

Creating A Market Strategy

The target audience is going to be students of the age group of 18-30 which consists of high school graduates and students who took break from college for several different reasons. The reason to target this age group as a target audience is first and foremost the students who just graduated high school have plans for future and one of the parts of the plan is to pursue for a college degree so they can get a dream jobs. Also, there are students out there who took break from their college for several reasons and now are having second thoughts about going back to college. We will try to convince them as well and make them believe that finishing up the college and getting a degree can help them for their better future.

Looking forward into today's generation the best way to reach out to our target audience is through social media platforms and the ones we can use are Instagram and Twitter as both of platforms has a very high volume of users and you can find people of all age groups using these platforms. Also, the reason for using these two platforms to reach our target audience is because according to the statistics data if one is trying to increase a brand awareness the best platforms out there to use are Twitter and Instagram because most users for both platforms comes under our target audience age group which is 18-30 years old. Our goal is to start the campaign as soon as possible and end it by the deadline to register for Fall 2023 semester and try to convince as much students as possible to register for classes and show up to college again for in-person classes instead of taking it online because comfort zones are meant to be breached and the way we see online classes right now are a comfort zone for students and we have to pull them out of it.

Our overall message is going to be “Even the greatest were beginners. Don’t be afraid to take the first step.” The reason behind choosing this message is to show our target audience that how important it is to take the first step as most of the students are in their comfort zones right now and we must convince them to come out of it. Also, the reason I think that this line will work is because students usually have a ideal in their life or who they want to be like and when they see we’re talking about greatest which means the people who have achieved greatness in life and become successful in their career it helps students to get motivated and take the step to get out of comfort zones and put in the work and we will assure rest that we will provide students with best education so one day they can become like their ideal and achieve greatness and success in life as well.

Our first and foremost weakness is lack of resources so to turn that weakness into our strength what we can do it plan and manage resources within the organization also we can adapt to new techniques and tools which can help us level up with our promotions. Some of our other weaknesses are students not adaptive to change also its difficult to convince students sometimes. So, to overcome this weakness what we have planned is that we are going to show students a better and clear vison of common objective also encourage diversity of thoughts, so each student feels comfortable within the college environment to express their thoughts. Generating publicity and strong existing competitors is also a weakness for now but to tackle this weakness we’ve planned to use the social media platforms which helps to promote our campaign and help us get more students to register for upcoming semesters.

In our analysis we also have several threats and to start with our first threat is less number of enrollments after reducing online classes and to turn this threat into opportunity what we can offer is show the students all the good facilities we are providing to the students who are signing up for in-person classes and putting more work toward marketing. The other threats we were facing are students protesting for more online classes instead of in-person classes and other colleges offering online classes. So, to turn these threats into opportunity what we've planned is to add more flexibility to the classes so students can choose classes to their convenience and be more comfortable attending the in-person classes also assuring that we will provide some hybrid classes as well for their betterment. Tough competition is also one of our threats as there are many other colleges which are providing same benefits as we are or some are providing something better as well so to tackle this and make this threat into opportunity we will provide students with the best college staff who can help them achieve the best academic grades and upgrading the overall college experience with some more changes will make our college a tough competitor out there for other colleges. Last threats we got is staff not cooperating with new changes. To work with that what we can do is get new staff members who got same interest as students which can help students more as well.

