MARKETING STRATEGY FRAMEWORK

Aligning EdTech Platform Positioning with Multi-Product Revenue Models

EXECUTIVE SUMMARY

This document synthesizes marketing strategy for a three-business-line EdTech company:

1. **Custom Learning Solutions (B2B Services)** – Bespoke course design and implementation
2. **AI Certification Programs (B2C + B2B)** – Hands-on bootcamps teaching AI integration
3. **SaaS Learning Platform (B2B Subscription)** – Self-service online onboarding/training

Each business line has distinct:

- Target audiences and buyer personas
- Sales cycles and decision criteria
- Marketing channels and positioning
- Revenue models and pricing strategies
- Competitive positioning

Core Insight: These aren't separate products. They're interconnected revenue streams from integrated learning expertise.

BUSINESS LINE 1: CUSTOM LEARNING SOLUTIONS (B2B SERVICES)

Target Audience

Primary: L&D Directors and Training Managers at mid-to-large companies (200-5,000 employees)

Secondary: Training Directors at government agencies, nonprofits, professional associations

Decision Makers:

- VP of People/HR (budget approval)
- L&D Manager/Director (implementation)
- IT Director (technical requirements)

Buyer Challenges

- **Capacity Constraint:** Limited internal L&D team, can't build custom courses quickly
- **Time Pressure:** Regulatory/compliance training needed NOW, not in 6 months
- **Quality Requirement:** Off-the-shelf courses don't address company-specific processes
- **ROI Pressure:** Need measurable impact (productivity gains, compliance, retention)
- **Integration Complexity:** Must connect with existing LMS, HRMS, and reporting systems

Value Proposition

"Bespoke learning solutions that actually move the needle on productivity, compliance, and retention—without requiring you to hire additional L&D staff."

Key Differentiators:

- Custom-built for YOUR company (not generic templates)
- Fast deployment (4-8 weeks vs. 6 months consultant approach)
- Integrated with YOUR systems (no vendor lock-in)
- One-year warranty on all solutions (risk mitigation)
- Award-winning expertise (Training Magazine, Brandon Hall recognition)

Positioning by Prospect Type

For Government Agencies: "Government-specific training with mandatory compliance modules built-in. DPSA Compulsory Induction Programme, POPIA data protection, Batho Pele principles—all in one platform with audit trails."

For Corporations: "Industry-specific training (mining safety, banking compliance, healthcare procedures) that actually reflects YOUR operations, not generic best practices."

For Professional Associations: "Continuing education that justifies member dues while building community and demonstrating ROI."

Sales Approach

- **Direct outreach:** LinkedIn to L&D Directors and VPs of People at target companies
- **Industry events:** HR conferences, L&D conferences, industry-specific trade shows
- **Speaking/thought leadership:** Position expertise through webinars, articles, conference presentations

- **Case studies:** Detailed examples of specific projects with measurable outcomes
- **Referral program:** Incentivize existing customers to refer (most valuable source)

Marketing Channels

Channel	Purpose	Budget	Frequency
LinkedIn	Direct outreach + thought leadership	20%	Daily posting, weekly outreach
Email campaigns	Post-webinar, post-event follow-up	15%	2x per week nurture sequences
Webinars	Lead generation + education	25%	Monthly deep-dives on industry topics
Speaking engagements	Authority + qualified leads	15%	4-6 events per year
Content marketing	SEO + thought leadership	20%	2-4 articles per month
Paid search	Industry keywords + services	5%	Specific campaigns

Sales Cycle & Timeline

- **Lead stage:** 2-4 weeks (awareness to consideration)
- **Evaluation stage:** 4-8 weeks (proposal review, stakeholder alignment)
- **Negotiation stage:** 2-4 weeks (contract, implementation timeline)
- **Total:** 8-16 weeks typical
- **Deal size:** R200K-R1.5M annual

BUSINESS LINE 2: AI CERTIFICATION PROGRAMS (B2C + B2B)

Target Audience

Primary (B2C): Individual learning designers, instructional designers, L&D professionals seeking career advancement

Secondary (B2B): Corporate L&D teams looking to upskill their staff in AI integration

Buyer Profile:

- Experience: 3-10 years in L&D
- Motivation: Career advancement, staying relevant in AI-driven market
- Decision: Often personal (B2C) or team decision (B2B)
- Budget: Individual pays or company covers as professional development

Buyer Challenges

- **Rapidly Evolving Field:** AI changing faster than traditional training can keep up
- **Theory/Practice Gap:** Most "AI for L&D" courses are theoretical, not hands-on
- **Credibility Gap:** Taught by academics or marketers, not practitioners
- **Time Constraint:** Full-time working professionals, need flexible format
- **ROI Uncertainty:** Will this actually help my career or company's learning?

Value Proposition

"Hands-on AI integration skills taught by someone who's trained AI models professionally—not theoretical instructors. Learn to build AI-powered learning coaches with custom knowledge bases and interactive capabilities."

Key Differentiators:

- **Taught by practitioner:** Instructor trained AI models at OpenAI, Outlier AI, has hands-on expertise
- **Hands-on labs:** Not lectures—students build actual AI features, troubleshoot real issues
- **Current curriculum:** Updated monthly as AI capabilities evolve
- **Cohort-based:** Learning community, peer support, networking
- **Job placement support:** Connection to opportunities in AI-powered learning
- **Lifetime access:** Course updates included forever

Positioning by Audience

For Individual Professionals: "Become the AI expert in your organization. Build valuable career capital in the fastest-growing area of L&D."

For Corporate Training Teams: "Upskill your team to design AI-powered learning experiences. Stay ahead of competition with in-house expertise."

For Consultants/Freelancers: "Add AI-powered learning design to your service offerings. Premium pricing for emerging skillset."

Sales Approach (B2C)

- **Content marketing:** Blog articles, YouTube videos on AI in L&D
- **Organic social:** LinkedIn posts demonstrating AI knowledge, sharing insights
- **Webinar funnel:** Free intro webinar → paid deep-dive → certification enrollment
- **Email nurture:** Automated sequences targeting L&D professionals
- **Community building:** LinkedIn groups, online forums for L&D professionals

Sales Approach (B2B)

- **Group enrollment:** Offer company licenses for team training
- **Customization:** Tailor curriculum to company's specific learning needs
- **Integration:** Connect to company's existing learning platforms and processes
- **Group discounts:** Volume pricing for 5+ participants from same company
- **Ongoing support:** Dedicated instructor for cohort, company-specific case studies

Marketing Channels

Channel	Purpose	B2C or B2B?	Budget	Frequency
YouTube	Educational content + organic reach	B2C primary	15%	Weekly videos
LinkedIn organic	Thought leadership + credibility	Both	25%	Daily posts
Email automation	Nurture sequences + enrollment	B2C primary	15%	Weekly
Webinars	Lead generation + qualification	Both	20%	Monthly + on-demand
Paid LinkedIn	Targeting L&D professionals	B2B primary	10%	Continuous
Affiliate/partnerships	Reach through training platforms	Both	10%	Ongoing
Industry press	Credibility + awareness	Both	5%	Quarterly

Sales Cycle & Timeline

- **B2C individual:** 1-4 weeks (quick decision, online enrollment)
- **B2B team:** 4-8 weeks (needs approval, budget check, customization discussions)
- **Cohort timeline:** 6-week intensive program, then next cohort starts
- **Revenue model:** Recurring (each cohort generates revenue)
- **Deal size:** R8,500-R50K per individual; R25K-R200K for team enrollments

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BUSINESS LINE 3: SAAS LEARNING PLATFORM (B2B SUBSCRIPTION)

Target Audience

Primary: SME and mid-market training providers (50-500 employees), training departments at companies with no LMS

Secondary: Government agencies (municipal and provincial governments, national departments)

Buyer Profile:

- Role: L&D Manager, IT Manager, or manager responsible for learning infrastructure
- Pain: No LMS or current LMS is outdated/expensive
- Decision: IT + HR alignment required
- Budget: Annual software budget, sometimes capex vs. opex decision

Buyer Challenges

- **Cost:** Enterprise LMS expensive ($50-100+ per employee)
- **Complexity:** Large vendors require 6-month implementations
- **Lock-in:** Switching costs and vendor dependency
- **Feature bloat:** Don't need 80% of features in enterprise LMS
- **Compliance:** Need to track POPIA compliance, audit trails, reporting
- **Speed:** Need to onboard new employees FAST
- **Integration:** Must connect with their HRMS and other systems

Value Proposition

"Enterprise-grade learning platform with built-in POPIA compliance—deployed in 4 weeks instead of 6 months, at 50-70% lower cost than SAP/Cornerstone, with customization that actually matches YOUR workflows."

Key Differentiators:

- **POPIA-first:** Compliance built into architecture, not added later
- **Speed:** 4-week deployment vs. 6-month implementations
- **Affordability:** R300-400/employee vs. R500-1000+ for competitors
- **Simplicity:** User-friendly interface (no enterprise bloat)
- **Integration:** Works with any HRMS (Workday, ADP, BambooHR, SAP, Persal)
- **Customization:** Departments create content using templates, HRBP approves
- **SCORM export:** If you have another LMS, export content and use it there
- **Government ready:** Pre-built government modules, multilingual support, public sector pricing

Positioning by Prospect Type

For Private Sector Training Providers: "Modern onboarding platform with built-in POPIA compliance. Customize for your clients. Deploy in 4 weeks. R300-400/employee."

For Government Agencies: "Government-complete onboarding. All DPSA requirements in one platform. Multilingual support. POPIA-certified. Modern alternative to NSG Moodle."

For Companies with Existing LMS: "Don't replace your LMS. Export our content as SCORM and use it in your Workday, SAP, or Canvas. R52.5K-R87.5K annual license."

Sales Approach

- **Free trial:** 14-day platform access, self-service onboarding
- **Freemium:** Up to 50 learners free, paid above that
- **Product-led growth:** Let users experience platform value before sales conversation
- **Demo webinars:** Weekly live demos for interested prospects
- **Sales team:** Direct outreach to L&D Directors and VPs
- **Partnerships:** Referral agreements with HR consultants, system integrators
- **Content:** Case studies, ROI calculator, comparison guides

Marketing Channels

Channel	Purpose	Budget	Frequency
Paid search (Google/LinkedIn)	Lead generation, free trial sign-ups	20%	Continuous
LinkedIn sales outreach	Direct prospecting by founder	15%	Daily
Content marketing	SEO + educational resources	20%	2-4 articles/month
Webinars	Product demonstrations + lead qualification	15%	Weekly
Email nurture	Free trial follow-up + sequences	10%	Triggered automation
Industry partnerships	Co-marketing, referral channels	10%	Ongoing
Events & speaking	Authority + qualified leads	10%	4-6 events/year

Sales Cycle & Timeline

- **Free trial:** 14 days (can convert quickly)
- **Sales cycle:** 2-8 weeks typical (shorter if trial successful)
- **Decision timeline:** Quick for SME (1-2 people deciding); slower for government (committee-based)
- **Contract:** Annual subscription, monthly billing available
- **Deal size:** R35K-R350K annually depending on company size

INTEGRATED POSITIONING FRAMEWORK

How All Three Lines Work Together

The Narrative: "We're the expert partner for organizations building learning cultures. Whether you need custom solutions for specific problems, certification programs to upskill your team, or a complete learning platform for scale—we provide integrated expertise."

Cross-Selling Opportunities:

1. **Custom Solutions → SaaS Platform**

   - After custom project completion, client needs self-service option
   - Upsell SaaS platform for ongoing, scalable training delivery

2. **SaaS Platform → Certification Programs**

   - Client's L&D team using platform wants to upskill
   - Offer AI Certification to their learning team

3. **Certification Programs → Custom Solutions**

   - Bootcamp graduates know your capabilities
   - Position custom solutions for companies they join

Brand Positioning

"The Learning Innovation Partner"

- **Custom Solutions:** For immediate, specific needs (tactical)
- **Certification Programs:** For team development and strategic capability (strategic)
- **SaaS Platform:** For scalable, sustainable learning infrastructure (operational)

All three communicate: "We help organizations and individuals thrive through learning."

Competitive Positioning

Competitor	Strength	Weakness	Our Position
SAP/Cornerstone (Enterprise LMS)	Mature, integrated	Expensive, slow, bloated	Faster, cheaper, focused

Competitor	Strength	Weakness	Our Position
LinkedIn Learning	Brand, content volume	Generic, non-customizable	Customizable, compliance-first
Consultants (Custom)	Deep expertise	Expensive, slow, dependency	Efficient platform + expertise
DIY/Internal (LMS)	Full control	Expensive, risky, time-consuming	Pre-built, compliant, scalable

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MESSAGING MATRIX: THE THREE LINES

Custom Learning Solutions

Short Version: "Bespoke learning solutions designed for YOUR business, not templates."

Medium Version: "Custom-built learning experiences that move the needle on productivity and compliance—without hiring additional L&D staff. Deployed in 4-8 weeks."

Long Version: "Organizations face a common challenge: off-the-shelf training doesn't address company-specific processes, compliance requirements, or industry dynamics. We design custom learning solutions that actually reflect how YOUR business works. From government onboarding to technical training to compliance programs—we deliver customized, measurable results. Award-winning expertise (Training Magazine, Brandon Hall recognition). One-year warranty on all solutions."

AI Certification Program

Short Version: "Learn AI integration from someone who trained models professionally."

Medium Version: "Hands-on bootcamp teaching learning designers to integrate AI into their workflows. Learn from a practitioner (OpenAI, Outlier AI experience), not theorists. Build actual AI-powered learning coaches with custom knowledge bases and interactive capabilities."

Long Version: "The L&D field is rapidly evolving around AI. Teams need practical skills, not theoretical knowledge. Our AI Certification Program teaches learning designers to build AI-powered learning experiences—taught by someone with hands-on AI training experience (trained models at OpenAI and Outlier AI). This isn't lecture-based learning. It's cohort-based, hands-on labs where you build actual AI features, troubleshoot real issues, and develop

job-ready capabilities. Graduates report 25-40% increase in earning potential and new career opportunities."

SaaS Platform

Short Version: "Enterprise learning platform—deployed in 4 weeks, costs 50-70% less than SAP/Cornerstone."

Medium Version: "Modern employee onboarding and training platform with built-in POPIA compliance. Self-service deployment in 4 weeks (vs. 6 months for enterprise vendors). Customizable by department. Integrates with any HRMS. R300-400 per employee per year."

Long Version: "Organizations need learning infrastructure that's fast, affordable, compliant, and flexible. Most enterprise LMS platforms are expensive (R500-1000+ per employee), complex to implement (6 months), bloated with features you don't need, and lock you in to vendor dependencies. We provide an alternative: modern learning platform with POPIA compliance built-in, deployed in 4 weeks, customizable to your workflows, integrating with whatever HRMS you use. Available as SaaS platform, as SCORM content for your existing LMS, or white-labeled under your brand. Starting at R300/employee/year."

REVENUE MODEL SUMMARY

Business Line	Pricing Model	Customer Lifetime Value	Sales Cycle	Margins
Custom Solutions	Project-based (R200K–R1.5M)	R400K–R3M over 3 years	8–16 weeks	50–70%
Certification Program	Per-participant (R8.5K–R50K)	R25K–R200K per cohort	1–4 weeks	70–80%
SaaS Platform	Subscription (R35K–R350K annual)	R175K–R1.5M over 3–5 years	2–8 weeks	60–75%

Combined Portfolio Value:

- Diversified revenue streams (project, subscription, training)
- Cross-selling opportunities (extend customer lifetime value)
- Recurring revenue from certification + SaaS (30–50% of total revenue)
- High-margin offerings (certification + SaaS) offset lower-margin consulting

MARKETING BUDGET ALLOCATION

Assume: Combined annual marketing budget of R1M–R1.5M

By Business Line

- **Custom Solutions:** 35% (R350K–R525K) — High-touch, event-heavy, direct sales
- **Certification Program:** 30% (R300K–R450K) — Content-heavy, webinar-heavy, organic
- **SaaS Platform:** 35% (R350K–R525K) — Paid search, product-led growth, partnerships

By Channel (Total)

Channel	% of Budget	Rationale
Paid advertising (Google, LinkedIn)	25%	Lead generation + qualified traffic
Content marketing (blog, video, webinars)	25%	Authority + organic reach + nurturing
Events & speaking	15%	Authority + qualified leads (custom solutions)
Email marketing	15%	Nurturing + retention + expansion
Social media management	10%	Brand building + engagement + organic reach
Tools & analytics	5%	Measurement + optimization + tech stack
Contingency/testing	5%	A/B testing new channels + flexibility

SUCCESS METRICS & KPIs

By Business Line

Custom Solutions:

- Leads generated: 20–30/month
- Cost per qualified lead: R5K–R10K
- Sales cycle: 8–16 weeks average
- Annual contract value: R200K–R1.5M
- Close rate: 15–25%

Certification Program:

- Free webinar attendees: 100–150/month
- Webinar-to-enrollee conversion: 5–10%
- Cohort size: 10–20 participants
- Revenue per cohort: R85K–R200K
- Annual cohorts: 12 (monthly)

SaaS Platform:

- Free trial sign-ups: 50–100/month
- Trial-to-paid conversion: 10–20%
- Average account value: R75K/year
- Churn rate: <5%/month
- NPS score: >50

Overall Business

- Combined annual revenue: R5M–R8M (Year 1)
- Customer acquisition cost (blended): R8K–R15K
- Customer lifetime value (blended): R200K–R500K
- LTV:CAC ratio: >20:1 (healthy SaaS benchmark)
- Pipeline value: R20M+ (12–18 month forward)
- Brand awareness (target market): 40–60% aided awareness

QUARTERLY ROADMAP (YEAR 1)

Q1: Foundation & Launch

- Launch SaaS platform (MVP)
- Recruit first 2–3 pilot agencies for SCORM licensing
- Run first certification bootcamp (test & iterate)
- Publish thought leadership content establishing authority
- Set up marketing analytics and tracking

Q2: Traction & Early Wins

- Acquire 5–10 paying SaaS customers
- Secure 2–3 government pilots
- Complete first 2 bootcamp cohorts
- Land 1–2 custom solutions projects
- Build case studies and testimonials
- Publish comprehensive competitive analysis

Q3: Momentum & Scaling

- 15–20 SaaS customers
- 5–7 partner agencies with referral revenue
- 3–4 bootcamp cohorts (momentum building)
- 2–3 custom projects underway
- Establish thought leadership through speaking
- Develop partner marketing materials

Q4: Growth & Planning

- 25–35 SaaS customers
- 10–15 partner agencies active
- 4+ bootcamp cohorts completed
- 3–4 custom projects live
- 50%+ growth vs. Q3
- Plan Year 2 expansion and new markets

CONTACT & PORTFOLIO

Comprehensive Marketing Documentation:

- tshiamo.web-folio.net (portfolio case studies)
- linkedin.com/in/tshiamo-masuluke-595290283 (professional network)

Available Upon Request:

- Market analysis and competitive intelligence
- Go-to-market strategy presentations
- Sales collateral and messaging frameworks
- Customer success case studies and ROI calculations
- Analytics dashboards and performance metrics

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