

UEA| x  **EMPOWERLY**

Final Deliverable

Meet the Team



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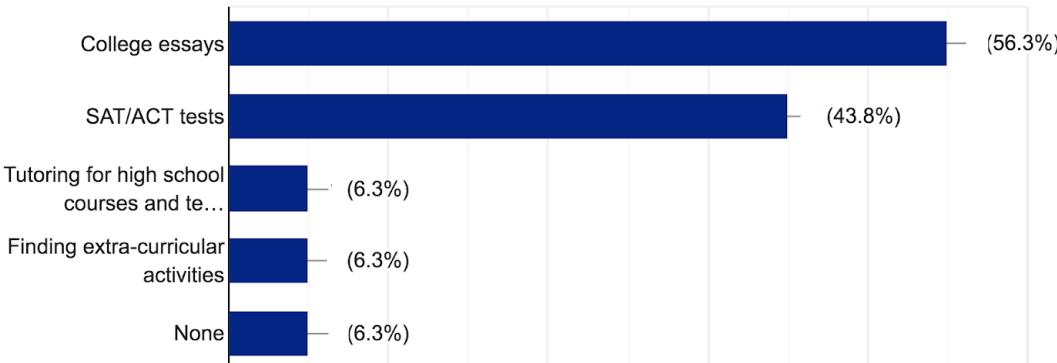


Sreejony Sengupta

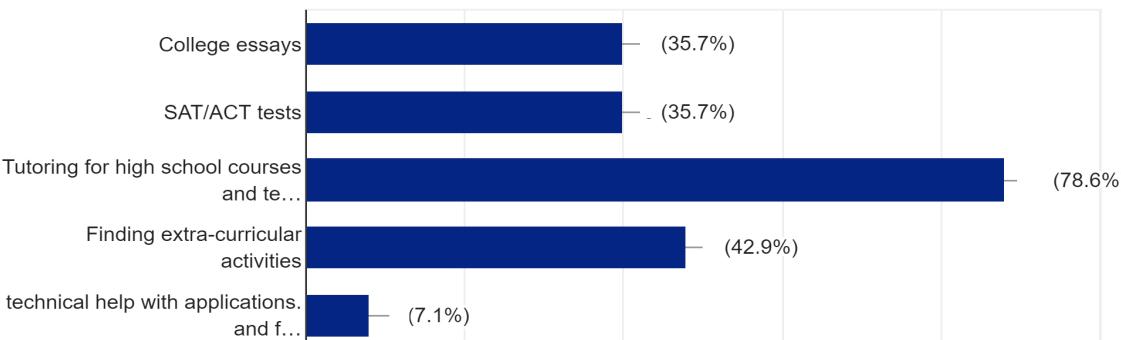


Survey Results

What aspect of the college application do you find the most difficult and would be willing to purchase external services for?



Which of these areas does your high school provide assistance in during the college application process?



Insights:

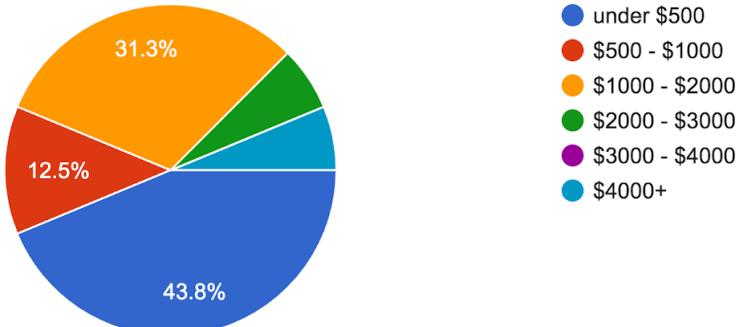
- Most students find writing **college essays** and getting **high SAT/ACT scores** the most challenging portion of the college application process
- Most high schools focus on providing **resources only for high school courses**

Conclusion:

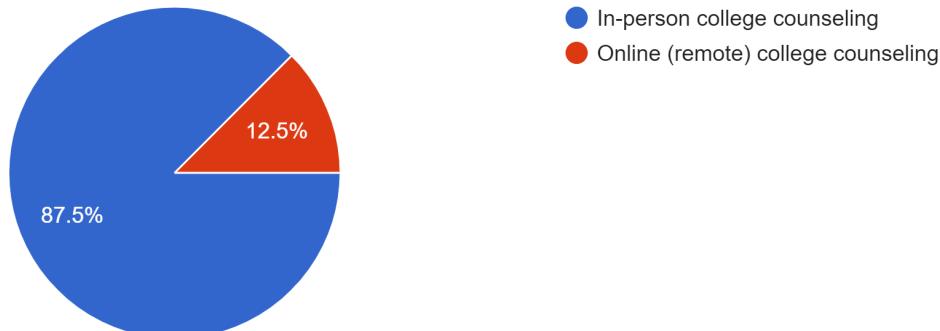
- Empowerly should focusing marketing efforts on **essay writing workshops** with students
- **Partnerships with SAT and ACT prep organizations** should be prioritised

Survey Results

What is the most amount of money you would be willing to spend on college counseling services?



Which would you find more helpful?



Insights:

- Students are unwilling to spend over \$2000 on college counselling services. Almost 50% would ideally **spend under \$500**.
- Students have a strong preference for **in-person college counselling** than online/remote.

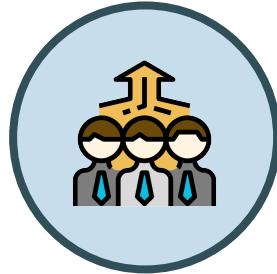
Conclusion:

- Empowerly should focus marketing efforts on **replacing in-person college counseling**
- Instead of bundle offerings, Empowerly should emphasize the cheap cost of **individual sessions** rather than bundle offerings

Competitive Advantage

The value proposition and brand positioning that Empowerly has separates them from the competition

Value Proposition



Leveraging technology to provide **24/7** college counseling designed for student success.

Brand Positioning



Empowerly is a college counseling service that empowers students to **maximize their college admissions potential**. Empowerly utilizes **data-driven insights** to provide students an accessible, comprehensive, and personalized college admissions journey.

Market Positioning

An analysis on the position that Empowerly has in the market and their target customers



An affordable yet personalized solution to college counseling does not exist yet. Empowerly seeks to close this gap by leveraging technology to provide a new platform.

Business Model

Empowerly's variety of offerings and pricing model drives their revenue

Current Pricing Model

Services	9th grade	10th grade	11th grade	12th grade		12th grade (add)
Counseling Sessions	20	20	20	18		4
Essay Edits	5	5	5	8		4
Research Requests	3	3	3	3		2
Price	\$ 3,700	\$ 3,700	\$ 3,700	\$ 3,700		\$ 1,300

Scaled a la carte prices for each bundle (essay = 500 words)						
Services	9th grade	10th grade	11th grade	12th grade		12th grade (add)
Counseling Sessions	\$ 3,000	\$ 3,000	\$ 3,000	\$ 2,700		\$ 600
Essay Edits	\$ 175	\$ 175	\$ 175	\$ 280		\$ 140
Research Requests	\$ 90	\$ 90	\$ 90	\$ 90		\$ 60
Price	\$ 3,265	\$ 3,265	\$ 3,265	\$ 3,070		\$ 800

Service	Single Price
Counseling Sessions	\$ 150
Essay Edits	\$ 0.07 per word
Research Requests	\$ 30

Subscription Model		
Services	Amount	Scaled Prices
Counseling Sessions	1	\$ 150
Essay Edits	2	\$ 70
Research Requests	1	\$ 30
Price	\$ 100	\$ 250

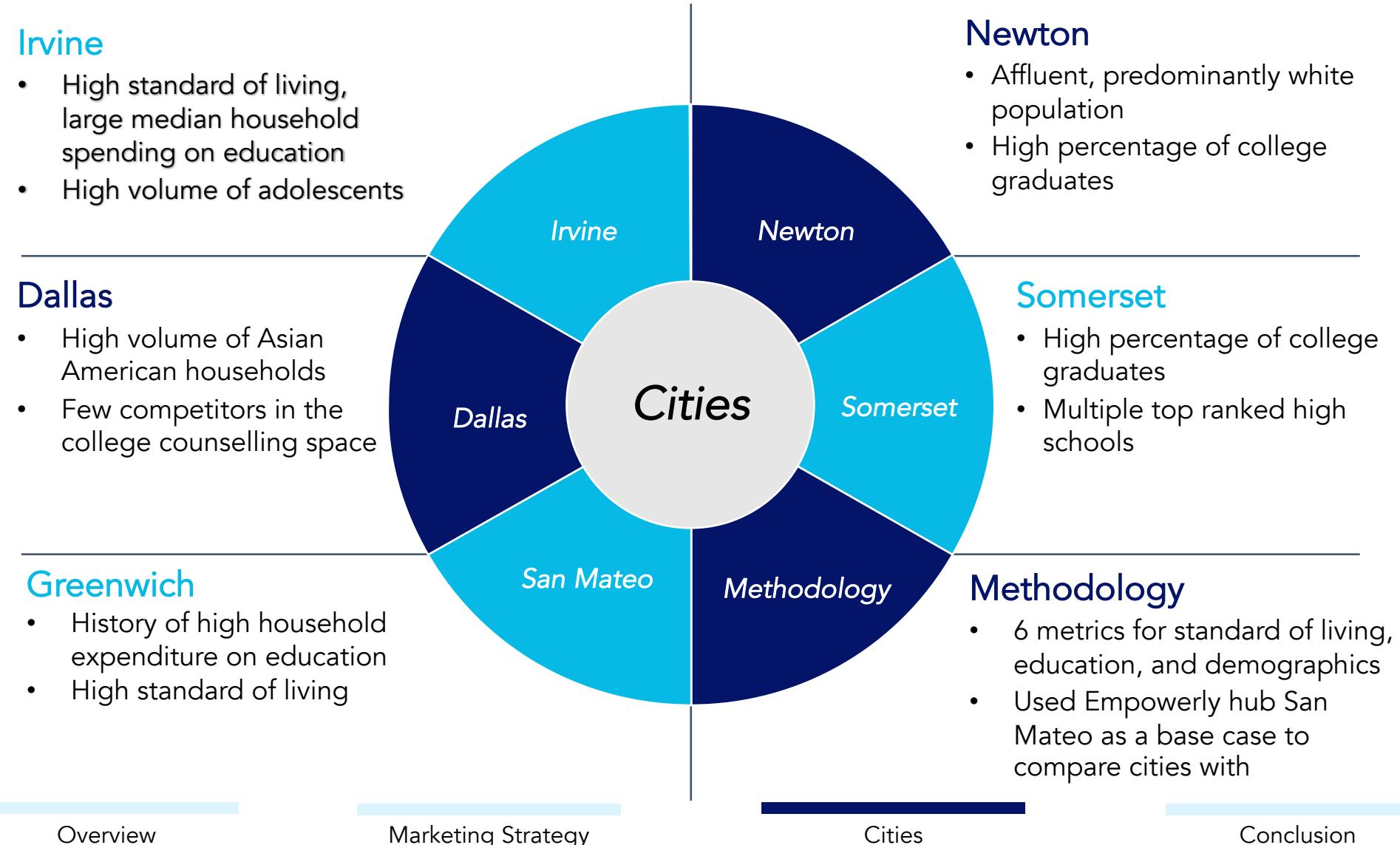
New Pricing Model w/ Bundles

New bundle prices				
Services	11th grade	Price (a la carte)	12th grade	Price (a la carte)
Counseling Sessions	10	\$ 1,500	10	\$ 1,500
Essay Edits	5	\$ 175	8	\$ 280
Research Requests	3	\$ 90	3	\$ 90
Price (~15% off bundle)	\$ 1,500	\$ 1,765	\$ 1,600	\$ 1,870

New bundle prices (high)				
Services	11th grade	Price (a la carte)	12th grade	Price (a la carte)
Counseling Sessions	20	\$ 3,000	20	\$ 3,000
Essay Edits	8	\$ 280	12	\$ 420
Research Requests	5	\$ 150	7	\$ 210
Price (~15% off bundle)	\$ 3,000	\$ 3,430	\$ 3,100	\$ 3,630

Midpoint Overview

Recap of midpoint deliverable



Three channels specific to the Orange County Area



Partnerships with High Schools

- Northwood High, University High, Irvine High, & Beckman High
- High schools match the student profile Empowerly needs

Partnerships with SAT Preparation and Tutoring Services

- ScoreItUp, Oxford Tutoring, TutorNerds, Howard Test Prep
- Students would take advantage of related resources

Change offerings to match demand in Irvine

- Offer a lower package with 10 sessions and essay requests
- Survey information shows lower willingness to pay in Irvine



Conclusion

- Have various partnerships with multiple channels to reach a majority of interested high school students in Irvine
- Reduce price for offerings to make sure students are willing to buy without negative consequences

Three channels specific to the Dallas/Fort-worth Area



Fun Asia Radio

- McKinney based radio station with over 1M listeners
- Audience is predominantly middle class, educated, and Asian

Dallas Community Colleges

- Network of community colleges across North Texas
- Workforce education training --> College counseling training

North Texas Small Business Development Center

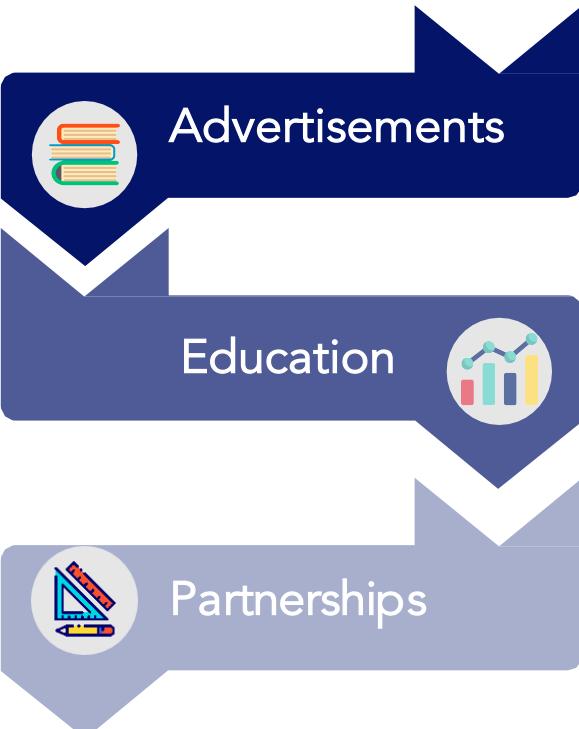
- Small Business Development Network
- Marketing workshops specific to North Texas



Conclusion

- Fun Asia radio is the most cost-effective channel based on accessibility and integration in the Dallas Asian-American community

Three channels specific to the Newton/Middlesex County Area



- Newsletter: The Upper Fall News (circulated by mayor's office)
- College Fairs: Speaker panels with admissions officers that can be recorded and posted on the YouTube channel

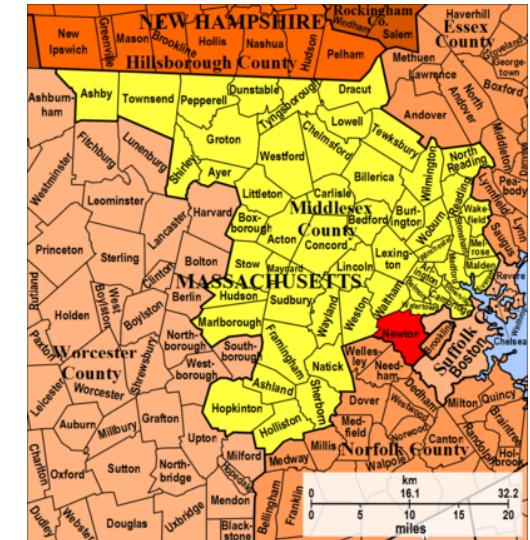
Schools

- Private: Newton Country Day, Brimmer and May, Mount Alvernia
- Public: Newton North Highschool, Newton South Highschool

- Libraries: Newton Free, Brennan, Thomas P. O'Neill Jr.
- SAT/ACT Prep Organisations: Testive, Chyten, PrepScholar
- Hackathons: Harvard HackED, MAHacks, WHack, Incluvie

Conclusion

- Empowerly will have the most success collaborating with nearby universities such as Harvard, MIT, and BU on events that could include speaker panels with admission officers, success stories from recently admitted students, and college application workshops specific to colleges.



Three channels specific to the New Jersey Area



Magic 98.3 WMGQ-FM

- Family oriented radio station with a spotlight for educational services
- Ad packages for January – April with hundreds of thousands of listeners

The Star Ledger

- Popular and highly rated newspaper within the New Jersey area
- \$500, 30-day online and paper ad space with 4 lines and photos

Popular Public Spaces with Locals

- Physical fliers for frequently visited spots by local families and students
- Partnering with the Zimmerli Art Museum, Somerset CP, and more.



Conclusion

- The New Jersey market has a high level of competition but catering towards our specific audiences and promoting Empowerly through impacted programs may increase awareness, consultations, and customers.

Three channels specific to the Greenwich Area



Greenwich Free Press

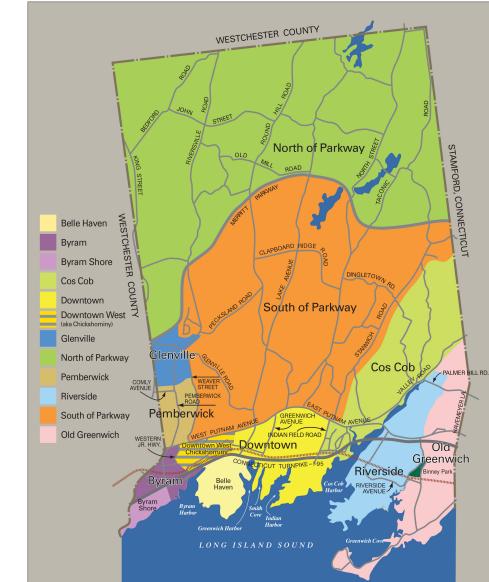
- Advertise with Greenwich Free Press to increase local awareness
- Audience is predominantly upper-middle class and educated

Greenwich Public and Private High Schools

- Published school calendars for general attendance
- Board of Education organizes speaker events

Greenwich School Board Debates

- Local debates led by the Women in Government forum
- Opportunities to partner with local events and reach students



Conclusion

- Greenwich Free Press is the most cost effective channel based on accessibility and integration in the Greenwich's upper-middle class community

Current Marketing Strategies

Effectiveness of Empowerly's current marketing channels

Advertisements

- Most used channel by clients
- Google and Yelp Ads as main focus for Empowerly
- 40% of total consults are a product of Google Ads
- Increased spending on Google Ads results in more closes

Events

- The three most popular types of events include workshops, webinars and information tables.
- Leads through family referrals and Yelp Ads
- Some webinars have resulted in 30%+ conversion rates

Partnerships

- Mostly focused on partnerships with previous collaborators
- Only 13% of partnerships involved contributions from the partners
- The most popular paid partnerships are with local libraries

Current Marketing Outcomes

Current Empowerly Return on Investments

Google <ul style="list-style-type: none">• Current google return on investment from 2019 has varied month by month.• There is little correlation with amount invested and outcome.	Facebook <ul style="list-style-type: none">• The cost per click with Facebook ads is noticeable for the amount invested• Significant shifts in budgeting may be beneficial	Webinars <ul style="list-style-type: none">• Webinars have varying levels of attendance for each topic• Increase outreach and registrant attendance percentage	Partnerships <ul style="list-style-type: none">• From our partnership data March 2019 to May, the return on investment could be improved	Instagram <ul style="list-style-type: none">• Instagram's diversity with a younger audience is an attractive marketplace for the future of Empowerly marketing
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Average 2019
Return On
Investment
133.73%

Average Cost Per
Click for Facebook
\$2.15

Average 2019
Sales Conversion
Rate
7.8%

Partnership ROI
March-May
93%

Increase yearly
investment over
time

Marketing Recommendations Outline



Outline the areas that new marketing strategies will be implemented

Advertisements

- Contact locally based media companies (newspapers, radio stations, etc.) with highest customer volume in city
- Establish a routine advertisement on a monthly/quarterly basis, based on cost

Partnerships

- Collaborate with partners in small business development, education, etc. that can offer gateways to marketing events
- Point of contact will differ based on sector

Internal Operations

- Highlight competitive advantages (in person vs. online counseling, pricing discounts for referrals, etc.)
- Re-evaluate pricing based on market demand

Conclusion

Key takeaways and next steps

- Universal marketing spaces to expand into include **advertising and partnerships**
- Each city has tailored channels for marketing and access to national ones

Conclusion

- User insights from cities show that there is a demand for college counseling, but it has to be accessible and affordable
- Implementing metrics that track the success of marketing strategies (conversion rates, ROI, etc.) would be useful
- Re-evaluating **internal operations** is a key step before gaining traction

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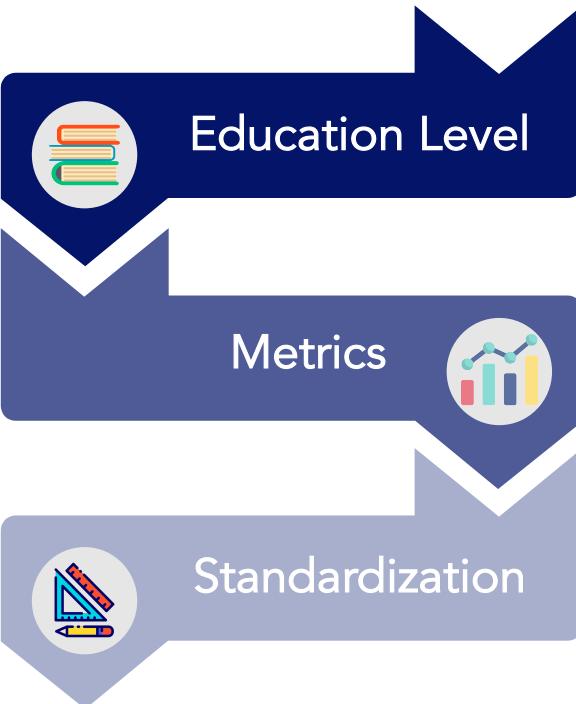


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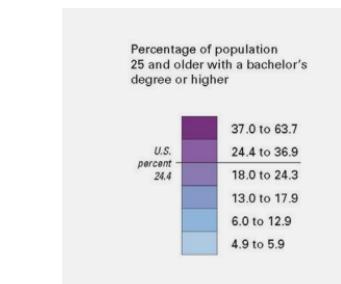
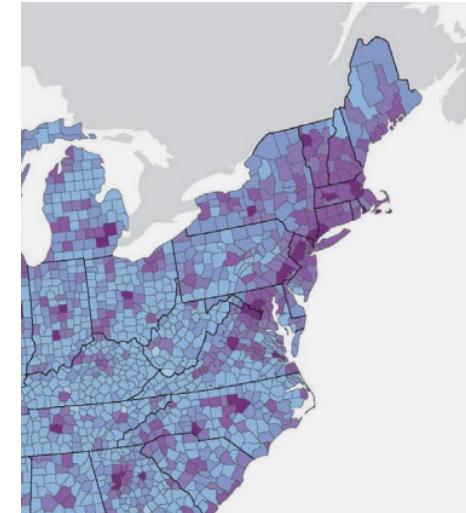


Methodology

The base of assumptions and steps we moved through for picking our cities



- Analyzing education levels in all four regions and narrowed it down to the **Northeast**
 - The Northeast region is more **densely packed** and educated
-
- Used demographic and geographical data from Sales & Analytics to come up with specific **metrics of success**
 - Narrowed regions down to **counties** within the Northeast
-
- Located **specific cities** within each county that would be the most beneficial to expand into
 - Directly **comparable** to data points for San Mateo

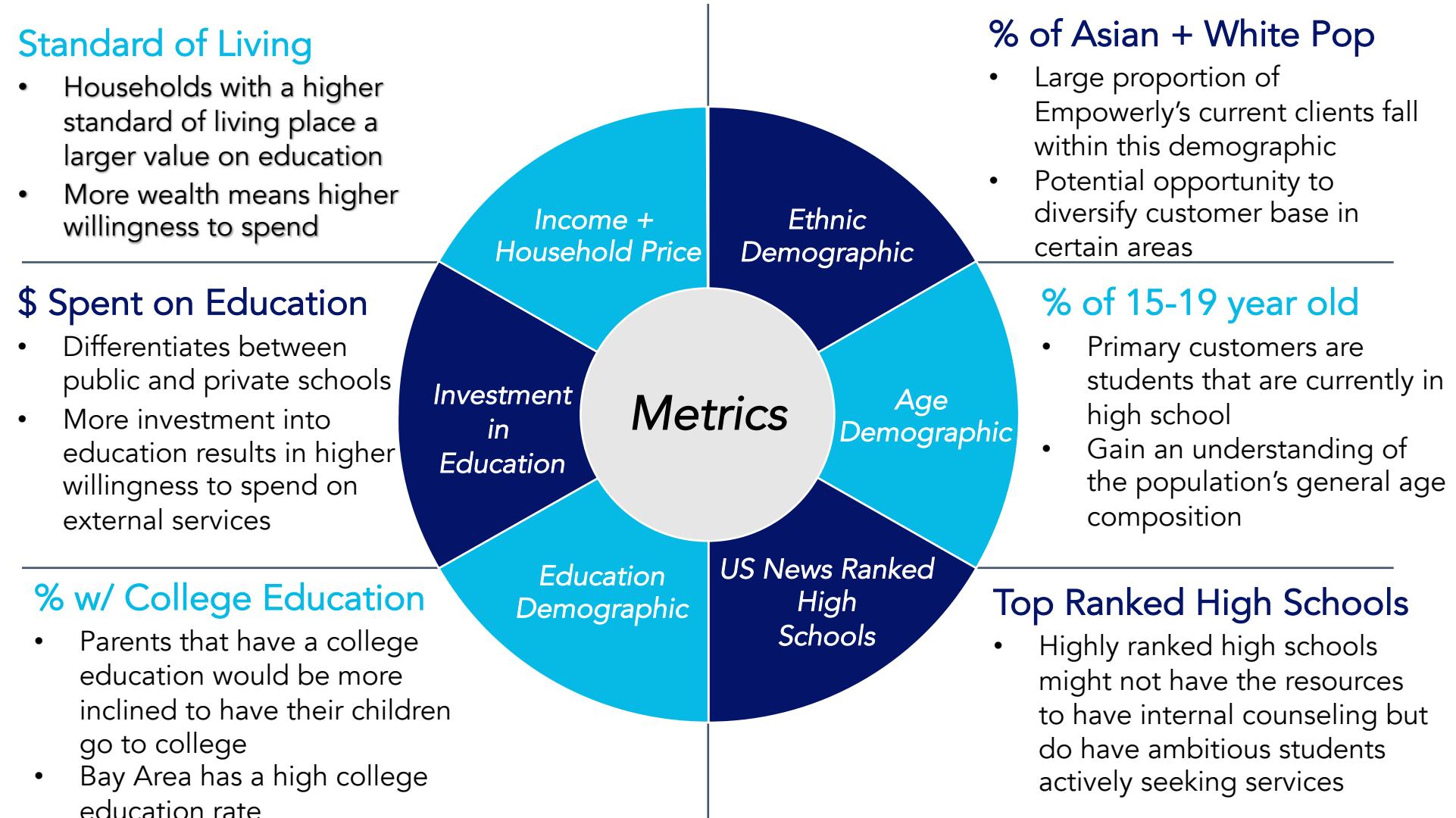


Conclusion

- Our methodology consisted of **three phases** that narrowed the scope of possible cities in which Empowerly could expand successfully

Metrics

What we chose as metrics for success and why



San Mateo, CA

San Mateo, California is an urban city in San Mateo County

Standard of Living
MI: \$109,899
MHP: \$1,350,000

% w/ College Education
20.88% - 16,008 people

% of 15-19 yr. olds
6.33% - 6,157 people

% of Asian + White Pop.
25% - 25,556 people
51.46% - 53,551 people

\$ spent on Education
\$1,605

Top Ranked High Schools
3

Conclusion

- Characteristics on San Mateo that we believe contributed to Empowerly's success in the city are its high median household income and high median household spending on education.

Newton, Massachusetts is a suburban city in Middlesex County

Standard of Living
MI: \$118,000
MHP: \$1,060,000

% w/ College Education
76% - 68,000 people

% of 15-19 yr. olds
6.0% - 5,300 people

% of Asian + White Pop.
13% - 11,500 people
77% - 68,500 people

\$ spent on Education
\$2,850

Top Ranked High Schools
2

Conclusion

- Newton is an ideal choice if you are looking to target an affluent, predominantly white population with a high percentage of college graduates.

Somerset is the wealthiest county in New Jersey by per capita income

Standard of Living
MI: \$112,000
MHP: \$533,000

% w/ College Education
86% - 21,309 people

% of 15-19 yr. olds
16.8% - 4,162 people

% of Asian + White Pop.
18.6% - 4,608 people
37% - 9,168 people

\$ spent on Education
\$8,496

Top Ranked High Schools
2

Conclusion

- Somerset is an ideal choice if you are looking to target an affluent and well-educated population.

Cambridge, MA

Cambridge, Massachusetts is home to Harvard and MIT

Standard of Living

MI: \$89,000

MHP: \$670,000

% of 15-19 yr. olds

10.0% - 11,800 people

\$ spent on Education

\$1,640

% w/ College Education

75% - 85,000 people

% of Asian + White Pop.

15% - 15,900 people

66% - 75,000 people

Top Ranked High Schools

3

Conclusion

- Cambridge is an ideal choice if you are looking to target a predominantly middle class city with a high percentage of residents between the ages of 15 and 19.

Greenwich is ranked #4 on CNN's list of 100 Best Places to live in the US

Standard of Living

MI: \$94,309

MHP: \$972,300

% of 15-19 yr. olds

14% - 8,542 people

\$ spent on Education

\$21,654

% w/ College Education

59% - 36,000 people

% of Asian + White Pop.

12.7% - 7,874 people

74% - 45,800 people

Top Ranked High Schools

1

Conclusion

- Greenwich is an ideal choice if you are looking to target a population who have historically spent more on education.

Jersey City, NJ

Jersey City is the second most populous city in New Jersey

Standard of Living
MI: \$62,000
MHP: \$487,000

% w/ College Education
26% - 50,000 people

% of 15-19 yr. olds
6.25% - 12,000 people

% of Asian + White Pop.
25% - 67,000 people
35% - 94,000 people

\$ spent on education
\$740

Top Ranked High Schools
2

Conclusion

- Jersey City is an ideal choice if you are looking to target a city with a high percentage of Asian households and a population that is not already well versed in the college admissions process.

Irvine, California is a city in Southern California that has UC Irvine in it

Standard of Living
MI: \$96,938
MHP: \$726,200

% w/ College Education
20.93% - 450,915 people

% of 15-19 yr. olds
7.66% - 259,159 people

% of Asian + White Pop.
20.52% - 654,727 people
58.04% - 1,851,955 people

\$ spent on Education
\$1,697.88

Top Ranked High Schools
5

Conclusion

- We believe Irvine would be an ideal place to expand to based on a high standard of living, a large median household spending on education, and many children within the desired demographic

Competitive Analysis

Competitive analysis within the Northeast markets

Newton, MA

Cambridge, MA

Jersey City, NJ

Greenwich, CT

Somerset, NJ

26

13

13

24

33



About 33% of the companies present have in person services

Above average Yelp reviews
(Typically 3/5 stars or greater)

About 40% of the services offered are concentrated within a 5 mile radius

Many of the businesses with the most reviews were poorly rated

About 50% are private independent tutors

Conclusion

- The demand for college counseling services **exists** at each of these locations because there are multiple companies offering services as of now.
- Empowerly **can capitalize on new customers** through their more affordable, easier to access, and more standardized services

Next Steps

Outline the content of the next deliverable and discuss the aspects to synthesize

Discuss

- Understand the different **recommendations** and the **methodology** behind them
- Discussing how this research comes into play for the **current plans** that Empowerly has

Synthesize

- Reflect on the different cities and whether the **marketing strategy will include** them
- Synthesize any additional information or **data points** that could be necessary for the **next deliverable**

Outline

- Come up with an outline on the types of information the **marketing strategy** should contain
- Gain an understanding of the current marketing strategy Empowerly is employing for **better integration**

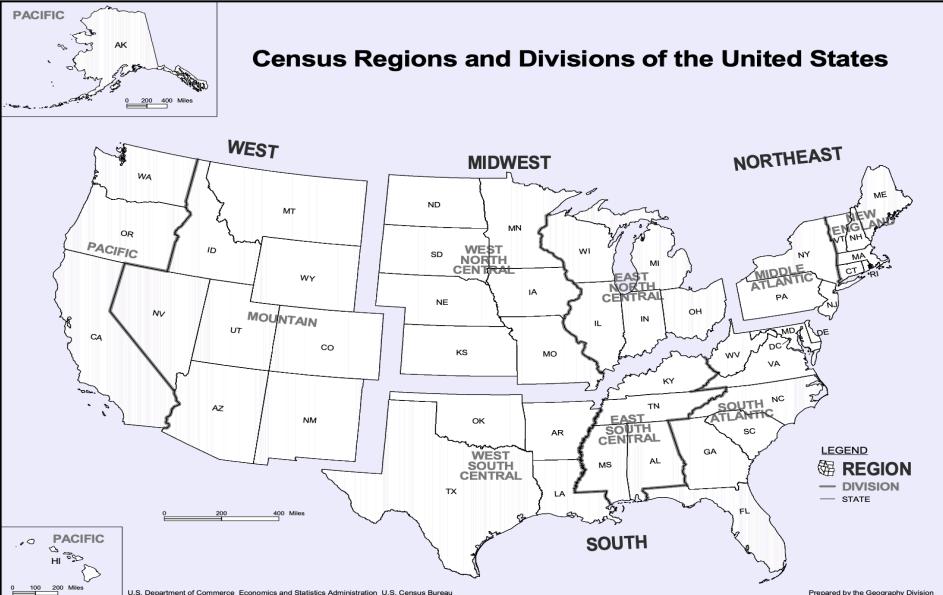
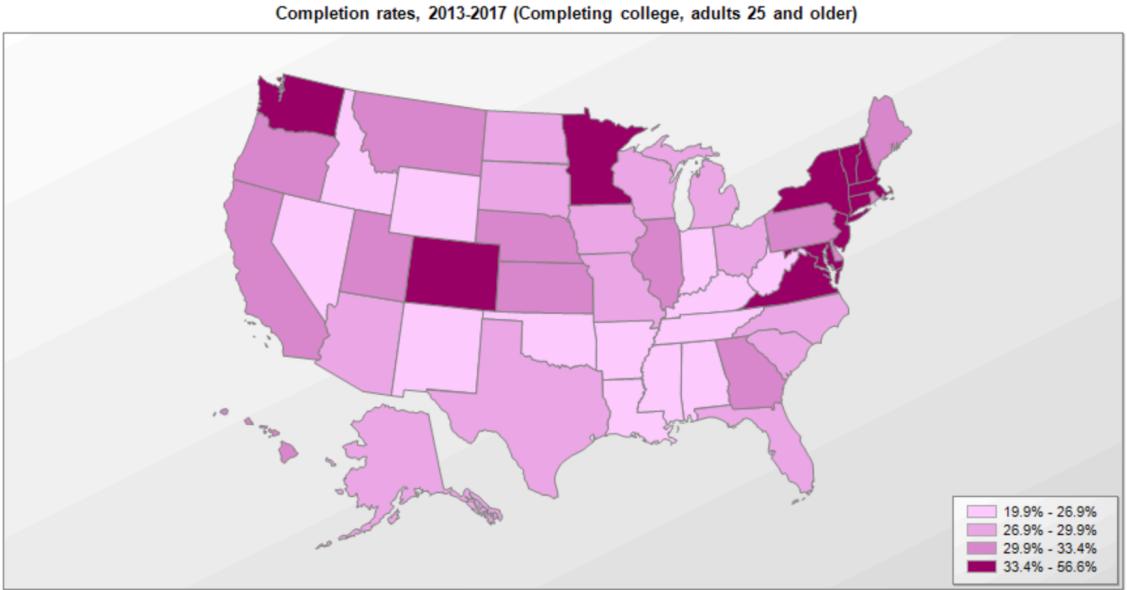
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Education Levels – Reference

How we decided to target the Northeast



State	Count of State
AL	2
CA	9
CO	8
CT	3
DC	1
FL	3
GA	7
IA	3
IL	4
IN	3
KS	3
KY	2
MA	5
MD	4
ME	1
MI	2
MN	6
MO	3
MS	1
MT	1
NC	5
NE	1
NH	1
NJ	8
NM	1
NY	7
OH	2
OR	3
PA	5
PR	1
RI	3
SC	2
SD	1
TN	2
TX	8
UT	2
VA	16
VT	1
WA	1
WI	3
WV	1
Grand Total	145

Access to spreadsheet with filtered data that helped narrow down the region:

<https://drive.google.com/file/d/1zskm82UvsmAJzbuHHu5ZY6kUq9grxcxy/view?usp=sharing>

Access to spreadsheet with filtered data that helped narrow down counties:

<https://drive.google.com/file/d/1ZH4wY6B1BA7PUOFM6vL22z3n2wgMQiA9/view?usp=sharing>

<https://www.ers.usda.gov/data-products/county-level-data-sets/download-data/>

<https://seer.cancer.gov/seerstat/variables/countyattribs/ruralurban.html>