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|  | Hoju Hyeong | StudyCo |
| 1. Active Social Media Network(s) | Facebook, Kakaotalk, Naver Blog | Facebook, Youtube, Instagram, google+, twitter, Whatsapp |
| 1. Location of organisation | Melbourne, VIC | Melbourne, VIC |
| 1. Marketing Objective | Increasing the number of customers and brand awareness. | Increasing the number of customers and brand awareness. |
| 1. Marketing Strategic Solution | Very active on social media.  They created a lot of visual contents.  They are highly communicative with customers. | They use many social media platform to contact customers. |
| 1. Primary Benefit(s) | They helped 10,000 people in 5 years. | They helped 30,000 students in 20 years, and have 49 branches all around world. |
| 1. Key global trends utilised in the strategy | Communicative attitude | Utilise social media channels |