

Marketing Proposal.

Introduction

01.

Our goals include increasing website traffic, generating leads, and converting prospects into customers.

02.

The target audience for the proposal is people who are interested in learning more about computer programming.

03.

The proposed marketing campaign includes a social media blitz and a giveaway.

Market Opportunity



There is a large and growing demand for skilled programmers, but not enough schools to meet the demand.



We can fill this gap by providing an affordable, high-quality programming education.



We offer a unique and innovative curriculum that teaches students how to write code for a variety of platforms.



The market for programming education is estimated to be worth \$15 billion.

Competitor Analysis



Competitor 01

STRENGTHS

- Established brand with a history
- Track record of high quality curriculum
- Established presence in the community

WEAKNESSES

- Above average tuition fees
- Limited languages taught
- Does not have a recognized certification system

Competitor 02

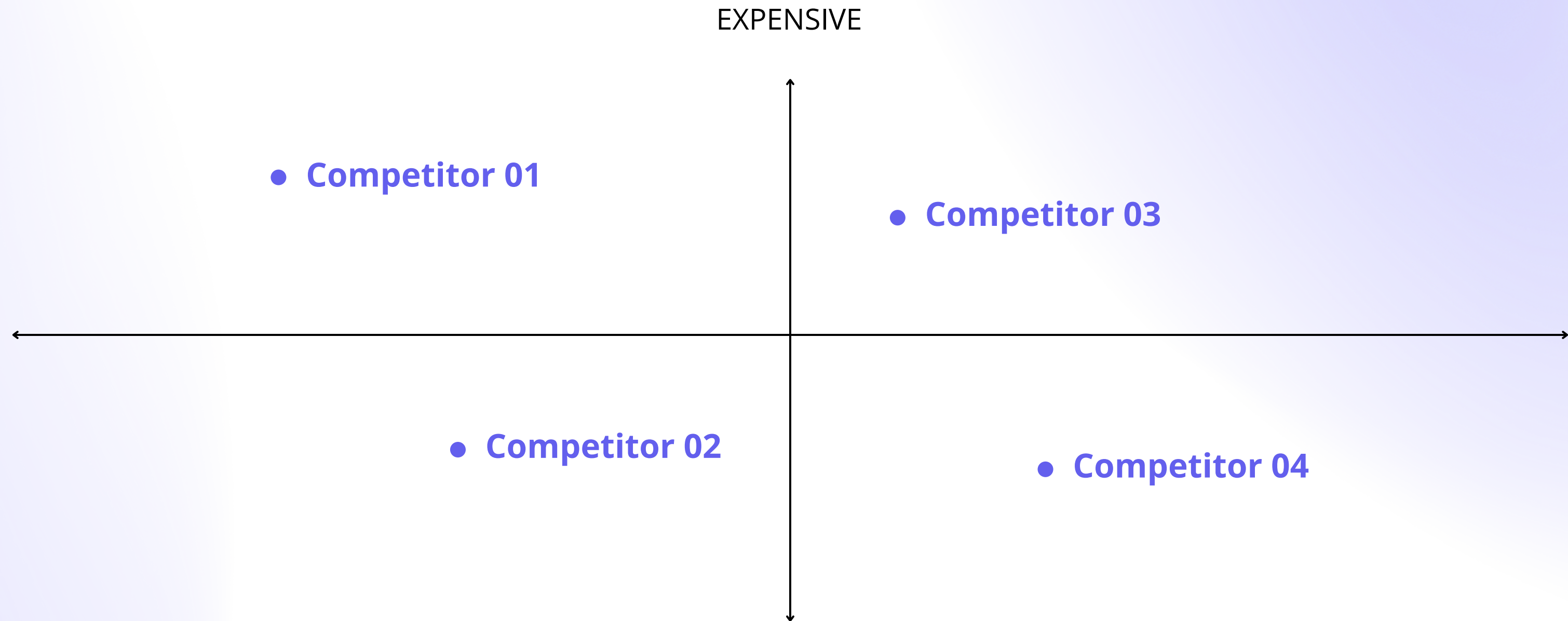
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Competitor Positioning



Target Audience

Who?

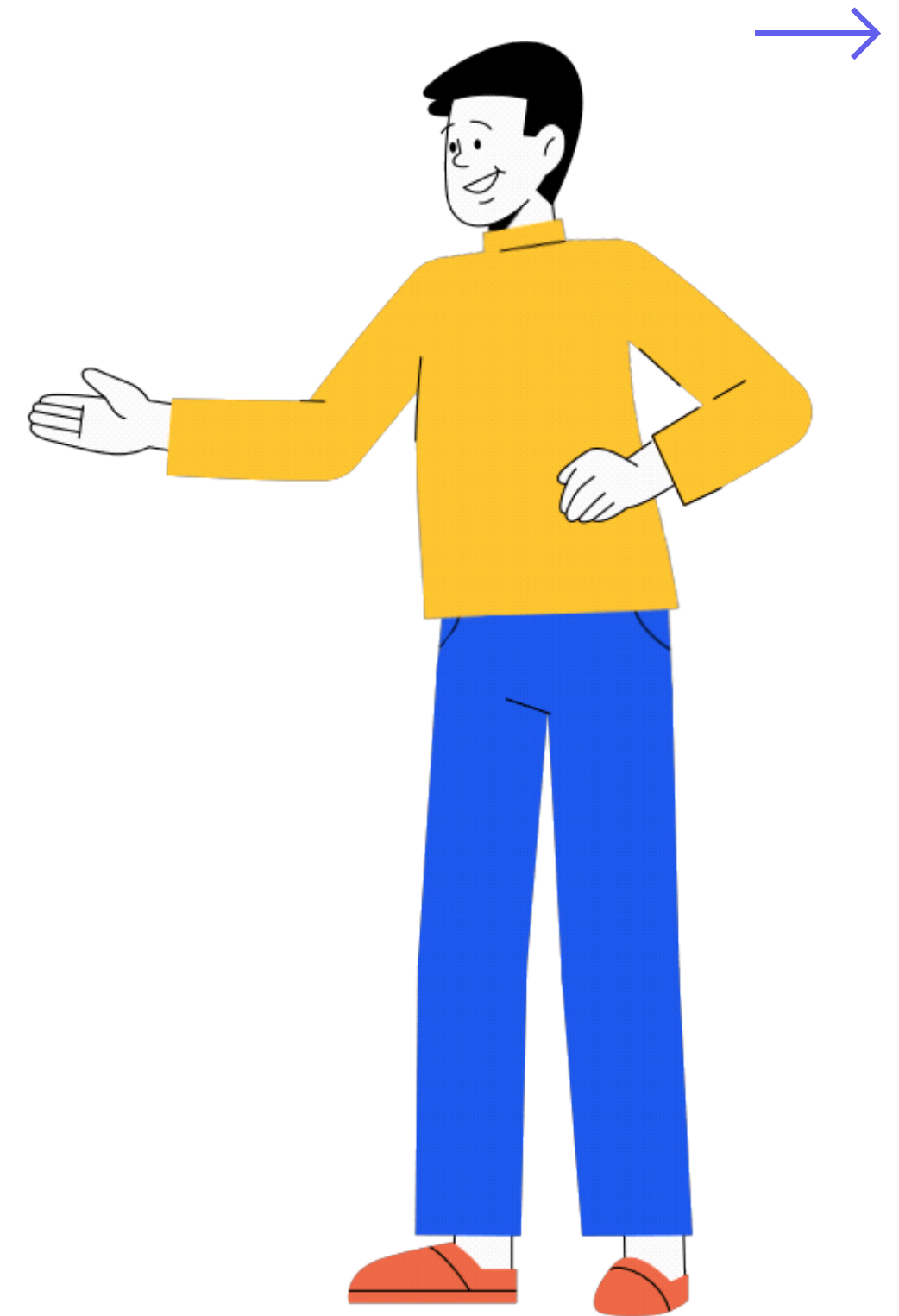
The target audience for a coding school is typically people who are looking to get into the tech industry.

Why?

They usually are looking to make a change in their career choice for better future prospects.

Main Problem?

Their main problems typically include not having the right skills or experience for the job they want.



Target Audience

NAME:	John Wilson
AGE:	31
EDUCATION:	Some College
HOBBIES:	Biking, Traveling, Gaming
SALARY:	50,000-75,000k
EXPERIENCE:	5-10 Years of Work Eperience
GOALS:	Build a Succeful Career & Fulfillinf Life
FEARS:	Getting Left Behind. Not Being Good Enough.



Market Share

Competitor 01

How does your competition market their products or services? What can you improve?

Competitor 02

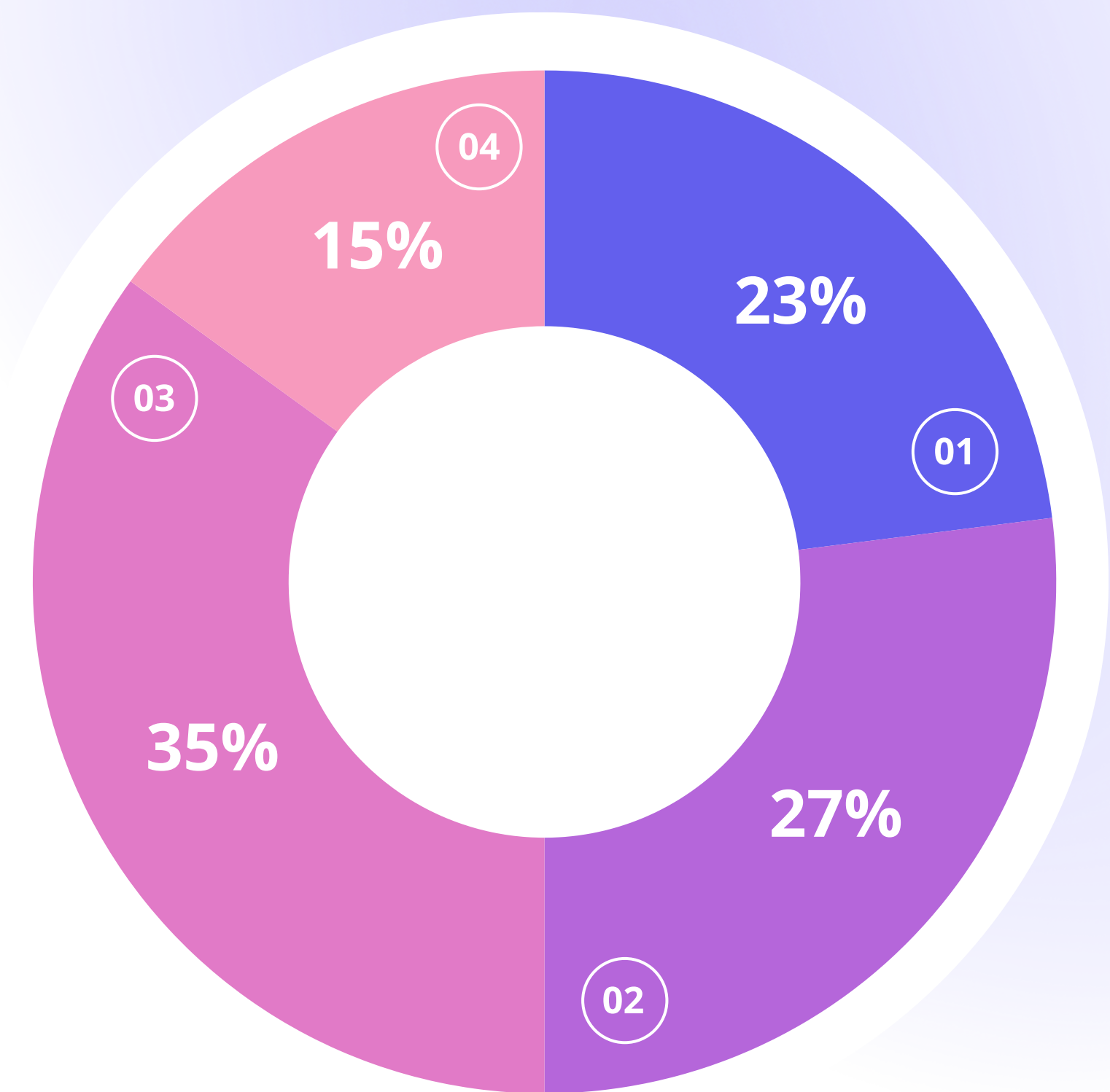
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Competitor 03

How does your competition market their products or services? What can you improve?

Competitor 04

How does your competition market their products or services? What can you improve?



Why We're Different



01

**We Have a
Certification
Program**

02

**High Quality
Curriculum**

03

**More Than 10
Different Courses
Taught**

04

**Super Easy to
Use Platform**



SWOT Analysis



Strengths

- Well-educated and experienced instructors.
- Variety of course offerings
- **The school is affordable.**

Weaknesses

- The school does not have a lot of instructors.
- The school is not located in a major city
- Limited geographic reach.

Opportunities

- **High demand for skilled workers.**
- Expansion of online learning opportunities.
- The school could partner with local businesses.

Threats

- Competition from other coding schools and bootcamps.
- Rapid changes in technology and job market requirements.
- Recession could reduce demand for coding skills

Goals



Goal Number 01

Generate New Leads
for The Coding School
via Social Media
Campaigns

Goal Number 02

Get People to Sign Up
For Free Coding
Bootcamps

Goal Number 03

Convert Bootcamp
Attendees to Platform
Subscribers

One Year Goals



Current Postion

- 1200 Followers
- 145 Students
- 780 People on the Email List
- 10 Diffeent Courses

One Year From Now

- 4500+ Followers
- 1000+ Students
- 3000+ People on the Email List
- 15 Diffeent Courses

Action Plan

The Beginning

Who is your ideal student? Your social media marketing plan should be tailored to reach the people who are most likely to enroll in your coding school.

01

Content

Create interesting content to grab people's attention. Make sure to include images, infographics, and videos whenever possible.

03

Engage

Social media is a two-way street! Be sure to engage with your fans and followers by responding to their comments and questions.

05

02

Research

What other coding schools are out there? What are they doing on social media? What can you do better?

04

Hashtags

Hashtags can help you reach a wider audience on social media. However, you need to use them sparingly or you'll risk overwhelming people with too much information.

06

Monitor & Adjust

Track how well your social media marketing plan is working and make adjustments as needed. Try different tactics and see what works best.

Thank You!