

Handpicked-breda

Objective:

Handpicked gave us a task to do a marketing campaign for Explorebreda.nl, an online platform showcasing the best of Breda, Netherlands. Our goal is to attract and engage international University students and drive them to the new upcoming website Explorebreda.nl.

Approach:

Utilizing the DOT framework, we focused on field research by conducting a 12-question survey among 36 international students. This research aimed to identify the specific attractions in Breda, such as historic places and restaurants, that appeal to our target audience. Additionally, we aimed to identify the most popular social media platforms among these students to optimize our marketing efforts.

01 execution

Survey Design: The survey included questions about students' interests in various attractions, dining options, and cultural sites in Breda. We also asked about their social media usage patterns to pinpoint where they spend most of their online time.

Data Analysis: The responses were analyzed to highlight key trends and preferences. This analysis informed our content creation strategy, ensuring that we focused on the most appealing aspects of Breda.

Content Strategy: Based on the survey results, we developed a content strategy that included visually engaging posts, short videos, and interactive stories tailored to the identified preferences and platform usage of our target audience.

02 Outcome

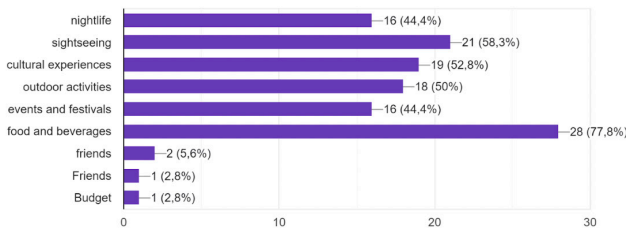
The insights gained from our field research enabled us to create a targeted and effective marketing campaign. By aligning our content with the interests and online behaviors of international students, we ensured a higher engagement rate and a stronger connection with our audience.

What are some interests when you visit a new city?

This will also push us in the right track to know what we should market most.

What are some interests when you visit a new city?

36 antwoorden



03 User testing

We conducted user testing for our content with our target audience of international university students, and it went well. The feedback was positive, indicating that the content was engaging and resonated with them. This validation was crucial as it confirmed that our approach to using short, catchy videos on a popular social media platform effectively captured the attention of our intended audience.

Before:



After:



04 Feedback and review

Target audience:

Our initial target audience was "students" in general, but after receiving feedback, we were advised that this was too broad. We were then guided to narrow our focus to international university students. This more specific target allowed us to tailor our content more effectively and create a more targeted marketing strategy.

Survey Design:

Our survey structure and questions were generally well-received, but we received specific advice to improve our questions. Initially, we included a question with a scale of 1 to 5, asking, "How interested do you get on a scale of 1 to 5?" However, we were advised to change this to a scale of 1 to 4 to avoid a middle-ground answer, which would provide us with more actionable data. This adjustment helped us gather more valuable and precise feedback from our respondents.

Personal review:

I was more hands-on in the research aspect of this project and received extensive feedback. Conducting the survey first allowed us to learn from our previous mistakes. I gained knowledge on how to ask questions that maintain the attention span of the respondents and ensure the questions are valuable to gather rich data. This experience taught me the importance of well-structured surveys in obtaining actionable insights for informed decision-making in our projects.