

SUMMER COURSE MARKETING PLAN

JUNE 2024

**PREPARED BY:
TIFF M. RYAN**





EXECUTIVE SUMMARY

This report provides a comprehensive lifecycle marketing campaign strategy to drive enrollment in June 2024 for the Summer remote courses.

Specifically, this is a gameplan to **6000 students enrolled** prior to June start of classes.

The report concludes with future recommendations for continued improvement.

CAMPAIGN PATHWAYS

June campaign strategy aligns with Example Company “why”. Dynamic segmentation blends pathways based on behavioral segmentation overlay.

The Campaign Pathways also **inform effective strategy and tactics**:

Build Existing Skills

Persona on this pathway receive messaging prioritizing alignment of course outcomes with content. Content should be educational in nature, highlighting how alumni have used course content to succeed.

Expand Online Portfolio

Persona on this pathway receive highlights of course alumni projects and employers.

Sample interactive portfolio including interview videos or other helpful course content showing persona potential outcomes

Get Access to Today's Leaders

Persona on this pathway benefit from exclusive content from Example Company Key Opinion Leaders. These are employers who have partnered with Example Company in providing educational marketing content encouraging conversion to the course.

Join the Tech Community

Persona on this pathway benefit from exclusive content from Example Company Key Opinion Leaders. These are recent alumni and admissions logistics contractors who have partnered with Example Company in providing educational marketing content encouraging conversion to the course.

Jim, 17, recently started a CS program at a rural community college. His top concern with his existing program is the lack of access to tech leaders & mentors. He likely seeks information from school (i.e. counselor, teachers, friends), as well as from independent research, college fairs, and social media.

Get Access to Today's Leaders



Kelly, 19, changed majors - business to computer science. She's concerned about her ability to keep up - specifically acing technical interviews for internships. As a transfer student, she is more likely to lean into independent online research, current college counselor/teachers, advice from family and friends than she is to attend a college fair.

Build Existing Skills



Persona by Pathways

Meredith is 40 and has spent the last several years working in an administrative role at an IT firm. Recently, her job has left her feeling unfulfilled and she wants to make a change. She's enrolled in an online computer science program. She has a limited portfolio, and is looking for opportunities to grow her portfolio.

Expand Your Portfolio



Roy, 28, is the parent of two young children. He is in a local CS program with a focus on cybersecurity. One of his main concerns is finding resources that bolster and hone the skills he's gaining in his current program. In addition to online research, he is likely to seek advice from family, friends, and colleagues who have successfully gone through a similar transition.

Build Existing Skills



Pam is 23 and a recent graduate from a CS program. She wants to develop her skills and position herself for career advancement. She has experience working in the field, but is nervous about the technical interviews. She would benefit from Q&A with an experienced community.

Join the Tech Community



LIFECYCLE MARKETING

A targeted lifecycle marketing strategy is vital for connecting with and retaining students in the Summer remote courses.

This strategy considers the **different phases of a student's lifecycle**, from the moment they start thinking about interview prep to the point when they transition to career services and become alumni.

By understanding the distinct needs and pain points of students at each stage, the Example Company team and partners can **implement campaigns that are more likely to resonate and return positive revenue**.

Targeted strategy supports attracting, retaining, and graduating more students. It can also lead to **increased enrollment and improved retention rates**.





LIFECYCLE STAGE: LEAD

Overview

Prospective students in the Lead stage are segmented by behavior, demographic, and lifecycle.

Example Company Marketing is gauging their interest and guiding the prospects to attend info sessions and start the application.



KPI

- Reach vs Potential Reach
- Impressions
- Follower count
- Audience growth rate
- Social share of voice
- Website traffic
- Engagement rate
- Amplification rate
- Conversion rate
- CTR, CPC, CPM
- Lead pacing (forecast vs. actual)

Objectives

- Increase brand awareness
- Improve marketing lead quality
- Identify what % of discussion is had by larger paid bootcamps, etc.
- Lower CPM, CPC while increasing CTR
- Benchmark reach actual vs. potential reach (ongoing) and against historic actuals to build foundation and strategy for scale
- Maintain forecasted pacing at or above expectation

Pain Points

- Finding Example Company amongst the many other options (free and paid alike)
- Rejection sensitive dysphoria - studies have shown the target demographic for Example Company prospective students are less likely to apply for opportunities they don't feel qualified for
- A lack of engagement or consistent communication on social media



LIFECYCLE STAGE: START

Overview

At this stage, prospective students have started their application and have indicated their awareness of Example Company courses.

Marketing efforts are behind conversion and engagement, ensuring applicants are making informed decisions through the process and are staying on-time with required deadlines.

Objectives

- Increase community engagement
- Maintain forecasted pacing at or above expectation
- Benchmark overall engagement actual vs. potential (ongoing) and against historic actuals to build foundation and strategy for scale
- Increase event attendance
- Ensure application 'completeness' and overall application quality

KPI

- Email engagement
- SMS engagement
- Event attendance
- Community engagement
- Lead to start pacing conversion

Pain Points

- Rejection sensitive dysphoria - studies have shown the target demographic for Example Company prospective students are less likely to apply for opportunities they don't feel qualified for.
- Lack of support or communication from admissions teams
- Confusion over application items
- Procrastination



LIFECYCLE STAGE: SUBMIT

Overview

At this stage, prospective students have submitted their full application, including the HackerRank assessment.

Marketing efforts are behind conversion and engagement, ensuring applicants are making informed decisions through the process and are staying on-time with required deadlines.

Objectives

- Increase community engagement
- Maintain forecasted pacing at or above expectation
- Benchmark overall engagement actual vs. potential (ongoing) and against historic actuals to build foundation and strategy for scale

KPI

- Net Promoter Score
- Start to Submit pacing conversion



Pain Points

- Rejection sensitive dysphoria - studies have shown the target demographic for Example Company prospective students are less likely to apply for opportunities they don't feel qualified for.
- Lack of support or communication from admissions teams
- Confusion over application items
- Procrastination


Admit

LIFECYCLE STAGE: ADMIT

Overview

At this stage, prospective students are evaluated and, if the applicant meets criteria, admitted.

Marketing efforts are behind conversion and engagement, ensuring applicants are making informed decisions through the process and are staying on-time with required deadlines.

Objectives

- Increase community engagement
- Maintain forecasted pacing at or above expectation
- Benchmark overall engagement actual vs. potential (ongoing) and against historic actuals to build foundation and strategy for scale

KPI

- Demographics analysis; alignment with Example Company objective of recruiting First Generation, & low-income students
- Skill alignment analysis; are we recruiting and admitting candidates who are likely to enroll? (Rank based on historical enroll and course completion data)
- Submit to Admit pacing conversion

Pain Points

- Ensuring they have the required resources to be successful in the course
- Unexpected schedule changes, deferment of attendance



LIFECYCLE STAGE: ENROLL

Overview

At this stage, students have completed at least four weeks of the course.

Marketing efforts are around support, resource-sharing, and community engagement.

Objectives

- Increase community engagement
- Maintain forecasted pacing at or above expectation
- Benchmark overall engagement actual vs. potential (ongoing) and against historic actuals to build foundation and strategy for scale



KPI

- CAC
- Admit to Enroll conversion rate (forecast pacing vs. actual)

Pain Points

- Procrastination
- Lack of consistent attendance
- Rejection Sensitive Dysphoria
- Unexpected schedule changes



LIFECYCLE STAGE: COMPLETE

Overview

At this stage, students have completed the course!

Between weeks 4 and 10, students are finalizing the course and ultimately beginning the transition to career services.

Objectives

- Increase community engagement
- Maintain forecasted pacing at or above expectation
- Benchmark overall engagement actual vs. potential (ongoing) and against historic actuals to build foundation and strategy for scale



KPI

- Revenue
- Net Promoter Score
- Enroll to complete conversion rate (forecast pacing vs. actual)

Pain Points

- Procrastination
- Lack of consistent attendance
- Rejection Sensitive Dysphoria
- Unexpected schedule changes



LIFECYCLE STAGE: ENGAGEMENT

Overview

At this stage, students have completed the course and are directed to work with career services and engage as an alumni.



Objectives

- Ensure successful handoff from course completion to career services
- Encourage completion of course survey to gauge overall satisfaction via NPS
- Increase community engagement
- Maintain forecasted pacing at or above expectation
- Benchmark overall engagement actual vs. potential (ongoing) and against historic actuals to build foundation and strategy for scale

KPI

- Net Promoter Score (NPS)
- Complete to Career Services conversion rate (forecast pacing vs. actual)

Pain Points

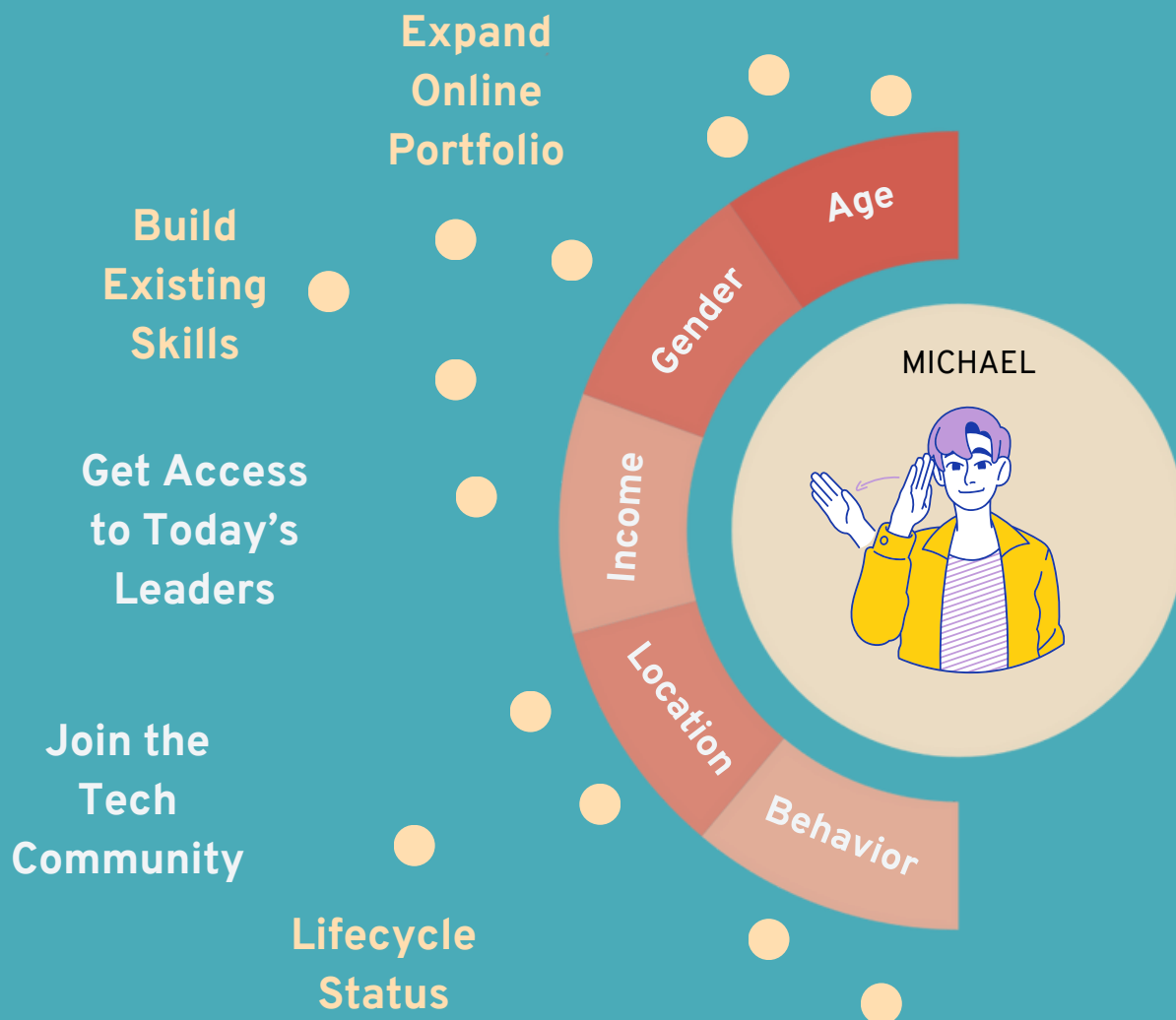
- Procrastination
- Lack of consistent attendance
- Rejection Sensitive Dysphoria
- Unexpected schedule changes
- Overconfidence or impulsivity

PROSPECT SEGMENTATION

Where Campaign Pathways inform content and creative strategy, segmentation defines **automation protocols**. Additionally, segmentation outlined below will support quality assurance initiatives on lead quality and quantity.

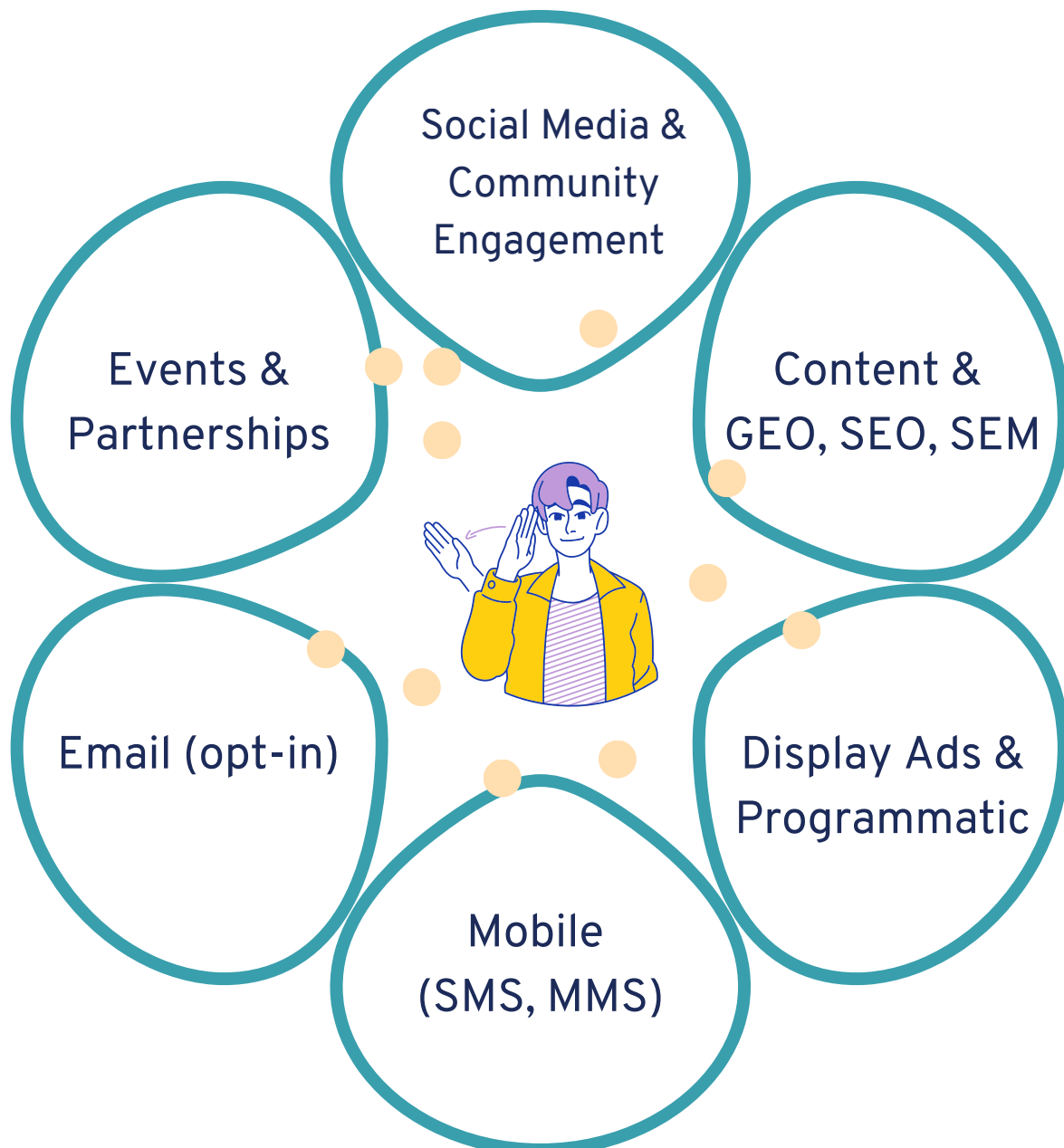
Dynamic Pathways blend a combination of **Demographic**, **Behavioral**, and **Lifecycle** data to create an individualized engagement strategy.

Example: Prospective Student Michael below, is receiving 70% *Build Existing Skills* Pathway, 20% *Expand Your Portfolio* Pathway, and 10% Lifecycle dependent marketing. Pathway mix largely defined by demographic and behavioral mix via blended datapoints.



SEGMENTATION CHANNELS

Specific channels utilized at each lifecycle stage, such as targeted email campaigns, social media engagement, and personalized advising sessions. **All channels are applicable Lead through Submit, with Enroll through Engage leaning heavily on email, SMS, and Community Engagement.**



RESOURCE ALLOCATION: PEOPLE & TECH

Human (Internal Resources and/or Contractor Agency)

- Data Scientist (2x FTE for 6 months, estimated): Review accuracy of MMM report and ensure accurate data capture/flow. Clearly, this reporting would benefit beyond the June course, but the June course could be used as the catalyst.
- Content Designers (1x FTE or contractor/agency for 12 weeks January through March) Develop engaging content and visually appealing promotional materials for all communication channels.
- Social Media & Community Manager (1x PTE or contractor/agency for 16 weeks February through May. Could be Admissions Logistics Support person cross-trained to support Slack, Discord, and Social Media channels): Handle day to day of social media campaigns and community management
- Admissions Logistics Support (1x FTE or 2x PTE): Assist potential and enrolled students. Act as backup to Social Media & Community Manager
- Senior Lifecycle Marketing Manager (1x FTE): Own digital deployment and troubleshooting

Technology & Tools (Hubspot)

- Marketing Automation Software: Streamline email campaigns and lead nurturing.
- Social Media Management: Schedule and analyze social media posts.
- Analytics Platforms: Monitor and analyze campaign performance.
- Content Calendar: Organize content creation and distribution.
- CRM System: Manage and track interactions with potential students.
- Survey Tools: Collect feedback for continuous improvement.
- Automation Tool: Automate processes and workflows across platforms.

RESOURCE ALLOCATION: TIMELINE & MILESTONES



January to February:

- Week 1-2: Finalize content and automations design.
- Week 3-4: Set up email marketing campaigns and social media strategy.
- Week 5: Launch campaigns and build pipeline.

February to March:

- Week 6-7: Campaign officially launches; monitor initial engagement and pacing
- Week 8: Implement early-cycle pivots
- Week 9: Continue monitoring pacing on a weekly and monthly basis

April to May:

- Week 10: Campaigns begin to conclude; execute post-cycle marketing pivots for future courses.
- Beyond: Analyze overall performance, gather testimonials/NPS, and plan for iterations.

RESOURCE ALLOCATION: AUTOMATIONS & PACING

Using a combination of Zapier, Hubspot CMS, Zoho Social, and other internal Example Company tools, workflows will be implemented to encourage students to complete their prework, taking into account customer segmentation, application timing, and Hubspot/Zoho Social integration.

Automation is standard practice for outbound marketing campaigns; however responses to prospective students via platforms that are automated can be flagged as a bot and reduce response rates / decrease engagement. The previous Human & Tech section outlines person power needed to combat this.

Using BPM2.0 via LucidChart, Lifecycle Marketing will outline for providers and general consistency the process for automation - this will occur after initial exposure to internal existing processes for gap assessment.

Historic example is listed below.

March 2024	<i>Week 1 (3/1-3/8)</i>	<i>Week 2 (3/9-3/16)</i>
lead	3000	5000
start	300	500
submit	30	50
admit	20	40

March 2024	<i>Week 1 (3/1-3/8)</i>	<i>Week 2 (3/9-3/16)</i>
lead	dynamic segmentation	dynamic segmentation
start	"Map Your Skill Level"	"Join Prework Slack"
submit	"6 Helpful Tips for HackerRank Assessment"	"Connect with CodePath Github"
admit	"Join Admitted Slack"	dynamic segmentation

BEYOND JUNE: FUTURE COHORT RECOMMENDATIONS

- Discord & Slack Moderation Bots - [example](#)
- GDPR & CCPA - [report](#) for Example Company.org
- Email Reactivation & Retargeting - [example](#)
- Building 1:1 relationships with customers via KOL marketing
- Identity Graphing & Resolution Strategy - [example](#). Leveraging first party cookies, IP, and email addresses for predictive modeling. Need to ensure data hygiene on a consistent basis via data cleaning standards and procedures. Ensure report parameter auditing process on quarterly cadence.
- Ads and engagement on X - [concerning](#). Transition plan away from X before EOY 2024, ideally ASAP.
- Community Management - onboarding and managing performance of admissions logistics contractors who provide 1:1 support and office hours on Discord, Reddit, Slack. Can also create and implement dynamic content on Snap, TikTok, IG.
- Using MMM forecasting and including the monthly national unemployment average and/or average unemployment for targeted locations - partner with data science contractor to confirm modeling appropriate for industry ([this provider](#) works with higher education)
- Qualitative & quantitative analysis blend - Lifecycle Marketing to create independent forecasting annually per cohort/per class to track against modeling.
- Investigate use of CLV in remarketing, re-engagement efforts with completes
- Evaluate reporting tools; beyond Hubspot what tools fit strategic needs for FA24 and beyond? Start thinking ahead to scaling quickly over the next 5 years, with a goal of serving 100,000 students by 2028. Starting Q1 2025 should have foundation for scale in place which includes: automation, robust reporting and auditing processes, performance management standards, business process mapping across teams, etc.
- Investigate open source options and hire graduates to support implementation <https://blog.n8n.io/open-source-marketing-automation-tools/>



APPENDIX

Below are working database examples of the resources referenced in this report.

June 2024 Strategy Database

Marketing Mix Modeling Forecast
SAMPLE