



DIGITAL MARKETING WORK PLAN & SERVICES FOR FULL DEVELOPMENT

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COMPANY GOALS

- ▶ Increase sales from:
 - ▶ Test preparation and tutoring services
 - ▶ TOEFL, GRE, MCAT, CLEP and DSST
 - ▶ Testing services
 - ▶ TOEFL, GRE, MCAT, CLEP and DSST
- ▶ Revamp online presence to reflect competitive advantages through Website, Social, Marketing Material
- ▶ Design, develop, and manage a new tutoring and test preparation website

COMPANY GOALS CONTINUED...

- ▶ Design, develop, and manage a eCommerce solution that is able to accept payments directly on your store for web and mobile
- ▶ Conducting of Professional Photography and Videography along with Post-Production Editing
- ▶ Custom content creation and copywriting for your web, social, and sales solutions
- ▶ Design, development, and management of direct email marketing campaigns and newsletters

COMPANY GOALS CONTINUED...

- ▶ Design, develop, and manage monthly social media calendars that maintain your brand's voice and convey industry expertise
- ▶ Monthly traffic & analytics report to show you your return on investment from your web, social, and sales campaigns
- ▶ Management of other future websites or social media campaigns
- ▶ Successful implementation of any other tasks set by the company owner

Month 1: October/November 2019

Week
1

- ❖ Scheduled photoshoot & video recordings of GEPS and her offerings; post-production editing & development (*Note: All videos should be recorded in English as well as in the interviewer's native language*)
 - 30-60 second videos introducing each of your staff and team members- specifically those a.) with reputable academic and professional backgrounds; b.) who are professional advisors or deal directly with our clients (*Note: videos should be shot in various languages if possible, and showcase their non-work interests rather than only their professional and academic background.*)
- ❖ *Note: Target interviewers are recommended to be chosen based on the top 3-5 target countries that are in current positive standing with the U.S. government and will be for the next 3-5 years*

Month 1: October/November 2019

Week
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- ❖ Scheduled photoshoot & video recordings of GEPS and her offerings; post-production editing & development (*Note: Videos should be recorded in English as well as in the interviewer's native language*)
 - Profile and group photos of diverse models from various target countries holding out multiple dollar bills as if to say, "Look at all of the money I saved [by tutoring and testing] with GEPS!"
 - Video testimonial of a amateur actors boasting confidently about being able to retake their test "over and over again- and with no additional surcharge!"
 - Group of students wearing backpacks and 1 senior surrounded around GEPS' therapy dogs (Setting: whiteboard, classroom, and/or library) (Ask for sample photos I found)
- ❖ *Note: Target interviewers are highly recommended to be chosen based on the top 3-5 target countries that are in current positive standing with the U.S. government and will be for the next 3-5 years*

Month 1: October/November 2019

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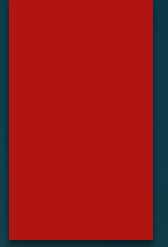
- ❖ Scheduled photoshoot & video recordings of GEPS and her offerings; post-production editing & development (*Note: Videos should be recorded in English as well as in the interviewer's native language*)
 - Quick UCLA, Santa Monica College, and Kaplan Language School photoshoot and interview with ESL students (e.g., Architectural emphasis, ESL department/ building, students congregating in/around ESL building, interview groups of ESL and international students (*Note: I do not recommend risking using online or stock photos for multiple copyright infringement reasons*))
 - Schedule and record an interview with a college professor(s) or staff from a partnering college to talk about their experiences with GEPS, the importance of our business/industry, benefits to the students we are helping, etc. (*Note: Is this possible to organize?*)

Month 1: October/November 2019

Week
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- ❖ Scheduled photoshoot & video recordings of GEPS and her offerings; post-production editing & development (*Note: All videos should be recorded in English as well as in the person's native language*)
 - 3 main LA attractions per customer segment, both culturally diverse and American/Los Angeles-based, that appeal to top 3 target countries that are currently in positive standing with the United States (do you have ideas on such attractions? if not, I can research and find)
 - As many individual videos of people of different cultural backgrounds sharing success stories of the tests they passed, schools they attended, certifications they received (*do you have any other ideas to add to this?*)
- ❖ *Note: Target interviewers are recommended to be chosen based on the top 3-5 target countries that are in current positive standing with the U.S. government and will be for the next 3-5 years*

Month 1: October/November 2019

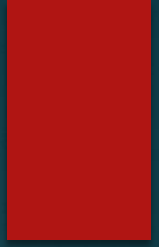


Week 1	Scheduled photoshoot & video recordings of GEPS and her offerings; post-production editing & development
Week 2	Revamp, optimize, & secure http://geps.org/ to reflect competitive advantages, result-oriented business model, and proven track record (Cost: Max. \$99/yr - GoDaddy)
Week 3	Revamp GEPS social media profiles and rest of online presence to reflect competitive advantages, result-oriented business model, and prove track record
Week 4	Revamp GEPS print design and marketing material to reflect competitive advantages, result-oriented business model, and proven track record

Month 2: Increased sales from tutoring and testing services

Week 1	Research and analyze current clients (e.g., online activity such as interests, behavior, followers/following, groups...)
Week 2	Launch paid awareness campaigns on Yelp, Google, Facebook, Instagram, Twitter (\$3-5/day/social media channel, or \$420-700/mo.)
Week 3	Research and analyze WeChat, Baidu, and Weibo marketers (e.g., paid advertising strategies from competitors and related industries..)
Week 4	Launch paid awareness campaigns on WeChat, Baidu, and Weibo (\$3-5/day/social media channel, or \$252-420/mo.)

Month 3: Increased sales from tutoring and testing services



Week 1	Design, get approval, develop, and manage all of next month's social media posts for <i>GEPS</i>
Week 2	Scheduled photoshoot & video recording of <i>Work 4 Good</i> and her offerings; post-production editing & development
Week 3	Revamp, optimize, & secure http://work4good.org/ to reflect competitive advantages, result-oriented business model, and proven track record (Cost: Max. \$99/yr)
Week 4	Revamp <i>Work 4 Good</i> social media profiles and rest of online presence to reflect competitive advantages, result-oriented business model, and proven track record

REVAMP ONLINE PRESENCE TO REFLECT COMPETITIVE ADVANTAGES

- ▶ Relatively low & affordable cost
- ▶ Test retaking opportunities
- ▶ Therapeutic testing center
- ▶ Result-oriented business model
- ▶ Close proximity to UCLA
- ▶ Close proximity to Los Angeles attractions
- ▶ University/Program Partnerships
- ▶ Combination of translated & untranslated customer reviews
- ▶ “Meet the Team” or “Meet Our Professional Advisors” bio page
- ▶ ...

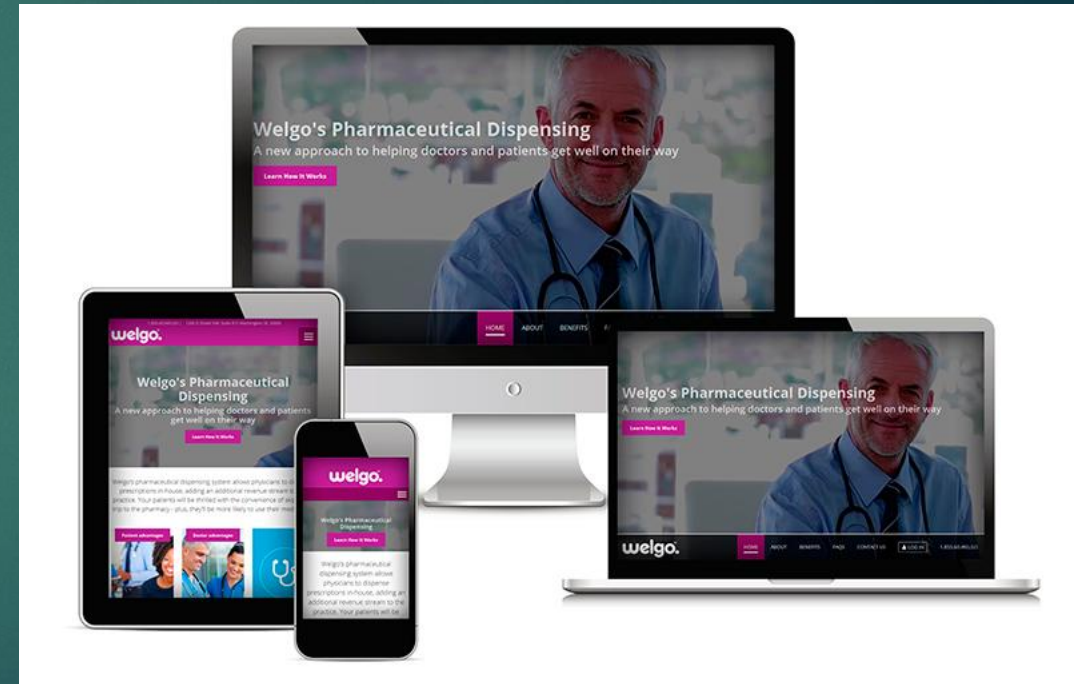


SERVICES OVERVIEW

- ▶ Responsive Web Design, Development, & Management
- ▶ Social Media Marketing
- ▶ Photography, Videography & Post-Production
- ▶ Google AdWords, Social Media, and other Pay-Per-Click Advertising
- ▶ Branding & Graphic Design
- ▶ Email/ Newsletter Management
- ▶ E-Commerce Platform Design
- ▶ Search Engine Optimization (SEO)
- ▶ Payment Gateway Integration
- ▶ Content Creation & Copywriting
- ▶ Print Design & Marketing Material
- ▶ Competitor/ Market Research & Analysis
- ▶ Monthly Social, Web, & Sales Reports

RESPONSIVE WEB DESIGN, DEVELOPMENT, & MANAGEMENT

- ▶ Under responsive type design, the website layout and the structure will be adjusted every time it is run on a mobile phone or any other device with small or big screen.
- ▶ Responsive website design is preferred by search engines as it is highly user friendly, and has the same URL and the same content whether the user visits the website from mobile, desktop or a tablet.



RESPONSIVE WEB DESIGN, DEVELOPMENT, & MANAGEMENT

- ▶ Check spelling on the following pages:
 - ▶ <http://geps.org/visas-and-i-20s/>
 - ▶ <http://geps.org/placement-services/>
 - ▶ <http://geps.org/testing-services/>
- ▶ Increase font on the following pages:
 - ▶ <http://geps.org/>
 - ▶ <http://geps.org/summer-camp/>



WORDPRESS CMS INTEGRATION & API INTEGRATION

- ▶ Harness the power to create incredible content and update it when needed
 - ▶ WordPress customization and core development that is easy to manage and update
 - ▶ eCommerce shopping cart development
 - ▶ Google Maps integration
 - ▶ Payment gateway integration (Braintree, Authorize.net, Stripe, PayPal)



E-COMMERCE PLATFORM & PAYMENT GATEWAY INTEGRATION

- ▶ Definition
- ▶ My exp.
 - ▶ Shopify ecommerce
 - ▶ Paypal payment processing
 - ▶ (quantitative info: took 3k photographs and digitized them for 1 event in 3 days)
- ▶ Most of my marketing e-commerce sites are built on Shopify however based on your needs I may recommend another shopping cart solution such as:



PHOTOGRAPHY, VIDEOGRAPHY, AND POST-PRODUCTION

- ▶ 55% of people watch videos online every day. 500 million people are watching videos on Facebook every day.
- ▶ Promote your brand or product through the incredible power of digital media
- ▶ Draw traffic to your product or website, social media and engagement via email
- ▶ Post production – editing, colour grading of images or footage you already own for use on your website as background or as social media material



SOCIAL MEDIA MARKETING

- ▶ Organic Promotion throughout numerous Directories, Message Boards, Social Networking Channels
- ▶ Connect with key industry influencers to build relationships gain reviews/referrals from their networks
- ▶ Viral growth with browsers' use of tools created to enhance their experience and at the same time advertise your website to their online networks



DIRECT EMAIL MARKETING & NEWSLETTER MANAGEMENT

- ▶ I can manage your newsletter for you by working with your content to compile it, style it, and make sure it goes out on time.
- ▶ Direct Email Marketing to current customers to generate repeat business and outreach to new ones
- ▶ Collection of your blog content and promotions into monthly newsletter
- ▶ Mailing list exports from your site
- ▶ Reports on delivery, opens and clicks



PAY-PER-CLICK ADVERTISING (PPC)

- ▶ Pay Per Click is one of the quickest ways of getting highly potential leads through a website for any business. It is considered as one of the most economical ways of running ads on the internet in order to promote a business aggressively.
- ▶ Pay Per Click is very promising, as one has to pay only when his or her PPC ad is clicked on. Therefore, it carries the most value in terms of price, provided that the PPC campaign is managed well.



SEARCH ENGINE OPTIMIZATION (SEO): A HOLISTIC APPROACH

- ▶ A holistic and semantic approach to SEO includes:
 - ▶ Initial SEO Audit
 - ▶ Formulation of SEO Strategy
 - ▶ Strategy Implementation
 - ▶ Results of Strategy Implementation
 - ▶ Revisions
 - ▶ Reporting



MONTHLY TRAFFIC & ANALYTICS REPORT

- ▶ Each month, you and your directors will be provided with a custom traffic & analytics report to show you your return on investment from your web, social, and sales activities.
- ▶ These reports will come in the form of a PowerPoint presentation and should take no more than 5-15 mins to review. As always, I will be available to address any concerns.



The End

THANK YOU FOR WATCHING!

Contact Andras at **(310) 218-6803** or
andrascruzaedo@email.arizona.edu today!

