**Marketing Plan for Unmudl.com**

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**3-1-2020**

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**Unmudl.com**

 **Table of Contents**

Mission 2

Overview 2

Customers/Demographics 3

Competitive Analysis 3

Competitive Comparison 4

Addendum Power Point

# Mission

Our Mission is to benefit working learners.

Social Tech’s mission is to provide the first Marketplace for Skills-Based Products and Services with an emphasis on serving the working learner. Unmudl.com will provide products to download, services to buy and a marketplace to participate in. We will serve the 64.5 Million working learners in the United States via the Unmudl marketplace. Unmudl is focused on community college courses connecting directly to working+learning resources that will improve the learner’s social and economic mobility.

# overview

Founded in 2018 by Dr. Parminder Jassal, Social Tech brings over a decade of experience in working and learning technologies and strategies to scale. Social Tech is a benefit corporation with home offices in Austin, Texas. Social Tech is creating futures based on skills and providing experience to build skills. Community Colleges serve communities across the United States in ways no other learning institution can. Now, more than ever, our nation needs two-year colleges to be flexible and innovative. Colleges must not only go beyond filling the gap for traditional students, but more importantly, community colleges can serve so many more learners due to their flexibility, their workforce and industry focus, and their ability to be flexible to the rapidly changing workforce and education landscape of today. Unmudl.com brings the best in-demand resources from community colleges across the U.S. to a one-stop marketplace for working learners.



**Degree Dilemma:** Need a High Paying Job to Afford 4 Year Degree

 Need a 4 Year Degree to get a High Paying Job

 Many People Need to Work and Learn

**Problem:**  The majority of our non-degreed workforce must work and learn. Balancing work and learning produces time constrains over long periods. Courses can be expensive without a quick return on investment causing uncertainty that investment of time and money will result in increased income.

**Solution:**  Unmudl provides non-degreed working learners with a pathway to learn and earn more money.

## Customer Segmentation

### Demographics

Unmudl’s target market will be early to mid-career professionals, who are interested in upgrading their skills and learning new subjects. The age range will likely be a broad range, comparable to community college student populations, where over half of the populations is between the ages of 16– 39.**1** There is fairly even gender split for working learners. There is also a growing demand for Spanish curriculum, as the learner market in this demographic continues to grow. The Hispanic market has more than doubled in the last 20 years, with almost 30% of all students being Hispanic.3

The target market includes working learners (those working at least 20 hours a week while going to school), learning workers (those working full time and upskilling/learning in addition to full time employment) and incumbent workers (training and learning provided by the employer during work time). About 80 percent of community college students work, with 39 percent working full-time. Yet only 2 percent of community college students receive any Federal Work Study aid, compared with 14 percent of undergraduates at private nonprofit four-year colleges.**2**

### Behavioral and target market

The individuals that choose to take on extra work to better their own career are going to be very motivated people. They will likely be involved in extracurricular activities or members of professional associations. These groups may be cost-effective ways to target potential students. The target market is the community college learner. Key to the target market is the ability to market Unmudl assets to previous students, alumni students, students in the database from high school in the region, and continuing ed learners. Other target markets can be identified through the following resources in the regions:

* Small Business Associations
* Incubators
* Chamber of Commerce
* Workforce Boards/America Job Centers
* High Schools
* DECA/JAG/CTE programs
* Professional Associations

### Competitive Analysis

There are other online platforms where users can sign up for classes offered through colleges and universities, such as Coursera and edX. Although, these platforms are different from Unmudl, as users are required to take the course online through the eLearning platform. As well, these platforms aren’t as focused on comparing and contrasting these courses. Therefore, Unmudl will attract a different audience than some of these other online platforms. Unmudl will attract potential students who aren’t sure of their next step in continuing education. They will turn to Unmudl to compare their options and seek clarity.

Key to Unmudl’s competitive advantage is to offer in-demand courses recognized by employers and the demand side of the market in the college’s region, or nationally. Some of the other online platforms offer a much larger selection than Unmudl, however there is so much that it “waters down” the potential of outcomes for the learner. Therefore, Unmudl.com can distinguish themselves by connecting to the demand/employer side as early as possible for the learner to see outcomes – experiences and/or increase in earnings and opportunity for economic mobility.

**Competitive Comparison**

|  |  |
| --- | --- |
| **Unmudl** | **Others** |
| Primarily community college courses, certifications, and credentials  | Almost exclusively 4-year university or proprietary content |
| Focus on “just-in-time” work-relevant skill-development opportunities and experiences | Broad topical coverage |
| Offers in-person, hybrid, and online courses  | Offers online courses only |
| Local options provide greater access to regional and in-person supports | Low completion rates due to remote supports only. |
| UNMUDL accepts registration, then executes automated handoff to college for delivery of content (backend integration) | Platform handles both registration and instructional delivery because all content resides on platform |
| Business model* Mission-driven Benefit Corporation
* Revenue share from colleges’ course & product sales
* Freemium to working learners with subscription to unlock advanced features
* Profit-sharing with the 15 founding partner community colleges
 | Business model * Public or private for-profits/non-profit
* Revenue share from colleges
* Sale of platform’s own credentials
* All profits go to investors only
 |
| Links courses to skills and work opportunities (Phase II)* Users see which provider’s courses lead to which skills and which specific jobs in the area
* All course-containing pathways are employer-validated before being recommended – i.e., reflect actual pathways taken by actual new hires.
* If the pathway is rare, employer may offer explicit incentives instead- i.e. guaranteed interview
 | Learning largely separate from jobs |
| * Create and maintain lifelong skills profile (Phase II) (courses passed, jobs held, experiences undertaken, etc - all translated to skills learned)
 | Create and maintain course-taking profile |
| * Learners are members rather than users and are part of the solution through a cooperative model
 | Learners are Users/Customers and not part of the solution |
| * Unmudl is focused on the “U” – the learner, providing them social capital they have not had before
 |  |

List top competitors here: (ask colleges in interview)

**SWOT Analysis – college via interviews with colleges and survey monkey**

**Strengths:**

**1.**

**2.**

**3.**

**4.**

**5.**

**Weaknesses:**

**1.**

**2.**

**3.**

**4.**

**5.**

**Opportunities:**

**1.**

**2.**

**3.**

**4.**

**5.**

**Threats:**

**1.**

**2.**

**3.**

**4.**

**5.**

## Action Plan

### Public Relations

A great resource for getting media attention for Unmudl is HARO. They send out a newsletter 3 times a day with requests from journalists from outlets like ABC, Insider, and Huffington Post, etc. looking for quotes or interviews. These journalists will already have an idea for an article and are looking for an opinion or quote from experts to feature in their article. Getting featured on authoritative websites (such as established blogs, digital magazines etc.) will get Unmudl in front of potential buyers and improve SEO, which therefore will increase the ranking on search engines.

A blog is also an excellent way to gather followers. Key to the blog is having good databases of contacts specifically interested in Unmudl’s area of work. Leveraging relationships with NISOD, League of Innovation, AACC and others would be key, especially in the first year of launch. Co-authoring a blog would gather more learners and market to adopt Unmudl.

Demand side partnerships with the National Small Business Association, SHRM, and other national business organizations will be key when building out the employer portal.

### Content

Unmudl will create documents and templates that the colleges can print and share via email/social media and have accessible to students. The piece of content will highlight the key differentiators, such as the ability to compare and contrast courses, the linkages to work/experiences, and the increase in income for the learner. These pieces of content will be sent in digital form to each partner community college. If budget permits, it will likely be worth it to hire a graphic designer to create professional looking documents. Potential copy for this document could include:

* “Unmudl your career and explore your course options”
* “Compare course offerings in X region”
* “Easy sign-up in one place for course offerings at Unmudl partner colleges”

Unmudl will create promotional content featuring some of the colleges that will be offering courses on the marketplace. Once the content is created and published, we will tag the college and the instructor. This will increase the chances that the content gets shared on their own social media pages. This will be particularly beneficial, as their social media audience will likely be closely matched to the target audience of Unmudl.

Potential Articles Could Include:

* 10 Tips for Industry Recognized Courses from (Name), (college)
* Unmuddle your future with Unmudl.com
* Exploring your Future Career in (industry) from (Name), expert of (subject) at (college)
* Why You Should Invest in Skilling Up for your Future

### buying cycle

Interviews with colleges on buying cycle of the learners. How, when, where and why they buy. Focus group could be critical to building strategy, including converting leaders through each phase of the buying cycle – awareness, consideration, decision.

### unique selling proposition and messaging the usp

Identify the unique selling proposition and how Unmudl differs from competition (see comparative analysis). Critical to incorporation this in messaging to ensure it gets the brand to end buyer.

### Website

Each college should review the Unmudl website when launched and provide any feedback in attracting and converting buyers. Launch by May 1, 2020

### Email Marketing

Unmudl will work with their partner colleges about the possibility of advertising in their career advising or continuing education department’s email newsletters. Unmudl will work with partner colleges to identify opportunities to collaborate, including weekly, biweekly or monthly newsletters. Unmudl will work with partner colleges on other collaborative opportunities in the region and nationally, including Chamber of Commerces, regional SHRM Chapters, and other business associations. Leveraging the prior student database (those that attended and never finished, dropped out of high school but visited the college, took 1-2 courses, etc will be key to target in the first year.

### Field Marketing

Unmudl could also partake in field marketing to promote the marketplace. If budget permits in the Summer, Unmudl could even hire working learners to be brand Ambassadors. Having 2 or 3 learners at each of the key colleges acting as representatives of Unmudl would help infiltrate the student learning population. In particular, these ambassadors could target evening classes, as these classes will be more likely to attract working professionals who are taking courses during their free time. These ambassadors could also post in their college-based Facebook groups and Instagram accounts. It will also be much more genuine for the promotion to come from these ambassadors who are already well integrated into the college community.

Unmudl will try out this strategy with a few of the colleges for 2-3 months Fall 2020 before rolling it out across the board. Then Unmudl can compare the outcome at the colleges that had the ambassadors vs. the colleges that didn’t have the ambassadors to determine the return on investment (ROI).

### Social Media

Unmudl has created their own hashtag to use across their social media platforms. Unmudl will encourage learners and colleges to use this hashtag when sharing content on social media. This will make it easier for Unmudl to track what is being said about them online. Social Media images will be shared to each College for their social media. Unmudl will also be quite active on social media and will re-share any positive social media posts on their own accounts – including Facebook, Instagram, Twitter and Linked in. Hashtags includ:

* #Unmudlyourlearning
* #UnmudlforU
* #Unmudlyourfuture
* #Unmudl&getskills

#### LinkedIn

Because Unmudl is a professional platform for working learners, a business page on LinkedIn has been created. Unmudl will share content on the LinkedIn page for their followers, such as new course offerings or industry news about continuing education. Unmudl will ensure to tag the colleges or course departments in any posts that they are mentioned. This will make it easy for the account to re-share Unmudl’s post with their own audience. Unmudl will also find relevant third party content to share on their social media accounts, about relevant content for the users around topics like continuing education or online courses. This will position Unmudl as a thought leader in the industry. Examples of articles to share are such as:

* [Universities Should Be About Transferable Skills and Continuing Education](https://www.forbes.com/sites/forbesbostoncouncil/2019/01/03/universities-should-be-about-transferable-skills-and-continuing-education/#7be853d432f3)
* [Walmart International CEO: Workplace education is not just about “competitive advantage”](https://www.fastcompany.com/90295904/walmart-international-ceo-workplace-education-is-not-just-about-competitive-advantage?partner=rss&utm_source=rss&utm_medium=feed&utm_campaign=rss+fastcompany&utm_content=rss?cid=search)
* [The Most Important Trends in Online Education](https://magazine.wharton.upenn.edu/digital/the-most-important-trends-in-online-education/)
* Shift Happens @ Pima

Unmudl will tag the authors of these articles, as well any companies or individuals that are mentioned in the article. This will increase the likelihood that they will share on their own social media channels. This will help Unmudl and the partner colleges get on the radar of some of the experts in the industry.

#### Instagram

Unmudl has also created an Instagram account to promote the business. Instagram is heavily used by Unmudl’s target demographic. Unmudl will also sign up for an Instagram business page, as this will allow for increased analytics. Using hashtags will help users discover Unmudl’s Instagram content. Content for Instagram could include:

* Testimonials or re-shares from students
* Inspirational quotes about education
* Facts about continuing education

#### Facebook

Unmudl has created a page for the business. Students are active on Facebook, as there are many student related groups on the platform. Unmudl will leverage this page in order to run Facebook advertisements. Content on Facebook could include:

* Blog articles and original content
* Re-shares from the colleges
* New course offerings
* Reminders about course sign-ups

#### Twitter

Undmudl has created a Twitter profile for the business, as this is a platform that is heavily used by colleges and universities to post quick updates. Maintaining an active presence on Twitter will provide access to Unmudl’s target audience. Content on Twitter could include:

* Blog articles and original content
* New course offerings
* Reminders about course sign-ups
* Testimonials or re-shares from students
* Re-shares from the colleges

## Promotional Campaign

Once Unmudl is up and running, they will use a $2000 budget monthly for online advertising. The scheduling of these advertisements will take place during peak periods for course sign-up.

#### Google AdWords

When budget becomes available, Unmudl will create a Google AdWords campaign to promote their platform. Google Analytics is on Unmudl’s website, which will allow tracking of what happens once a user visits the website from an online advertisement. Google AdWords will provide good ROI, as these users will already be seeking information and showing interest in continuing education. This Unmudl’s ad will appear in the Google search results when users search for keywords that match Unmudl’s services. Some potential keywords to use could include:

* Learner for Life
* Continuing Learning
* Project management certification
* Project management online programs
* Compare learning sources

When Unmudl is setting up the campaign, “Website Traffic” will be the most relevant objective, as getting the users to the website is the first step in making a conversion (getting a user to make a purchase). A search campaign will be the best advertising method, as potential learners will likely be searching on Google when researching their learning and education options.

Potential copy for the Google Ad could follow this format:

* Headline 1: Explore Your Future of Learning
* Headline 2: Compare Courses for making more money
* Description 1: Research courses from all in one marketplace
* Description 2: Sign-up for your courses in a marketplace for learning

#### Social Media Advertising

Unmudl will create Facebook and Instagram advertisements to promote the platform. Unmudl will select their targeting to match the profiles in the customer segmentation listed above. These advertisements will have a call to action, which could be to visit Unmudl’s website or to take up on a “just in time opportunity” offer. Potential copy for the Facebook advertisement could follow this format:

* Upgrade your professional skills NOW and find the course for you to move up

Online Advertising: $2000 budget potential

* *Google AdWords: $1000*
* *Instagram Sponsored Posts: $500*
* *Facebook Advertisements: $500*

**Letters of Support**

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**Addendum: Powerpoint and Materials**

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*1* <http://www.aacc21stcenturycenter.org/article/a-quick-look-at-community-college-fast-facts/>

*2* <https://ccrc.tc.columbia.edu/Community-College-FAQs.html>

*3* <https://www.census.gov/library/stories/2017/10/hispanic-enrollment.html>