Codingo
-EST 2020-

We are NOT a
learn-to-code Bootcamp

Problem

1.)Software Engineers are underpaid or are jobless.
2.)Software Engineers can't understand new
3.)technologies because they are taught outdated technologies.
4.)Software Engineers lack skills.
5.)They are paid less because of tough competition.

Solution

We have a systematic course to keep you updated with the modern day market requirements.
No Up Front Cost.
Pay only when you get a Job.
 Contract for 2 years.

Key Metrics

-Members
-Active Participants
-Success Stories

Unique Value Proposition

Free training to landing their dream job.

Unfair Advantage

-Free training
-Free Projects
-Free Study Material
-Free Tips & Tricks

Channels

Facebook Impression ADS
Google ADS
IInfluencer marketing
Email Marekting

Customer Segments

-Software Engineers
-Collage Students
-People Who want to switch their career into tech fields.

Cost Structure

Fixed cost-Marketing,Website,training
Variable cost-Server,additional software

Revenue Streams

20% of members net worth for the next 2 years.

SWOT Analysis

Strengths

We help Software Engineers boost their skills and understand the modern day frameworks. Our unique selling point is that we dont charge anything up front.
We also help our members write the perfect CV and resumes to land their dream job.

Weaknesses

Our competitors offer wide range of courses.

Opportunities

We help them find their own field of interest.We make coding more enjoyable.

Threats

Rapid change in technologies can hamper the growth of our company.

Marketing Funnel

Our Marketing Plan!

A Awareness

Influencer Marketing, Facebook Impression ADS, Google ADS

A Acquisition

Free E-Books, Free course

A Activation

Activation after signing up through Email

R Retention

Providing them with free interview questions

R Revenue

After completing the training they willhave to pay 20% of their yearly salary for 2 years.

R Referral

We can add a referal system for our companies growth.

Our Marketing Plan

4Ps of arketing

Product

Our product helps Software Engineers to get paid what they deserve.Our product reduces a lot of frustration from their life.

Price

We don't charge anything up front and nothing through out the course.

Promotion

To market our product we will use
Facebook Impression ADS,
Instagram Marketing,
Google ADS,
and Referral.

Place

Our prospectors will check our
course at our website and our
Social Media Pages.

Product-Market

1. Coding

2. Course

3. Free training

4. People who are interested in Coding

5. Software Engineers
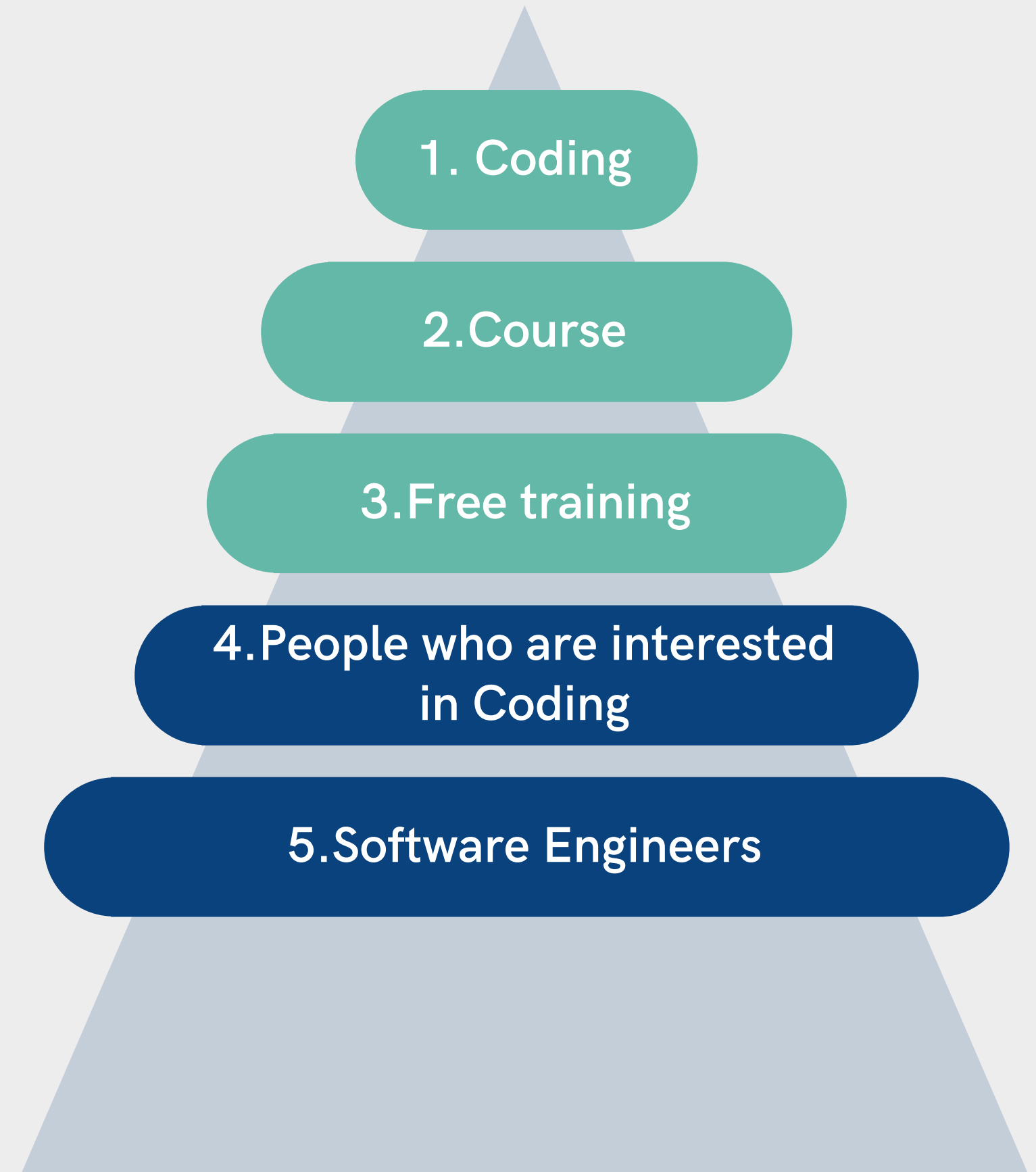
Marketing Funnel

Know the Stages of the Customer Journey with a Marketing Funnel

A Marketing Funnel maps your company's marketing activities at each stage of the customer journey. It starts with making your target audience aware of your solution, then guiding them through an evaluation process and finally leading them to make a purchase. The goal is to create a system, which is measurable at every level of the journey. Use the blank framework on the next page to start filling out your own marketing funnel.

TOFU (Top of the Funnel)
We will promote our Solutions

- Social media post and ads
- Email marketing
- Promotional video
- Press Release

MOFU (Middle of the Funnel)
Leads generation

- Discounts
- Exclusive offers
- Free trialEvent

BOFU (Bottom of the Funnel)
Conversion

- Demo
- Feedback
- Success stories
- Comparison sheets

Mission, Vision, and Values

Boost Your Skills For Free and get paid what you Deserve!

Through Codingo we help people learn to code the right way and earn what they deserve.Our mission is to make coding an enjoyable experience and to change the lives of the people.

Demographics
(Gender, age, marital status, employer)

Buying Roles
(Decision makers, influencers)

Goals and Responsibilities

Frustrations

Needs

Buyer's Journey
(Awareness, consideration, purchase, advocacy)

Channels
(Social media, other digital activities, non-digital activities)

Sources of information
(Content that influences purchasedecisions)

Objections

Our Prototype: