**Team Members:**

Tanuj kumar

Rajnish kumar

Vikas Raigar

Praval

**Context:-**

A company has developed a new online learning platform and needs to communicate its launch to two different audiences – college students and corporate employees.

**Audience Analysis:-**

**Audience Relationship with Demographics Expertise Level**

**Communicator**

College Students Potential users, no formal Age: 18-20, Tech- Basic to

Rajnish relationship savvy, Students Intermediate

Praval

Corporate Employees Potential users, Age: 20-25, Working Intermediate to

Tanuj kumar Professional relationship Professionals Advanced

Vikas Raigar

**Final Draft Messages:-**

**Message for College Students**

We know that balancing studies, assignments, and extracurriculars can be tough! That’s why we’re excited to introduce learning platform, your go-to learning hub with interactive courses, expert-led tutorials, and flexible learning schedules.

**Message for Corporate Employees**

In today’s fast-paced corporate world, continuous learning is key to professional growth. We’re pleased to introduce learning platform, designed to help professionals like you enhance their skills with industry-relevant courses.