

# Marketing Strategy



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# Table of Contents

01



## ANALYSIS

Basic analysis of the SI website and social media

02



## BRAND AWARENESS

Marketing Strategy to create brand awareness

03



## GOALS

Objective and strategies to achieve them

04



## BUDGET FORECASTING

Approximation of budget and possible achievable results

05



## RESOURCES

Manpower and resources needed to execute the plan

06



## TIMELINES

Monthly, quarterly and yearly timelines to achieve the goals

# Analysis

01

## Website

- The website's design looks elegant and upto the mark. (we can still utilize slider covers)
- Smart Interview's website offers a variety of resources, including practice questions, interview tips, and resume templates.
- The website lacks blogs or more informative content, which plays a vital role in improving website's organic reach via SEO.
- SI's main competitors are other platforms that offer similar services, such as Bainify and IMTC.

# Target Audience

## Primary



- Coding Bootcamp Graduates
- CS,IT Students
- Self-taught Coders
- Job Seekers

## Secondary



- Experienced Developers
- Freelancers & Contractors
- Coding Enthusiast
- Career Changers



In order to create brand awareness here are a few things that we can implement:

- **Omnichannel Approach:** In order to improve brand awareness, we need to target each and every platform, including Twitter & Reddit.
- **Logo/Tagline:** The brand tagline has scope of improvement, it'll be beneficial if it could communicate well to the audience.
- **Influencer Marketing:** We can partner with influencers in the Ed-tech industry or even career coaches to spread the awareness and gain credibility.
- **Podcasts:** Video content is the best way to communicate with audience, we can organise podcasts with the mentors, people from IT industry, Ed-tech industry, etc. and utilise the bytes to push on our social media channels as well.

# Awareness Strategy

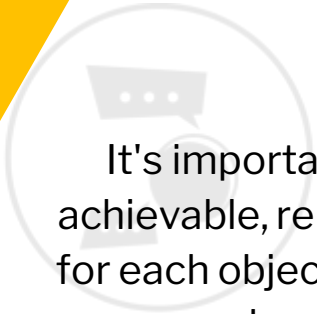
02

- **Direct Marketing:** To boost conversion potential and reach decision-makers such as schools, colleges and institutes, we can use personalized mailers, flyers, brochures, etc.
- **Social Cause:** We can run campaigns around social cause such as helping underprivileged students, or helping in the time of recession etc.
- **SEO:** It goes without saying that SEO plays a vital role in creating brand recognition, by creating informative blog-posts and targeting desired keywords, we can effectively create awareness generating to leads and conversions.
- **Industry Events:** These events are great opportunity to create brand awareness, meet potential investors and partners and get more leads, it is best to leverage that.

# Awareness Strategy

# Goals

## **SMART Goals**



It's important to establish specific, measurable, achievable, relevant, and time-bound (SMART) goals for each objective and regularly track progress using relevant metrics and analytics tools.

Ultimately generating to more revenue and profitability.

03

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# Goals

- Increase User Acquisition
- Enhance Course Enrolment
- Improve Course Completion Rate
- Foster User Engagement
- Establish Brand Authority
- Expand Industry Partnerships
- Enhance User Experience
- Increase Revenue and Profitability





# Budget Forecasting

04

## Digital Marketing

- Search Engine Optimization (SEO): INR 30,000 - 1,50,000 per month (depending on the competitiveness of keywords and desired results).
- Pay-Per-Click (PPC) Advertising: INR 10,000 - 1,50,000 per month (the cost will vary based on the targeted keywords and ad campaign scale).
- Social Media Marketing: INR 15,000 - 60,000 per month (including content creation, community management, and ad campaigns on platforms like Facebook, Twitter, LinkedIn).
- Content Marketing: INR 10,000 - 50,000 per month (creating and promoting valuable content like blog posts, ebooks, whitepapers, and infographics).

# Budget Forecasting

## Digital Marketing

- Influencer Marketing: INR 10,000 - 1,50,000 per campaign, it varies if we want to go with nano influencers, micro, macro, and so on (collaborating with influencers or industry experts to promote the platform).
- Email Marketing: INR 5,000 - 50,000 per month (utilizing email campaigns and newsletters to engage with potential learners).

**NOTE:** These costings are rough estimations only and varies on the quality and whether if we are outsourcing or have in-house teams, etc.

Manpower planning and resources are subject to various factors, here's a general idea and their roles (teams can have associates and interns as well):

- **Content Writer:** Creating engaging and informative content for blogs, social media, email marketing, and website.
- **Social Media Manager:** managing social media platforms, community engagement, and running ad campaigns.
- **SEO Specialist:** optimizing website content, conducting keyword research, and implementing SEO strategies.
- **Graphic Designer & Video Editor:** designing visuals, banners, infographics, and other marketing collateral.
- **Marketing Coordinator:** assisting in various marketing activities, coordinating campaigns, and managing analytics.

# Resources - Manpower Planning

05

# Timelines

06

## One Year Timeline

### 3 Months

- Conduct a comprehensive review of current marketing strategies and performance.
- Refine and optimize digital marketing campaigns based on data analysis, user feedback, and market trends.
- Implement targeted email marketing campaigns to engage with existing users and nurture leads.
- Enhance search engine optimization (SEO) strategies to improve organic visibility and increase website traffic.
- Collaborate with industry influencers or thought leaders for co-marketing initiatives and guest content contributions.
- Monitor and analyze key performance indicators (KPIs) such as website traffic, course enrollment, user engagement, and conversion rates.

# Timelines

## 6 Months

- Launch a referral program or loyalty program to encourage existing users to refer new users and incentivize continued engagement.
- Develop and implement a content marketing strategy to create valuable and educational content relevant to the target audience.
- Expand social media presence and engagement by running targeted ad campaigns, hosting live Q&A sessions, and sharing user success stories.
- Explore partnerships with coding communities, industry forums, or relevant organizations to reach new audiences and expand brand visibility.
- Evaluate the effectiveness of marketing channels and campaigns, making adjustments and optimizations based on performance metrics.

# Timelines

## 9 Months

- Launch targeted marketing campaigns aligned with specific events, such as coding competitions, industry conferences, or seasonal promotions.
- Develop case studies and success stories highlighting the achievements of users who have benefited from Smart Coder's courses.
- Implement remarketing campaigns to re-engage with users who have shown interest but have not yet converted into paying customers.
- Explore strategic partnerships with coding bootcamps, educational institutions, or corporate training programs to offer bundled packages or exclusive discounts.

# Timelines

## 12 Months

- Conduct a comprehensive marketing review to assess the effectiveness of different marketing strategies and channels over the past year.
- Expand into new markets or target additional segments within the coding industry, considering regional preferences or niche specializations.
- Continue to innovate and update the platform's course offerings, incorporating new technologies, coding languages, or emerging trends.
- Establish strategic partnerships with coding companies, industry influencers, or thought leaders to further enhance brand authority and credibility.

# Resources

**Note:** The strategies and numbers that I've provided lay between the best practices in the industry which I myself have used and produced exceptional results

## Resources

- (1) Top 5 EdTech Marketing Strategies to Grow Market Share. <https://rocketium.com/academy/edtech-marketing-strategies/>.
- (2) 10 Innovative Digital Marketing Strategy For Edtech Companies. <https://echovme.in/blog/digital-marketing-strategy-for-edtech-companies/>.
- (3) Smart Interviews - Ace you next coding interview. <https://smartinterviews.in/>.
- (4) Smart Interviews. <https://smartinterviews.in/login>.
- (5) Smart Interviews | LinkedIn. <https://in.linkedin.com/company/smart-interviews>.
- (6) Smart Interviews: Contact Details and Business Profile - RocketReach. [https://rocketreach.co/smart-interviews-profile\\_b45d56cbfc61dd2c](https://rocketreach.co/smart-interviews-profile_b45d56cbfc61dd2c).
- (7) About | Smart Interviews. <https://smartinterviews.in/about>.
- (8) A Window Into Ed-Tech Marketing Strategies During the Pandemic. <https://marketbrief.edweek.org/marketplace-k-12/snapshot-ed-tech-marketing-strategies-pandemic/>.
- (9) 7 Proven Marketing Strategies for Edtech Companies - SabPaisa. <https://sabpaisa.in/blog/marketing-strategies-for-edtech-companies/>.
- (10) <https://www.ajnacreator.com/> (From designing the webpage, to directing the script an running ads, I've done it all.
- (11) Google, Bing, AI



# Thank You



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