



TSC PROMOTIONAL STRATEGY

Sales and marketing strategies have always been centered on the **AIDA** funnel model because it has proven very effective.

For the TSC summer camp 2021, we will be employing this model for our online marketing promotions and campaign.



The following media will be used for our promotional campaign:

- Facebook
- Instagram
- Influencer Marketing
- App Marketing (Candy Crush)
- Unboxing
- Social Media Challenge
- YouTube Ads
- Google Ads

The following contents will be utilized across the various media listed above: info video, animations, live sessions recording, promotional videos, testimonial, infographics, testimonials, graphics, and past camp pictures.

The goal of every marketing promotion is to sell. To achieve this, we will consciously and subconsciously use a seven- step approach of *prospecting for clients, building rapport, identifying needs, making presentation, overcoming objection, closing sales and asking for referrals.*

Researches and statistics have proven that sometimes **3 conversions can occur in 1,000 lead**. In order to guarantee us meeting our target of about **318** for the camp, we will need to target over three hundred and eighteen thousand unique leads.

MEDIA	POSSIBLE REACH
YouTube Ads	5k x 10 videos = 50,000
Candy Crush	10k x 5 videos = 50,000
Facebook Ads & Forum	100,000
Instagram Ads	20k x 10 videos = 200,000
Influencers Marketing	10k x 12 influencers = 120,000
Unboxing Video	10k x 15 social acct. = 150,000
Masterclass Instructor's Video	50,000
WhatsApp Marketing	50 Conversions
Email Marketing	50 Conversions
Google Ads	10 calls daily, 71 x 10 = 710 Prospects
Organic Reach (Regular Post & Stories)	100 days, 1200 daily reach = 120,000 impressions

720k
Leads

100
Conversions
[WhatsApp & Email]

Google
Ads
710 Prospects

Organic Reach
120k Impressions

FACEBOOK

- Facebook Forum (1st June – 10th August)
- Facebook Ads – Promotion of Engaging Posts
- Across board post from Instagram

INSTAGRAM

- Highlight Video [24th – 28th May]
- Introductory Animation [28th May – 11th June]
- Past Testimonial & Social Challenges [4th – 25th June]
- Synopsis Explanation [11th – 18th June]
- Celeb Videos [18th June – 18th July]
- Planning Videos [1st July – 12th July]
- Activities Videos [15th July – 14th August]

UNBOXING

- Video [3rd June – 30th June]

INFLUENCERS

- Get influencers to promote and talk about the TSC summer camp on their respective pages [1st June – 10th August]

WHATSAPP

- Everyday status update with graphics or visuals from social media
- Highlight Video [24th – 28th May]
- Introductory Animation [28th May – 11th June]
- Past Testimonial & Social Challenges [4th – 25th June]
- Synopsis Explanation [11th – 18th June]
- Celeb Videos [18th June – 18th July]
- Planning Videos [1st July – 12th July]
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EMAIL MARKETING

- Information & Announcement [24th – 28th May]
- Engagement with plans [28th May – 11th June]
- Special offer [4th – 25th June]
- Bi-weekly update about TSC summer camp [11th – 18th June]
- Cold Selling [18th June – 18th July]
- Lead Magnet (We offer something of value) [1st July – 12th July]

GOOGLE ADS

- Keyword Search (Featuring a Call Button for enquiry) [June 1st – 10th August]
- Display Ads showcasing a collage of nearly all summer camp activities with a sign up button

YOUTUBE ADS

- Highlight Video [24th – 28th May]
- Introductory Animation [28th May – 11th June]
- Past Testimonial & Social Challenges [4th – 25th June]
- Synopsis Explanation [11th – 18th June]
- Celeb Videos [18th June – 18th July]
- Planning Videos [1st July – 12th July]
- Activities Videos [15th July – 14th August]

APP MARKETING (CANDY CRUSH)

- Video (Animation, Testimonials & Social Challenges) [June 1st – 10th August]
- Display Graphics [June 1st – 10th August]

DIRECT SELLING

- Contact past customers with information regarding the summer camp and offer them some discount where applicable [24th May – 10th August]
- Add them to WhatsApp Group for updates [28th May – 11th June]

Based on research, the following estimates were made to determine the approximate cost of targeting the number of audiences required for a successful campaign.

YouTube Ads were estimated to cost \$1000 to get 50,000 views while Candy Crush cost \$12.59 for Cost Per 1000 Impression (CPM).

Facebook Ads and Instagram Ads usually ranges \$2.50 - \$3.50. For the purpose of analysis, an average cost of \$3 was chosen for Facebook and Instagram Ads CPM.

Influencers marketing will target 12 influencers especially momfluencers that can generate massive leads. #20,000 budget was placed per influencer estimate. The reality is the momfluencers might not charge up to this amount or might promote us cheaper or for free but this amount stated above is for documentation purpose.

Google Ads will take two dimensions – one with a call button CTA and the other with a sign-up link CTA and a display graphics conveying a collage of all the activities that will occur in the summer camp.

MEDIA	ESTIMATE	TOTAL
YouTube Ads	\$1000 x 433.333	#433,333
Candy Crush	\$12.59 x 433.333 x 50	#272,781
Facebook Ads	\$3 x 433.333 x 80	#104,000
Instagram Ads	\$3 x 433.333 x 200	#260,000
Influencers Marketing	#20000 x 12	#240,000
Google Ads	#2000 x 71	#142,000
		Total Ads Cost = #1,452,114

		<p> Net Average Sign up Fee = #40,000 X Expected Sign Up = 280 = </p> <p> #11,200,000 </p> <p> Estimated Net #11,200,000 - #1,452,114 = </p> <p> #9,747,886 </p> <p> Percentage cost of advertising 12.97% </p>
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- The total Ads cost represents the cash required to be spent on advertisement.
- **Net Average Signup Fee** represents the expected cash per sign up having considered the upper and lower boundaries.
- **Expected Sign Up** represents the number of projected signups for both the themed summer and summer of skills.
- **Estimated Net** represents the expected net profits after advertising cost is deducted.
- **Percentage cost of advertising** represents the percentage advertisements and campaigns would cost compared to the expected cash inflow.