

## **Market Evolution**

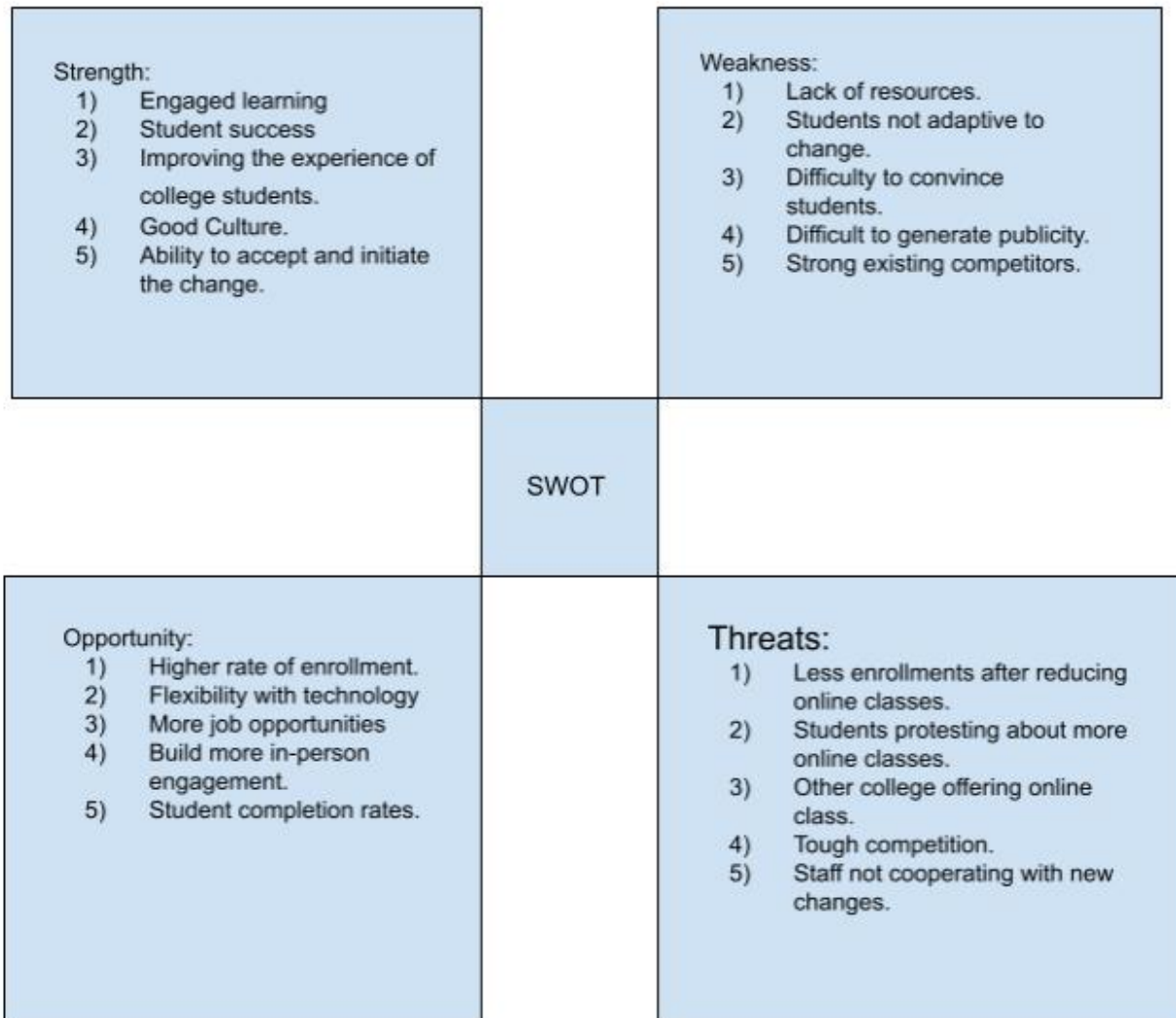
The pandemic has changed our lives drastically and it has developed social anxiety for many of us. During these difficult situations many people have found some benefits. As we all know one of the main concerns of students is their budget. By taking Online-classes students are saving money for transportation and books and not exposing themselves to Covid-19. Online classes have made a comfort zone for students. These are some of the key problems CUNY has been facing in acquiring in-person students.

The main reason for low enrolment and a decline in students willing to go to in-person classes are that students are getting comfortable with online classes even though Covid does play a role in this as well as students are not feeling comfortable exposing themselves to Covid

The target audience can be students of the age group of 18-30 which consist of high school graduates who want to pursue their college career for the betterment of their future and students who took a break from college.

The marketing solution I must help students solve their problems is to explain to students how online classes have less chances of interacting with peers or professors which plays a major role in their future life as interaction is one of the most important things which helps a person to grow in their career. Also,

explaining to students how to take all the major precautions which can help themselves from exposure to Covid-19



### **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.

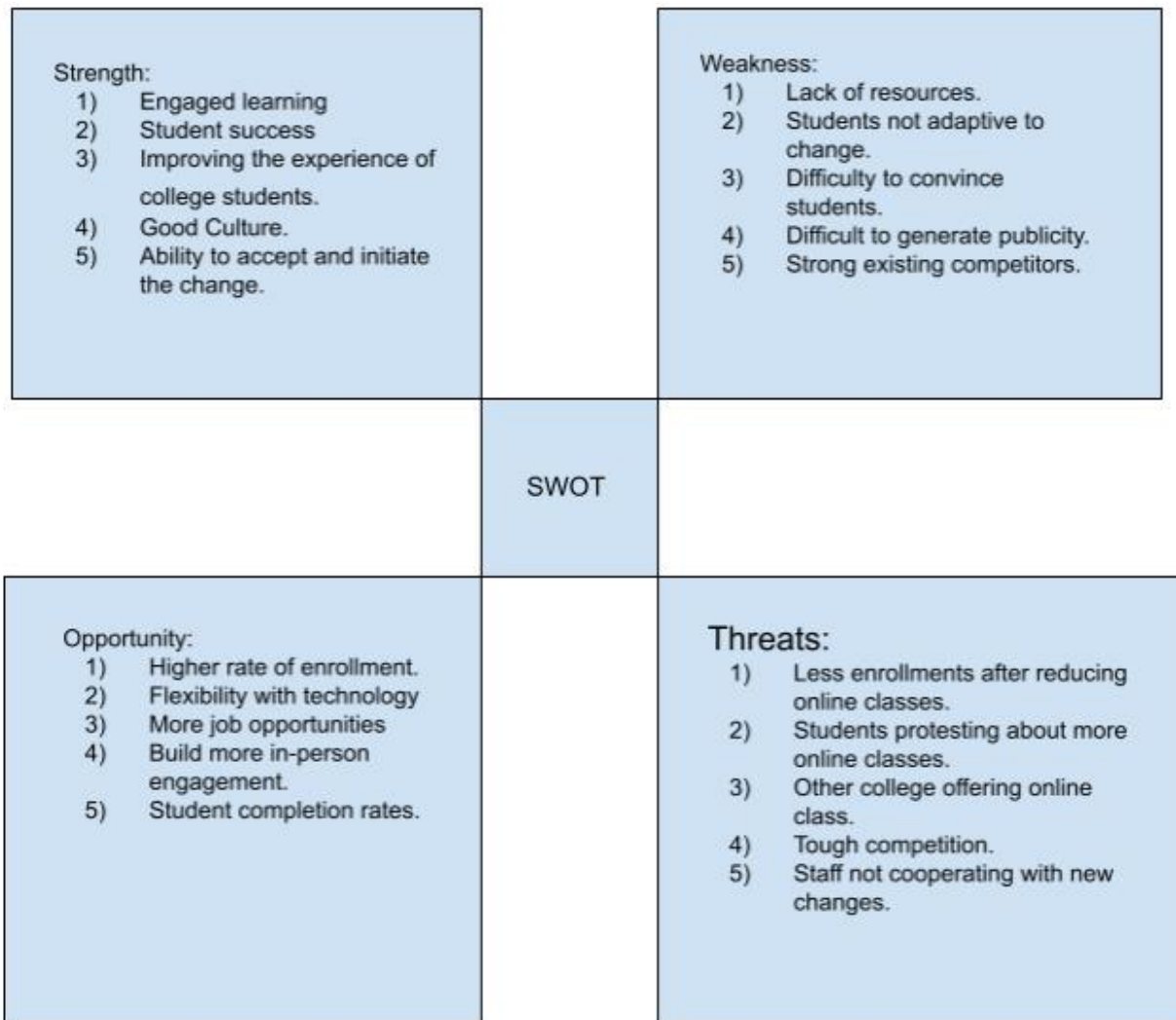
Looking forward into today's generation the best way to reach out to our target audience is through social media platforms and the ones we can use are Instagram and Twitter as both of platforms has a very high volume of users and you can find people of all age groups using these platforms. Also, the 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.



### **Launch Your Campaign!**

To run a 90-day period campaign there are couple cost factors which come in play and cost factor 1 is the scope of the social media campaign. As, we must figure out which 1 platform we're going to use to run out campaign which in our case in Instagram. We also must figure out that how many people we will be reaching out throughout the campaign. Cost factor 2 is organic vs. paid advertising. Organic

marketing is a great way to build long-term relationships with customer rather than trying to sell them something right away which in our case is not possible so we will be focusing more on paid advertising. Cost factor 3 is execution, as to execute all our plans and strategies we need an in-house manager to run our local campaigns. The project manager will be responsible for planning, executing, and monitoring your content creation and social media ads. Cost factor 4 is measurement and improvement, when considering social media campaign budget, one of the cost factors is the cost of measurement and improvement because simply just posting content on social media is not enough to ensure a successful campaign. We also must analyze the data and metrics associated with your social media activity to determine what is working and what is not so we can get an insight into areas that will need improvement. After considering all the factors according to WebFx, the average cost of ad spend should be about \$200-\$250 daily or \$4000-\$6000 a month on ad management.

The reason for picking Instagram as our source of media is because our target audience is high school graduates and 62 % of users log in at least once a day and there's 130 million monthly clicks on commercial posts and majority of high school graduates use Instagram on daily basis for certain things like posting content or just watching latest feed so running our campaign through this platform will be beneficial for our team and can help us with better results. Our plan is to

make an Instagram reel to promote our campaign where we will be posting all the amenities college have to offer to students while there will be a message running in background. The reason behind making an Instagram reel instead of a video or a poster is because the latest generation of students is mostly attracted towards reels instead of some long video also reels are short and if used it properly it's the best way to present our message within under a minute, so our target audience don't lose the interest and gets all the information we're trying to spread through our campaign.

Our message for the campaign will be "Even the greatest were beginners, don't be afraid to take the first step". The reason behind using this statement as our campaign message is to show the students that they should not underestimate themselves and be stopped by their own judgmental minds. The goal should be based on being perfect, it is about the process that it takes, the sacrifices that must be made, the errors and lessons, the people that you meet in the process of turning your dreams into reality. In terms of what campaign will look like will be short reel with a picture of a big group of students from different ethnicities holding a big poster saying, "Even the greatest were beginners, don't be afraid to take the first step". With the two main colors of the school which is blue and gold. As, blue represents confidence and trustworthy while gold representing the symbolism of

success and abundance. Our campaign message will be running twice throughout the whole short video.

This campaign is going to solve one of our weaknesses which was difficulty to convince students. Also, it can solve our other weakness as well which was difficulty to generate publicity. This campaign can turn some threats and weakness into strength and opportunity as one of our weaknesses was lack of resources but now after planning and managing all the resources, we feel like we don't lack on resources anymore. Also, to tackle one of our weaknesses which was tough competition but throughout the process of the campaign we've planned a lot to offer to our students which help us stand apart from many of our competitors.