Varsity's digital presence and develop content that builds on Varsity's existing brand and value propositions; leading target audiences to engage with their service line offerings.

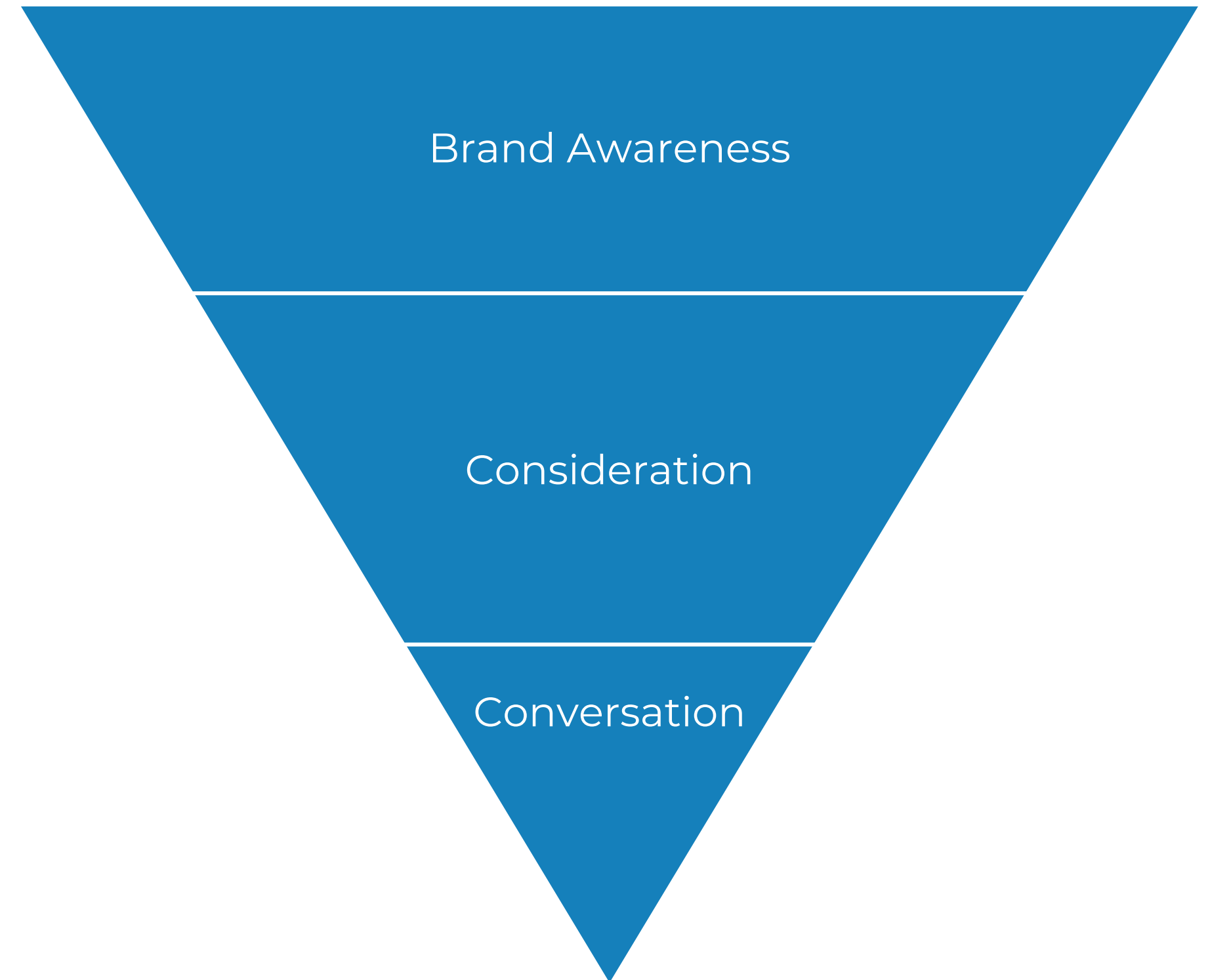
Increase Engagement

- Educate target audiences about product benefits via relevant marketing materials that engage prospective students

Create consistent influx of students

- Establish a digital lead generation system to make it easy for engaged audiences to inquire and finally join the course

Marketing Funnel





01

Awareness
TOF Audience

02

Consideration
MOF Audience

03

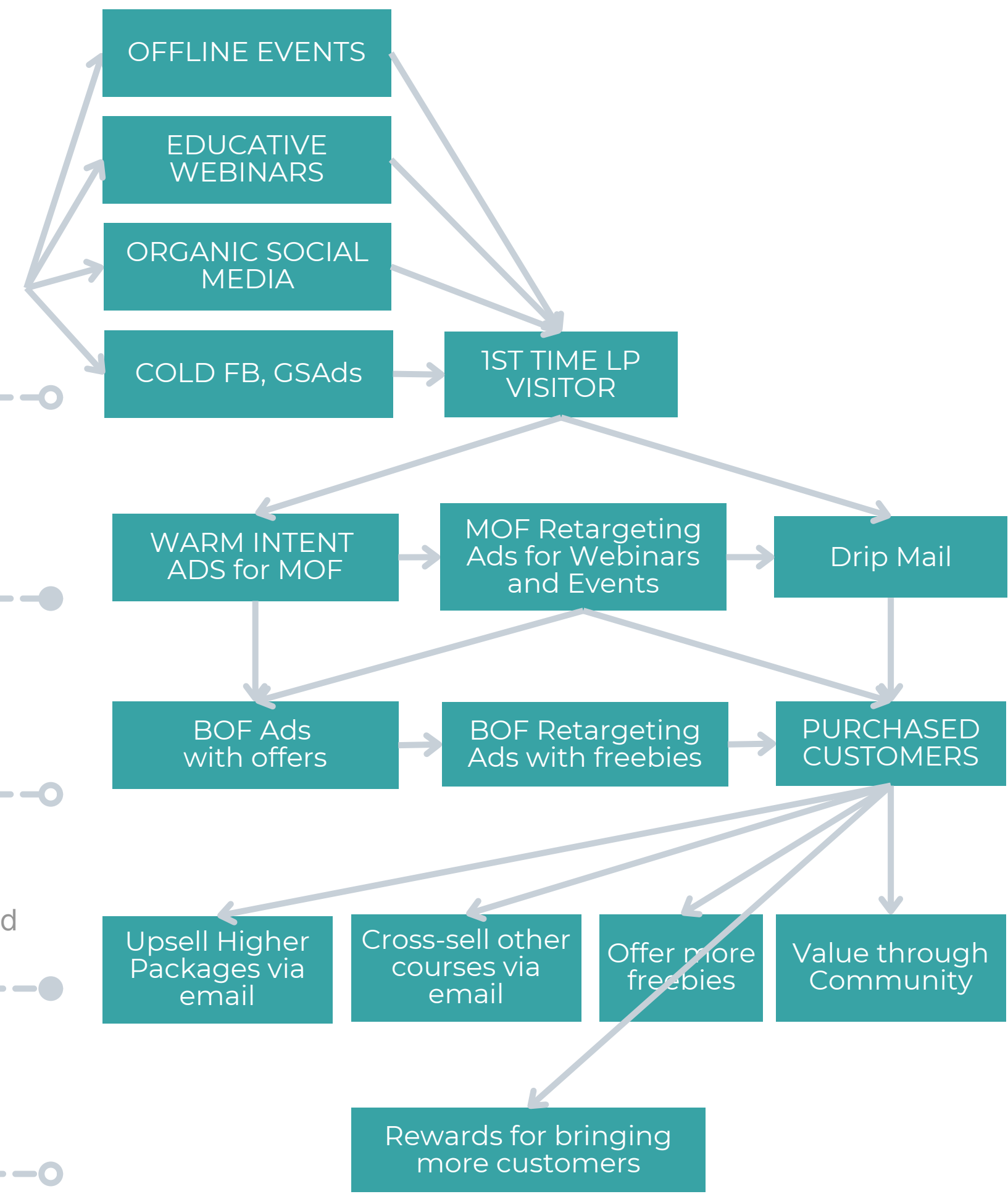
Purchase
BOF Audience

04

Loyalty
Business processes should have clear objectives

05

Advocacy
A proof of concept should be carried out



Target Audience

GENDER
ANY

AGE
18-24 YEARS

INTERESTS
FACTORY MODELS INTERNSHIPS
CORE ENGINEERING (MECH, CIVIL, CHEM, ETC)
FACTORY MANAGEMENT

PROFESSION
ENGINEERING STUDENT
MANAGEMENT STUDENT
FACTORY PROFESSIONAL

Brand Awareness

- Proactive reach to students
- Creating Groups for Student's help
- Domain based targeted communication
- Conducting Surveys
- Monitoring their activities and interests
- Understanding their core problem

Consideration

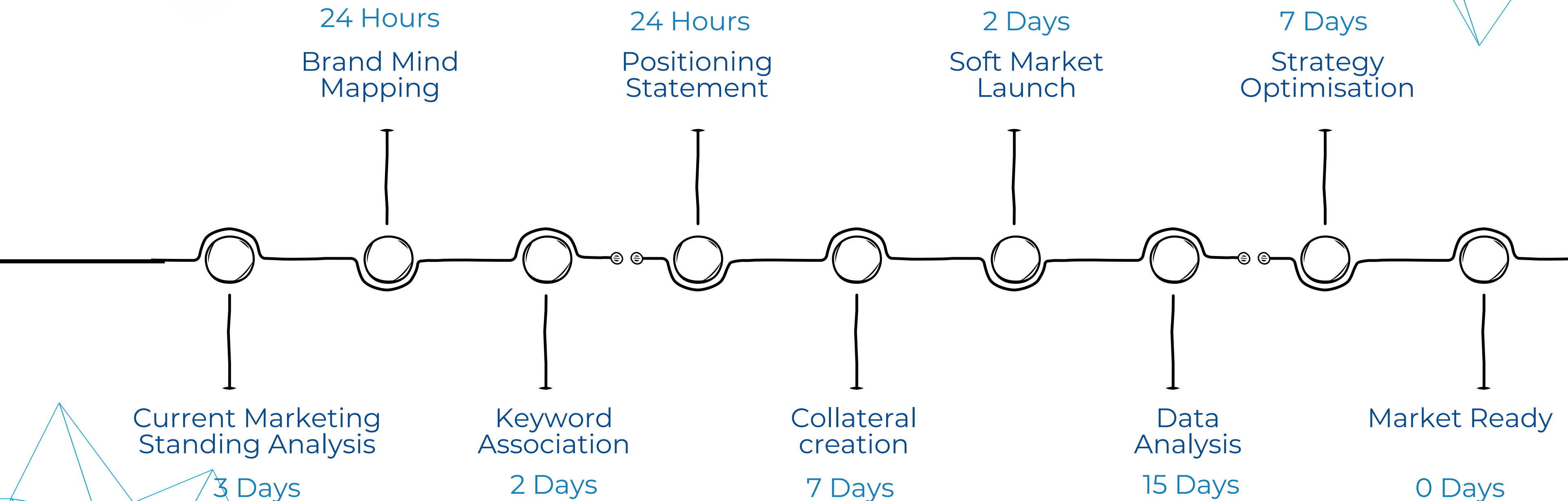
- Conducting Webinars on weekly basis for Product introduction
- Giving Free Trials to students
- Helping/guiding them for career transition
- Personalised e-mails

Conversion

- Targeting students who are using the platform on trial
- Launching offers based on grades
- Helping them with projects
- Educating about simple payment plans
- Converting through courses and personalised e-mails



Timelines Brand Awareness



Campaign Overview

Versity Marketing Strategy

Brand Awareness

OUTBOUND

Email & Text Marketing

Search & Display

Print Ads

INBOUND

- Varsity Website
- Course Marketplace: Coursera, Udemy, Unacademy etc

Consideration

NURTURING

- Retargeting
- Email Sales Funnel
 - "Thank you" emails
 - Parallel Marketing Emails: Newsletters
 - Calls

Conversion

SALES

Consider as Qualified Lead

Referral Program

Community Platform

Discounts for next courses

Media Strategy

- Provide a segmented, hyper-targeted media campaign, while ensuring paid placements are premium
- Hosting the course on renowned educational websites for credibility and ease of registration
- Creating awareness and conversion via Search and Display Ads
- Build a robust referral program to boost the word of mouth
- Create extensive storage of data to execute marketing and business decisions
- Continue to test unique opportunities to increase word of mouth and eventually increase sales
- Create Videos as a part of marketing collaterals to present to the intended audiences



Deliverables

Versity Marketing Strategy

Project A: Website Redesign + Email and Text Template

- Website Redesign
 - Content Assessment + Analytics
 - Navigational Organization
 - Design Wireframe
 - Add Design Elements
 - Content Creation
 - Revisions
 - WordPress Development
 - Launch
 - Landing Pages Creation
- Email and Text Template
 - Multiple templates plans for each category of audience based on the pricing and platforms
 - Design the templates
 - Testing and revisions
 - Launch

Project B: Content Creation

- Videos
 - Scripting, Recording and Editing
 - Launching on various platforms
- Poster
 - Create Posters for online and offline marketing

Project C: Digital Advertising

- Facebook Ads
 - Group Creation
 - Product explainer (video+static images)
 - Keyword research
 - Pixel installation
 - e-mail retargeting
 - e-mail follow-up
- Courses & Webinar Ads
 - Free Course
 - Design the templates
 - Periodic follow-ups
 - Content for reach
 - Static images for visual appeal
 - Regular communication
 - Whatsapp Reach

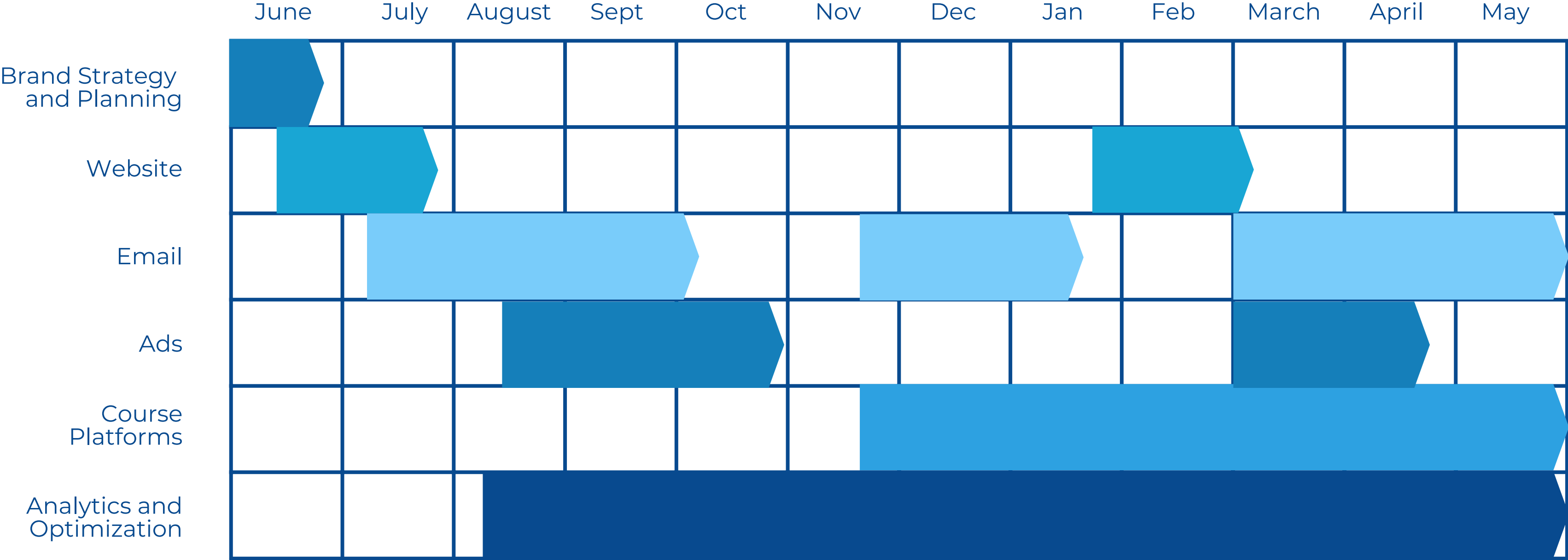
Marketing Analytics

- Analyze and Optimize KPIs
 - Decide on the KPIs
 - Collection and storage of data
 - Create Inferences
 - Update Marketing Strategies based on Data
 - Optimize to hit the right values on KPIS



Proposed Timeline

Versity Marketing Strategy



THANK YOU