

FINAL MARKETING PLAN

TEAM 9'S OPERATIONAL DOCUMENT AND ADVERTISING STRATEGY
FOR HAMLET



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01 EXECUTIVE SUMMARY

Hamlet is a student educational mobile app that helps create safe spaces for students to ask and answer any academic question or even ask for additional help from peers. This data contributes to creating an optimized feedback loop that provides university faculty the frequently asked questions and the hardest to grasp answers, giving the university insight to create student-led changes.

With Hamlet we hope to solve the problem of student's inability to ask questions and get help due to anxiety or social fear of being perceived as ignorant, and to ease the difficulties that students with disabilities still face. Our goal is to ease the educational journey of such students by solving this problem to bring change and better educational spaces everywhere.

Hamlet's Product will be distributed to university students through business to business selling for 0.10\$ per month per student. Marketing will focus on bringing awareness to students by utilizing student ambassadors from each college in the university to help promote the product and through personal marketing in student events and gatherings. Additionally, the product will be marketed to university services for students with learning disabilities or the department of counseling and psychological services, as per the educational legislation for individuals with disabilities education act (IDEA) and section 504 of the rehabilitation act, which requires that all public institutes provide special education and any related services needed to make sure people with disabilities have equal access and opportunity to their educational program. This will allow for partnership and indirect product exposure done by the psychology department or services for disabilities.

1. Our Story

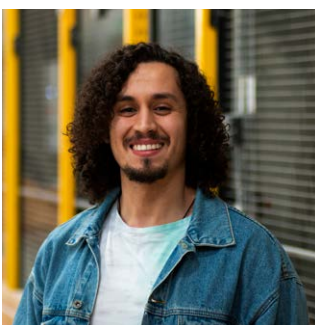


Being in college should be a great learning experience, yet as students we've all faced moments of insecurity of wanting to ask questions but fearing being perceived as ignorant and unknowledgeable by doing so. We forget we aren't the first to ask this question, that it has been asked many times before and will likely continue to be asked. We forget to remind ourselves that everyone learns at different paces. Though we realize this, we still struggle to ask the question and reach out for help. This problem is even more serious and hindering equal learning opportunities for students with anxiety problems, affecting 18.1% of US citizens or students with learning disabilities.

Students need a space to feel safe to ask as many questions as they need while still have the support of their peers, whether in or out of class. There should be no discrimination to how simple or complex a question. Every question and answer should be important and professors and university faculty need to be noted on how they can make this happen or what to change so that the students' academic experience be as enriching as possible.

So how do we reduce this insecurity and create a space for students? Limit the need for students to repeatedly ask the same question for the same answer? And how can we make questions go beyond an answer to create change? These are all problems that can be solved with today's technology, the help of our trusty pocket companion (mobile phones) and a cultural mindset of shared knowledge community.

2. Hamlet's Team Leaders



Feras Nour, Co-founder



Max Rosenberg, Co-founder

"For the hardworking student that doesn't have every answer, Hamlet is a pocket sized tutor, offering a safe platform to ask and answer any question while providing universities with input to make improvement; so finding answers is easier and clearer"

Our Positioning Statement

03 HAMLET'S OBJECTIVE

3.What We're Trying To Solve

- 1- Student inability to ask questions and get help due to anxiety or social fear of being perceived as ignorant, hindering their educational progress.
- 2- Difficulties that students with disabilities still face with keeping pace in classes and asking questions.
- 3 -Lack of quality feedback to faculty and professors to make improvements that goes to help students have a better educational experience.

4. Hamlets Mission

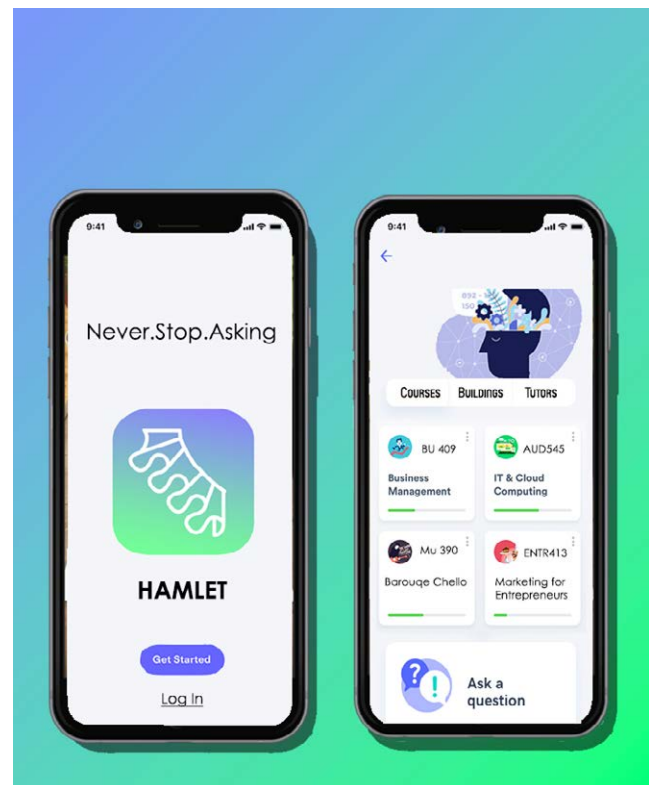
Help ease the educational journey of students by creating a space to ask questions and get feedback without the fear or anxiety, and allowing university faculty to get insight of students so student-led changes and adjustments be made in the university whether that is in or outside of class.

With our ambition to bring such change and better educational spaces everywhere, we will continuously encourage students to ask question about everything and anything so that we can change everything.

5. The Product

Hamlet is a Mobile-based student platform that encourages users to publicly or anonymously ask as many questions as possibles in or out of class, there is no discrimination to how simple or complex a question is, students can ask complex questions. Every question and answer is important and is answered with the help of classmates, previous students and professors. We even help connect you with previous students(tutors) for mentorship and one-to-one Q&A sessions.

As we all feel motivated when our actions can make an impact, every question and answer contributes to create a better data of knowledge and allows for the highest asked questions to be seen and added to the top, and with feedback looping technologies have Frequently asked questions and the hardest to grasp answers to be sent each semester to a class professor or department, giving the university insight to create student-led changes.



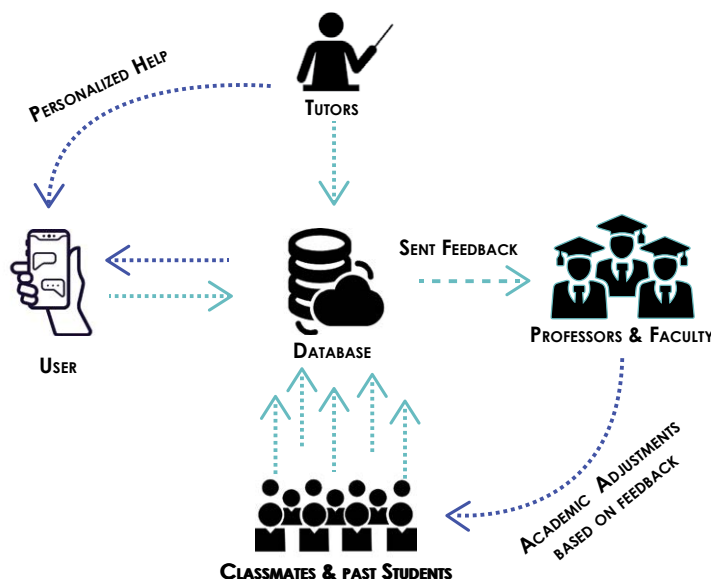
Fig[1]. Mock-up of Hamlet Mobile Interface

04 HAMLET'S PRODUCT

6. How It Works

Students log in using their university ID, then type their burning question whether it's a class, department or general university question and view answers and the number of current and previous students that have asked the same question. answers are endorsed by students or faculty as the best response. This brings questions to the top ten question list. Previous students also have the opportunity to answer and even connect with students who need one-on-one explanations & mentorship.

Question & answer contributes to creating an optimized feedback loop that reaches specific university faculty of frequently asked questions and the hardest to grasp answers. These are automatically sent each semester to a class professor, department or sector, giving the university insight to create student-led changes .



Fig[2] Diagram of how Hamlet Works

05 TARGET CUSTOMERS

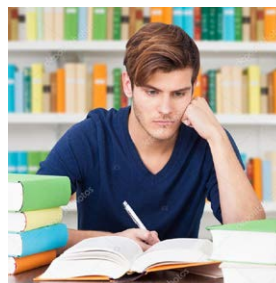
7. Target Market

Attendees to Colleges, Universities and higher education facilities, more specifically students who wish to get support during their academic journey, this currently consists of schools and universities with 2,000+ students.

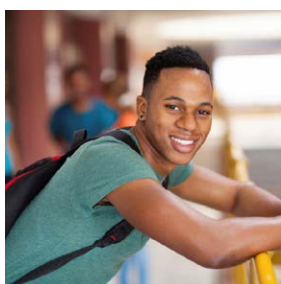
8. Our Ideal Customer



Name : Maria Harfa
Profile : Foreign exchange student studying biology in US for one-semester
Her Problem :
Fear of asking questions publicly due to English skills



Name : Jonathan Cruise
Profile : freshman studying computer engineering
His Problem :
Doesn't ask for help in fear of being perceived as ignorant and unknowledgeable compared to his peers



Name : Nathanial King
Profile : graduate student in taking electives outside his major
His Problem :
Overwhelmed with the new subject and does not know anyone in class for help



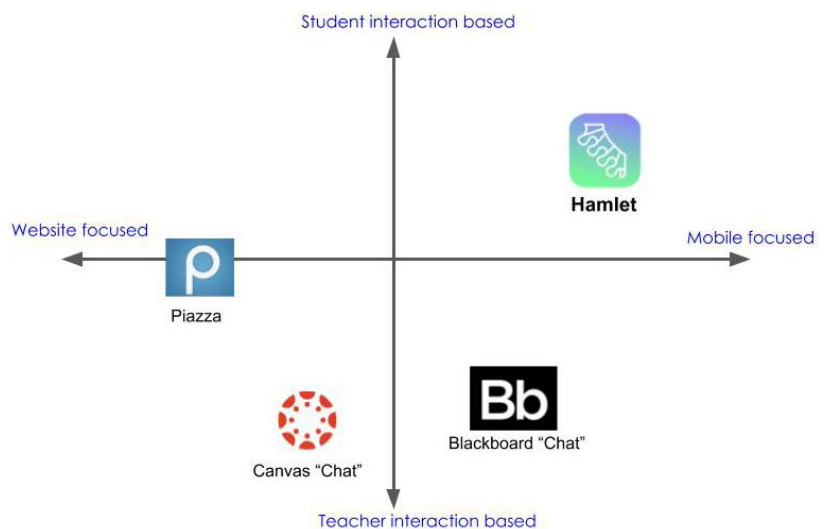
Name : Victoria Thorrel
Profile : international student from Romania
Her Problem :
Struggling from understanding classes and asking questions due to anxiety and Auditory processing disorder(APD)

06 UNIQUE SELLING PROPOSITION (UPS)

9.Our Competition

Our main competitor is Piazza, an Online platform which allows for question and answering done in a forum type format like Reddit but for a classroom setting and which is supervised by the professor or his assistant

Additionally, we are competing with built in "chat" functions on web-based learning management systems such as Canvas and Blackboard.



Fig[3] Market Metrics Quadrant

10. How are we different and better

As students are increasingly becoming more dependant on their mobile app platforms for their daily life and less on web based platforms, Hamlet is a purely mobile based interface allowing for an on the go experience.

Additionally unlike other platforms that only give one sided answers, Hamlet utilizes repetitive same questions and it's best answers to be displayed to the top list of top questions which later is sent to professors so that changes are made using feedback looping

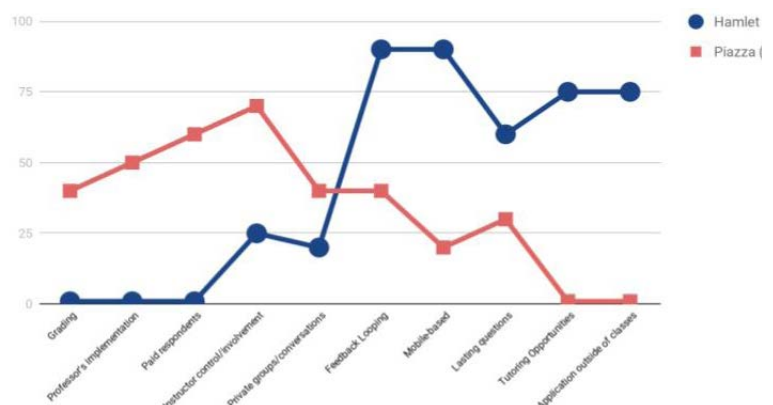
Eliminate	Raise
<ul style="list-style-type: none"> - Ability for platform to be used for grading - Professors' responsibilities to implement and encourage participation - Need for full time paid responders by university - Web-interface 	<ul style="list-style-type: none"> - Submit information to professors, department heads, and faculty to improve educational experience - Mobile-based interface - Lasting questions that carry over semesters
Reduce	Create
<ul style="list-style-type: none"> - Instructor's control over platform - Options to create private groups and conversations between students 	<ul style="list-style-type: none"> - Opportunity for former students to reach out as potential paid mentors. - Application not just specific to classes/courses but includes questions about university departments and building facilities.

Fig[4] Eliminate - Raise -Reduce -Raise -Create Grid

11. Our Market Position

Business-to-business for schools/ universities that is fairly priced, easy implementation without disruption or change to current system with it's mobile-based platform.

It is a student led platform, which provides more information and safety than Piazza because data will remain within the university, and not be sold to outside parties.



Fig[5] Graph Strategy Canvas

07 PRICING AND MARKET PENETRATION

12. How Will we make Money

Selling the service to schools and universities starting with the academic institution we know best: the University of Michigan.

Additionally a 2% margin from one to one tutoring and mentorship will be another source.

13. Pricing

Based on our research Canvas charges educational institutes \$0.50 per student per month. Given Canvas provides document storage, assignment and assessment submission, class announcements, and a few other minor features, we decided to price ours at a fraction of that price using the same strategy. Since we will not lead multi functionality and web based interfacing which requires multiple servers, 24/7 tech experts and big data management which raises costs. Thus, our price is about \$0.10 per student per month.

This positions us not in direct competition with Canvas but with their "chat" functionality which is lacking in quality. Our platform would become the designated method of question & answering while becoming a premier brand for our niche service.

14. Penetrating the Market

As we understand the difficulty of selling a product directly to the university and penetrating its market which requires various pitching, presentations and approval of various board members and all college department heads before it can be rolled out.

Our sales strategy to penetrate the university market will be by reaching out to partner with either the universities services for students with learning disabilities or the department of counseling and psychological services, as per the educational legislation for individuals with disabilities education act (IDEA) and section 504 of the rehabilitation act, it requires that all public institutes provide special education and any related services needed to make sure people with disabilities have equal access and opportunity to their educational program, this will create indirect exposure to the university as a whole and allow for an indirect roll out to be done by the psychology department or services for disabilities.

08 DISTRIBUTION

15. How will customers buy from us

On the business-to-business side of selling to schools and universities, the institutions will pay directly to provide access to the students. On the individual end, our website will clearly provide a link to the app store where students can download Hamlet for free.

09 PROMOTION & RETENTION STRATEGY

16. Strategy

Tools: We hope to include within the Hamlet app itself a support or help system to manage relationships with customers rather than go through outside platforms such as twitter or Instagram.

On boarding and support: We will have live video demonstrations and webinars/ recordings demonstrating how to get an account setup, connect to your classes, and participate in an Online question and answering relationship.

10 MARKETING RESOURCES

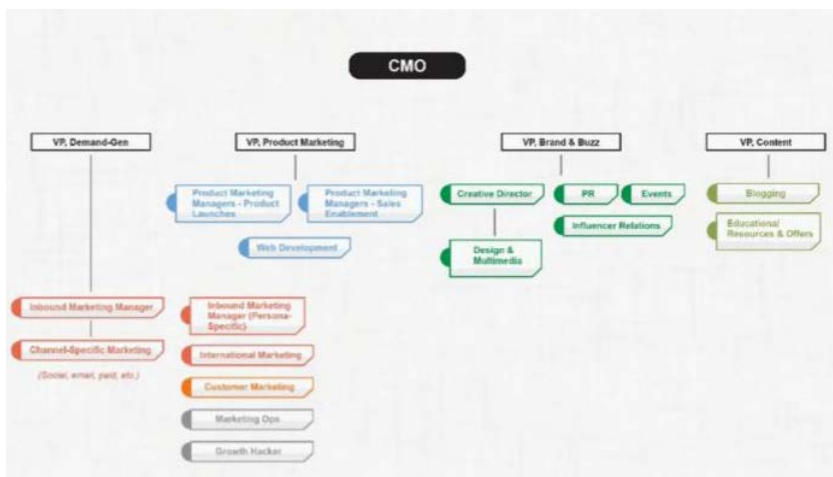
17. Marketing Resources

Short term marketing plan:

Though we will be utilizing many standardized outlets like social media, newspaper ads and influencers (see financial sector for more details)and the psychology and disabilities department as stated previously. Our main approach for users will be through word of mouth by student ambassadors/campus representatives to promote using the app, starting with one for each major school at the University of Michigan. This would allow us to get students to participate in the program and then we could bring the data to the university to demonstrate the student interest in the platform and why they need to purchase this program for the rest of their students to foster effective learning.

Long term marketing plan:

Future plans will be to model our market structure similar to HubSpot's "The Inbound Org" where we divide responsibilities among the four areas Demand Generation, Product Marketing, Brand and Buzz, and Content. Given we have two targets (students and school administration) that are quite different, so the fact that responsibilities are well divided makes the goal more manageable.



Fig[4] Marketing Team Structure

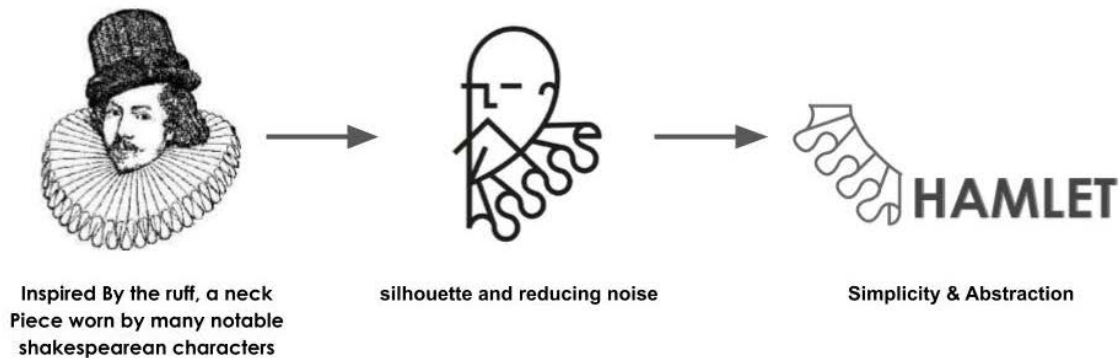
11 BRAND IDENTITY

18. Company Name Inspiration: Hamlet

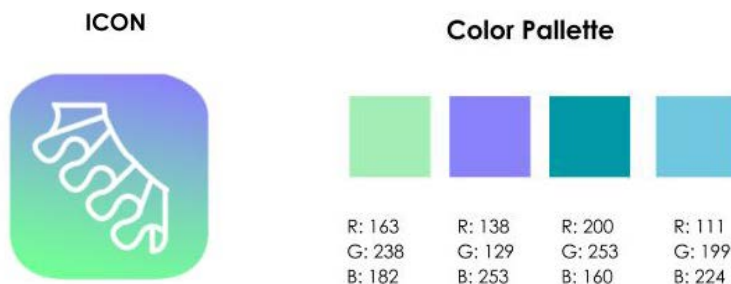
Hamlet is a synonym for a small well knit community or village

A tribute to william shakespeare one of the greatest writers and thinkers. With the quote " to be or not to be, that is the question " was said when the Antagonist Hamlet starts considering big questions that entangles him in deep philosophical questions and problems. This Ideal reflects the inquisitive basis of our service.

19. Logo Design

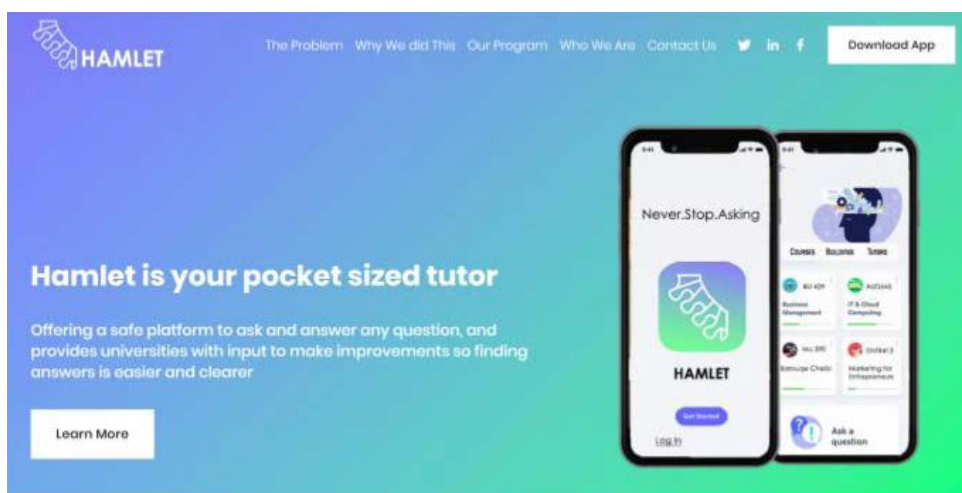


20. Color Pallet and Mobile Icon



Use of Stimulating colors which enhance focus, create a sense of well-being and motivate user engagement.

21. Company Website



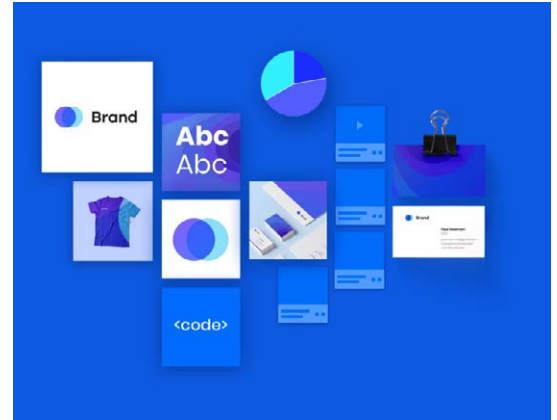
Why We Did This

Being in college should be a great learning experience for everyone. Yet students still face moments of insecurity of wanting to ask questions but feeling alone and not knowing who to ask.

12 MARKETING MATERIALS

22.Itemized Marketing Resources

- Business cards
- Flyers and promotional items for event marketing
- Pens
- T shirts
- Paid domain website
- Items for booth set up (festifall and northfest)
- Stickers
- Posters



Fig[6] Marketing Material

13 CHALLENGES AND CONSTRAINTS TO OVERCOME

Cognitive

Time will be needed before enough data accumulates to be beneficial. Minimal pain points exist besides tutors filling in their contact info, former students answering questions.

Motivational

For student to answer questions and keep being engaged in the app, but students will care if you're a student that needs help, or if you're a potential tutor, and if you're someone who wants to benefit other students and the community by answering questions on the site. Many students are interested in having their questions reach faculty members to improve their class experience or college, especially if they know the people in classes.

Resource

Skills: we must ensure that the people answering questions and providing tutoring actually took the class.

Feature

As of now, no features seem to be missing, but we would discover anything through the pilot program included in launch.

Risk

Getting poor information from previous students would decrease effectiveness and appeal of the platform. Normal abusive activity found on social platforms could pose problem but less than normal because lose opportunity to get academic help or provide it to others.

14 PROMOTION STRATEGY

24. Generating Leads online

Articles:

Why: Want to gain more leads and participation on the helper end of the product

Online Demonstrations:

Why: Given our product is pretty technical, a demonstration could highlight the benefits of its specific features

Get featured on mobile app review site

Why: Reach a global audience and catch the eye of professional app developer and potential investors

Social media Campaigns (Instagram and Twitter):

Why: Tech-based business needs good social media presence in 2020

Website:

Why: Tech-based business needs a good website in 2020

Publishing of printed and website half page ad in student newspaper for 30 days during launch:

Why: Ads coming "from other students" endorse the efficacy of Hamlet

25. Generating Leads Through personal based interaction

Elevator Pitch:

Why: As we've learned in class, customers do not buy products, they buy solutions to problems. An elevator pitch is a quick way to demonstrate why your product is a necessary purchase to solve a problem.

Networking:

Why: The necessity of getting university officials to feel the need to get our product means attending meetings and keeping in touch would be important

Personalized Letters and Messages:

Why: Increase trustworthiness as legitimate option for a new academic support platform

Promotional Booth during Festifall and Winterfest:

Why: Events at start of each semester attract new students who are looking for ways to better their academic experience

Student ambassadors/campus representatives

Why: Seeing fellow students promote learning tool gauges interest and instills trust in the services

15 JOINT VENTURES AND PARTNERSHIPS STRATEGY

26. Who will we partner and work with?

As we understand the difficulty of selling a product directly to the university and penetrating its market which requires various pitching, presentations and approval of various board members and all college department heads before it can be rolled out.

That is why we will be reaching out to partner with either the universities services for students with learning disabilities or the department of counseling and psychological services, as per the educational legislation for individuals with disabilities education act (IDEA) and section 504 of the rehabilitation act, it requires that all public institutes provide special education and any related services needed to make sure people with disabilities have equal access and opportunity to their educational program, this will allow the following :

- 1- Partnership with one of the above departments will create Indirect product exposure to the university as a whole and allow for an indirect roll out be done by the psychology department or services for disabilities to test it as part of their initiative for better student resources.
- 2- This opportunity for mutual partnership and exchange of resources, expertise will help identify outcomes and constraints of the product allowing adjustments to be made based on professional feedback by the department.
- 3- Using the app as an Academic testing and research platform will give the product credibility and exposure in research papers and give proven outcome of its benefits to reference
- 4- webinars and marketing the product in student mental health conferences like annual the conference on advancing mental health & Naspa Mental health conference will help create exposure to other institutes, with backed up results and references now.

16 SUCCESS METRICS

27. How will we measure success?

Metrics:

Total visits, Customer attrition, User activity and logins, and Amount of questions and answers (data) per month.

One year after launch, to allow three semesters to pass (summer, fall and winter) we will have foundational statistical data to set further goals and milestones, and know if we are achieving those goals in the following years based on user and data growth per semester/ year.

Survey:

Gauge how beneficial the data was of student questions given to university faculty members at the end of each semester in making adjustments by comparing student satisfaction in classes before and after use of Hamlet.

28. How much money do we need in what time period ?

Projections and estimates will be calculated based on short term goals and resource needs (the 1st University approached), and long term financial necessities will be calculated later into marketing process (likely 1-2 years after substantial data has been collected).

Marketing Tool/ Resources		Details	Cost
1	Instagram and Twitter Campaigns	In house	0
2	Publishing of printed and website half page ad in Michigan Daily 30 days		1200\$
3	Promotional booth during festifall and winterfest	Printing Cards, stickers and one support staff member	650\$
4	Promote through influencer	Certain influencers with many subscribers/followers can charge large fees	1000\$
5	Create promo/tutorial video	In house	0
6	Get featured on mobile app review site x3		1500\$
7	Business cards	200 business cards	50\$
8	Student ambassadors/Campus representatives	38campus reps for the 19 schools, colleges, and campuses within umich, paid \$200 each	7600\$
9	Head of brand & Buzz to oversee campus representatives		2000\$
			14000\$

