Marketing plan notes

16.10.11

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| # | What | Why | How |
| 1. | Choose target market (who has the most pain?):  **Students looking for jobs** | Students looking for jobs have a sense of desperation and are willing to try new products that might help | We need to **get the recruiting events** from Cornell (Handshake) |
| 2. | **User Testing**: Have as many friends (not current students) and family members as possible test the app | Need loads of quality and reliable feedback. This is the first pilot. | **Email/FB message**. Have them download the app and signup via “@Agnes.edu” |
| 3. | Start building **company list and profiles** to include in app | Need to have a list of companies who are recruiting on campus available for students to see and get matched to | **We** [**build the list**](https://docs.google.com/spreadsheets/d/1ox8Pi5r1MiPs6Rty5NuMdZAmVmyjx20UKyTbRTN2SSA/edit#gid=0) that we want to reach out to and **build out company page templates** |
|  | In-person small group student testing | Get direct student input, introduce the app, get a sense of exclusivity |  |
| 4. | Campaign to **early adopters: Techies** | Begin to penetrating adoption curve via intro segment. They will have a particular interest in the technology and if we give them the “exclusive” chance to try it out, we can get good feedback while de-risking the campus roll-out | Email campaign to certain majors/student orgs/departments/FB groups etc. We need to [**build out an email list**](https://docs.google.com/spreadsheets/d/15hcUWHxd-T89Kk1pxkxIrSfKSooKz0X3mQ9rbXerm-U/edit#gid=0) and [**create messaging**](https://docs.google.com/document/d/1b2VrH-b_61sE8nbMP7OO96cdRpujbYpyBZaQdckUePg/edit)with a few sleek graphics |
| 5. | Coming out **campaign: campus orgs leaders** | One last group of active students for whom we can create a specific pitch around what our app can do for them (to promote events etc.) and invite them -- ask what is the easiest way for us to get the event details from them (email, FB, shared calendar, etc.) | [**Email campaign**](https://docs.google.com/document/d/1hEcXs1Yd99LkUWy56pg3rTPybZqQ71v6Hua2KzP5ZXw/edit), heavier on **compelling visuals -- GIFs** (but keep consistent with our brand). **Export email list** from all the student group contacts that we have (student org leaders). |

Begin continuous marketing campaign:

Think about prospects at all stages of the sales cycle.

Generally, interpersonal contact combined with marketing is most effective.

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| Channel | Source | Content Needed |
| Email: | Permission-based | * Updates each semester, call for our Innovators to try new features - or tell us which new features they want (survey, etc.) |
| Social Media: | 1. Facebook    1. Advertising    2. Agnes Page 2. Twitter 3. Instagram 4. Yik Yak | * GIFs - showing off features (also serve as tutorial) * Photos - exciting events that happened on campus. In the future, ask people to tweet/post/tag us in photos of events that heard about from Agnes and went to * Written content -   + Yik Yak - compelling 2-liner   + Twitter - content marketing: facts about events on campus (e.g. this thursday will be the most lively day this week with 56 events currently registered), recent news coverage,   + Facebook     - Page - give them a reason to like our pg, make it engaging with surveys, GIFs, recent news coverage, competitions, informative infographics     - Ads - article about why Agnes was built, what it’s responding to on campus, what campus will look like after Agnes is widespread |
| Website: | www.agnes.io | Content (what story do we want to tell? What do we want to highlight?, Visuals, GIFs, animations) |
| Print: | 1. Posters - all around campus 2. Stickers - On popcorn bags | Visuals with message |
| Written News: | 1. Press release/coverage    1. Cornell Daily Sun    2. Slope Media    3. Cornell Chronicle    4. PeriodiCALS    5. A&S Publication    6. Engineering publication    7. Entrepreneurship@Cornell    8. Office of Engagement Inits | * How we got to where we are with this product and how it fits into our vision of the future * Highlighting recent cornell alums for the new app that’s available to campus |
| School Radio: | Interview  Discussion about merits of the app |  |
| Event Co-sponsorship: | Entrepreneurship Office  Cornell Concert Commission  Orientation Events | Printed banner for display  Logo to be printed on their materials  Link from Agnes logo to our website on their digital materials |
| Events/ promotions: | Loyalty programs  Customer appreciation events |  |