

# **Brunta Marketing Strategy**

## **A. Target Market Segmentation**

### **1. Primary Schools**

- **Characteristics**
  - 2,000+ institutions
  - Focus on basic education
  - Need for simple interface
  - Parent involvement

### **2. Secondary Schools**

- **Characteristics**
  - 1,500+ institutions
  - Exam-focused
  - Multiple subjects
  - Teacher-driven

### **3. Universities**

- **Characteristics**
  - 50+ institutions
  - Complex requirements
  - Research focus
  - Department-based

## **B. Marketing Channels**

### **1. Direct Marketing**

- School visits
- Educational fairs
- Workshops
- Demonstrations
- Parent-teacher meetings

### **2. Digital Marketing**

- **Social Media**
  - Facebook
  - Instagram
  - LinkedIn
  - YouTube
  - WhatsApp Business
- **Content Marketing**
  - Educational blog

- Case studies
- Success stories
- Video tutorials

### **3. Traditional Marketing**

- Radio advertisements
- Local newspapers
- Educational magazines
- Billboards
- Flyers

## **C. Marketing Budget Allocation**

### **Year 1 (Total: 12M XAF)**

- 1. Digital Marketing:** 4M XAF
  - Social media: 2M XAF
  - Content creation: 1M XAF
  - SEO: 1M XAF
- 2. Direct Marketing:** 5M XAF
  - School visits: 2M XAF
  - Workshops: 2M XAF
  - Events: 1M XAF
- 3. Traditional Marketing:** 3M XAF
  - Radio: 1M XAF
  - Print: 1M XAF
  - Outdoor: 1M XAF

## **D. Marketing Timeline**

### **Q1 (Months 1-3)**

- Website launch
- Social media setup
- Initial content creation
- School visit planning

### **Q2 (Months 4-6)**

- First workshop series
- Radio campaign
- Print media launch
- Social media campaign

### **Q3 (Months 7-9)**

- Educational fair participation

- Case study development
- Video content production
- School partnership program

#### **Q4 (Months 10-12)**

- Year-end review
- Success story publication
- Partnership expansion
- Marketing strategy refinement

### **E. Success Metrics**

#### **1. Digital Metrics**

- Website traffic
- Social media engagement
- Content downloads
- Online registrations

#### **2. Direct Marketing Metrics**

- School visits completed
- Workshop attendance
- Demo conversions
- Partnership agreements

#### **3. Traditional Marketing Metrics**

- Radio ad reach
- Print media circulation
- Billboard visibility
- Flyer distribution

### **F. Marketing Materials**

#### **1. Digital Assets**

- Website
- Social media profiles
- Email templates
- Video content
- Blog posts

#### **2. Print Materials**

- Brochures
- Flyers

- Business cards
- Presentation decks
- Case studies

### **3. Training Materials**

- Workshop guides
- User manuals
- Training videos
- Quick start guides

## **G. Partnership Strategy**

### **1. Educational Partners**

- Schools
- Universities
- Educational NGOs
- Teacher associations

### **2. Technology Partners**

- Internet providers
- Hardware suppliers
- Software companies
- Cloud services

### **3. Government Partners**

- Ministry of Education
- Local education boards
- Regulatory bodies
- Educational agencies