

# Marketing Plan

Tech Under Twenty 2019/20

# Abstract

A 50-slide comprehensive blueprint outlining the marketing efforts of Silicon Halton's Tech Under Twenty for the upcoming year. Outlines specific marketing objectives, analyzes current marketing strategies, discusses the target market, and evaluates techniques to efficiently maintain the brand identity and increase user engagement through marketing and design.



# 1. Situational Analysis



# Strengths

# Social Media

Consistent color scheme and profile pictures across all social media platforms TU20 is using (excluding the LinkedIn banner).

This maintains the organization's integrity and message and establishes reputation.



# Website

All information regarding Tech Under Twenty can be found on the website; creating a centralized experience.

Improves accessibility to other TU20 platforms and increases search engine optimization due to external linking.

Adequate amount of information (although may be simplified).

[Home](#) [About](#) [Team](#) [Events](#) [Programs](#) [Chapters](#) [Blog](#) 

## Topics We'll Learn About & Discuss In Chapter Meetings

Topics we'll cover to help you understand [what TU20 is](#), how our kickoff [C3 Workshop](#) can help you learn and contribute to the tech community in Halton, how you can participate in the [TU20 Cup](#), and how you can [Learn How 2 Get Hired](#) for a summer job include:



### User Experience

- How To Use The See-do Technique To Design Your App
- Design your logo
- Prototyping Your Idea
- How to build a Company and Community – Value proposition and understanding the customer



### Business/Marketing

- How To Refine Your Idea With The Lean Startup Mentality
- Introduction To Consumer Psychology
- How To Pitch Your Idea To Investors
- How To Find Trends With Big Data and Apply Machine Learning



### Technology

- Build a website with wordpress
- The Structure Of A Successful Tech Company (And It's Code)
- Everything Goes Wrong! – How To Use Source Control, Backups, Recover To Get Back On Track
- Understand who's on your website! Google analytics and Split Testing



### Selling/Networking

- How To Rock Your Sales Presentation
- Reach Your Customer With Email Blasts
- Learn What Your Customers Really Want
- Building A Personal Brand

# Weaknesses

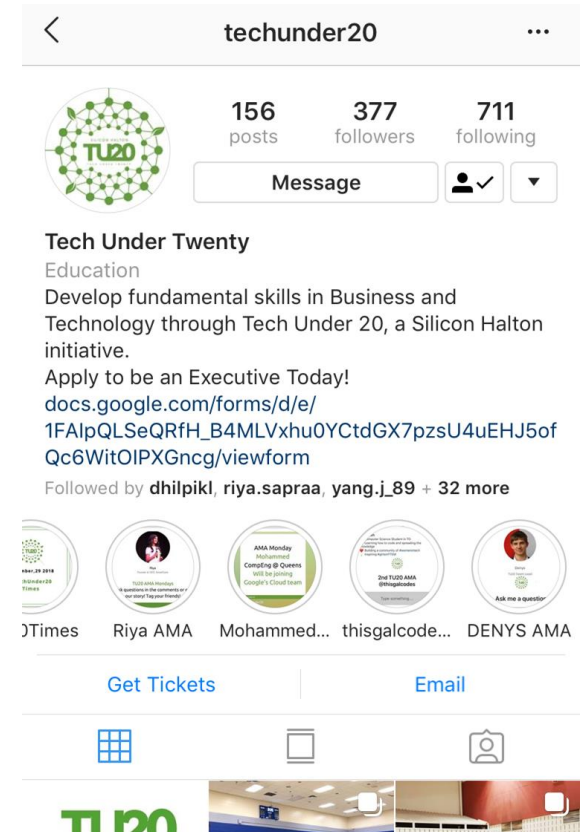
# Instagram

Following is greater than followers by around 200% (unconfident / unprofessional). Follower base needs to be built naturally to maintain engagement. Where is website link? TU20 is unverified?

Story memories have no cover images and titles are too long and inconsistent (discourages users to open them). Some events have dates on them, others don't; different AMA name capitalization.

"through Tech Under 20" is redundant. Description does not convey what TU20 is / does. Maintain consistency in capitalization: "Apply to become an executive today!" "business and technology". Link is too long / unrelated (Docs) / overwhelming (unprofessional / discouraging).

Inactive / inconsistent schedule: April 7 → April 17 → May 5 → May 24; inactivity decreases integrity.





# Instagram

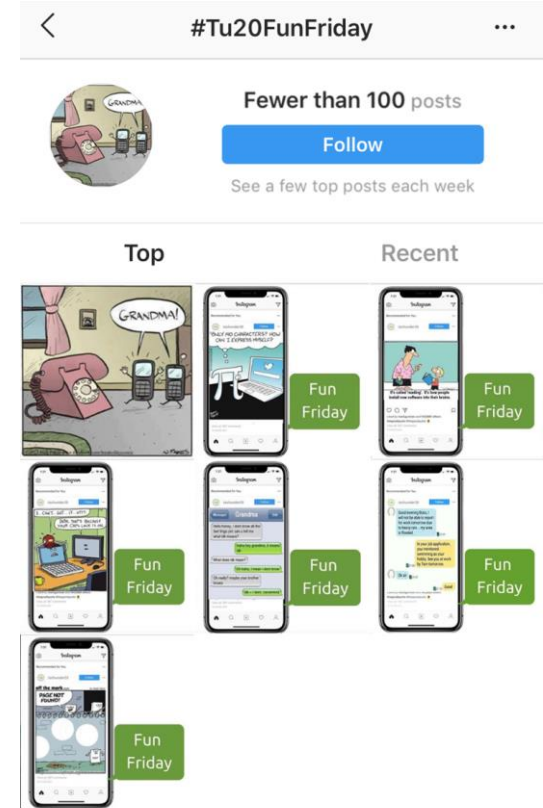
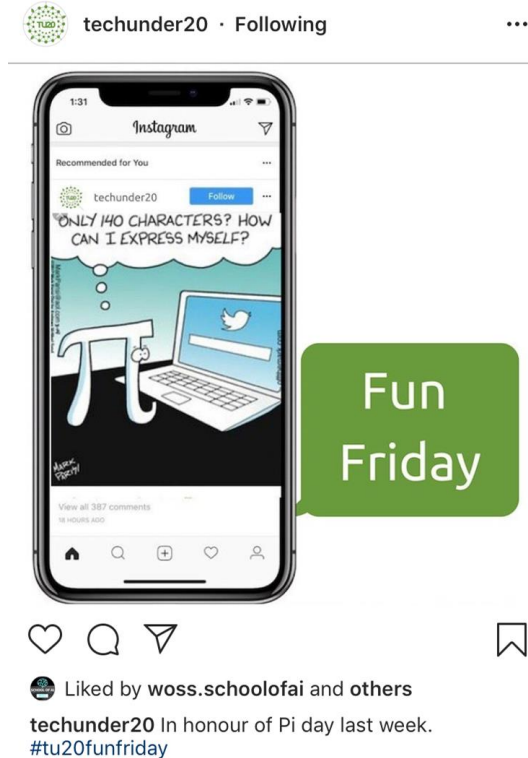
Redundant phone mockup reduces font size (we're already viewing this on our phones!). Focal point is "Fun Friday" instead of the content itself. Is "Fun Friday" necessary?

Correct grammar is required to maintain brand stability and consistency. E.g. "Pi Day."

Openly express the dynamism of the brand. E.g. "last week!"

"#Tu20" is inconsistent with the logo.

Does TU20 have the rights to use these images? Design team should create memes.





# Instagram

Text in posts are too long, discourages users from reading them.

It is important to understand the nature of the social media platform being used. Instagram is mainly dedicated to images, not paragraphs of text.

How will readers access the links shown in images without manually typing them out? Inconvenient.

Posts with text receive an average of 20 likes (<10% engagement), while image posts receive around 40 likes (10% engagement (the average on IG; what we should aim for)).

Too many colors (inconsistent color scheme)...

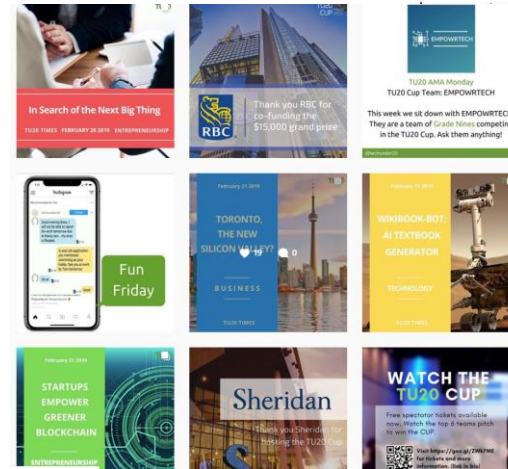


## HOW TO GET INVOLVED

Learn2GetHired is an **invite-only** event presented exclusively to **TU20 members** who are **highly engaged** at our events and chapters. Application with limited spots are open to TU20 members who are **qualified** and a strong involvement with TU20 community.

To apply, visit:

[ms.gle/Gh7P9uW9C2aSD38c7](https://ms.gle/Gh7P9uW9C2aSD38c7).

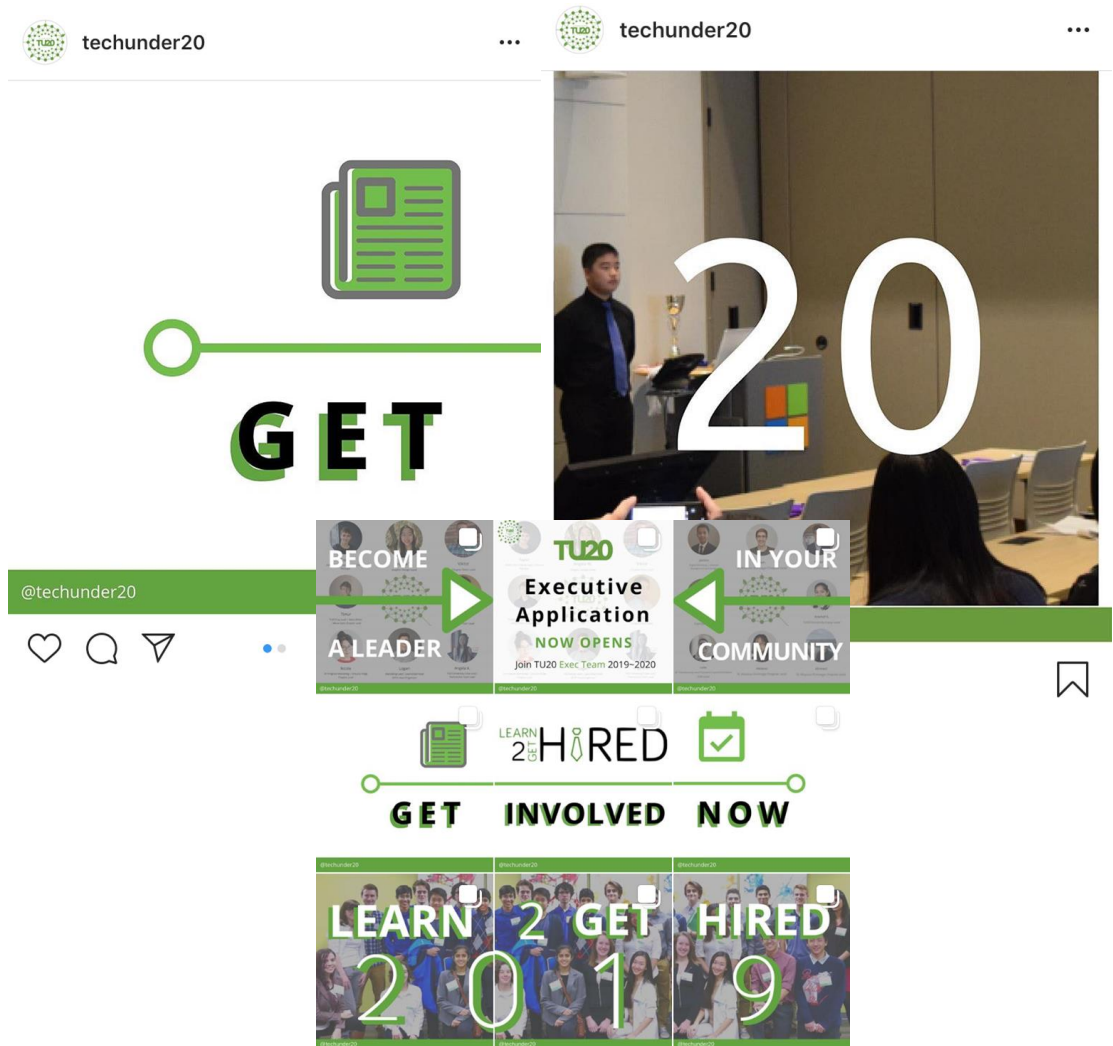


# Instagram

## What do these posts mean?

Posts used to composite larger ones usually gain less impressions and are obnoxious on users' feeds since they have no meaning and more than one is posted at the same time. Easily messes up when 1 or 2 images posted.

Posts on the Instagram page should compliment each other through visual and brand consistency. The aesthetic of the page should not be forced, but rather should be developed naturally.



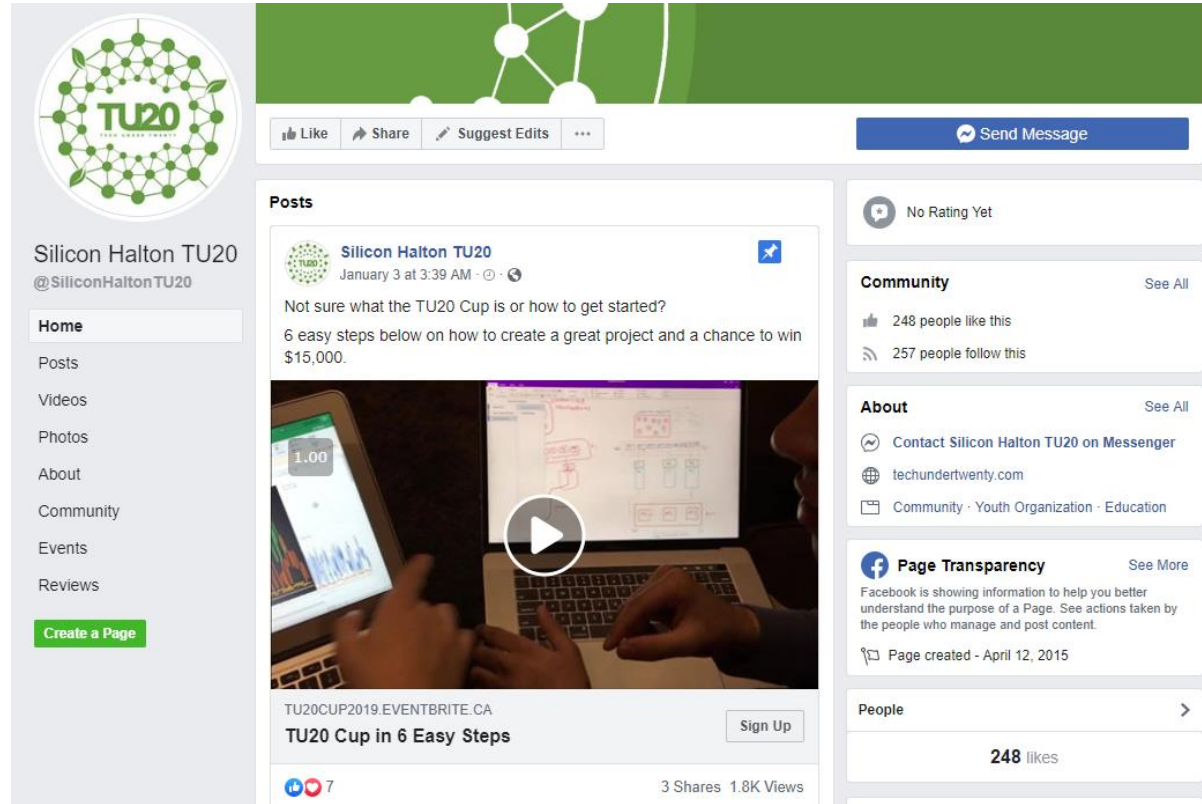
# Facebook

7 likes out of 248 follows out of 1.8K views?! Lack of impressions and engagement conveys that target audience is not on Facebook.

Page inactivity (latest post on January 3, 2019) portrays unprofessionalism.

Unnecessary social media. Quality of engagement is more important than quantity.

Inconsistent page handle and name relative to Instagram account.



**Silicon Halton TU20**  
@SiliconHaltonTU20

**Home**  
Posts  
Videos  
Photos  
About  
Community  
Events  
Reviews  
[Create a Page](#)

**Posts**

**Silicon Halton TU20**  
January 3 at 3:39 AM · 🌐 · 📍

Not sure what the TU20 Cup is or how to get started?  
6 easy steps below on how to create a great project and a chance to win \$15,000.

[TU20CUP2019.EVENTBRITE.CA](#)  
**TU20 Cup in 6 Easy Steps** [Sign Up](#)

7 likes · 3 Shares · 1.8K Views

**Community** [See All](#)  
248 people like this  
257 people follow this

**About** [See All](#)  
[Contact Silicon Halton TU20 on Messenger](#)  
[techundertwenty.com](#)  
Community · Youth Organization · Education

**Page Transparency** [See More](#)  
Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.  
Page created · April 12, 2015

**People** [>](#)  
248 likes

# Twitter

Description, handle, and name are inconsistent with Instagram account.

Avoid using symbols and abbreviations (e.g. "&", "Exec") to maintain professionalism. Add comma before the "and" in a list (grammar!)

Following is 1.5 times greater than followers.

Only 1 like and 1 retweet out of 430 followers within 3 hours? Target audience does not engage on Twitter.

**Tech Under Twenty**  
@techundertwenty

Silicon Halton programs that connect young engineering, programming, project management, business development, marketing & design students to opportunities

📍 Oakville, Burlington, Milton  
🌐 [techundertwenty.com](http://techundertwenty.com)  
📅 Joined June 2014

📷 199 Photos and videos

**Tweets**   **Tweets & replies**   **Media**

Tech Under Twenty Retweeted  
**Halton Business** @HaltonBusiness · 4h  
Are you interested in starting your own business? Join us to learn how to get started! [ow.ly/auSI50uoXh6](http://ow.ly/auSI50uoXh6)

**How to Start a Small Business Seminar**  
June 26, 2019 | 6:30 p.m.  
Halton Region  
Register at: [Halton.ca](http://Halton.ca)

Tech Under Twenty @techundertwenty · 3h  
Are you a student looking to solve a problem in your community?

With the #TU20Fellowships you'll get \$1000 in funding to work on a project over the summer. You'll also receive mentorship to help you make an impact!

Learn more at [techundertwenty.com/fellowships/](http://techundertwenty.com/fellowships/)

@HaltonDSB  
@HCDSB

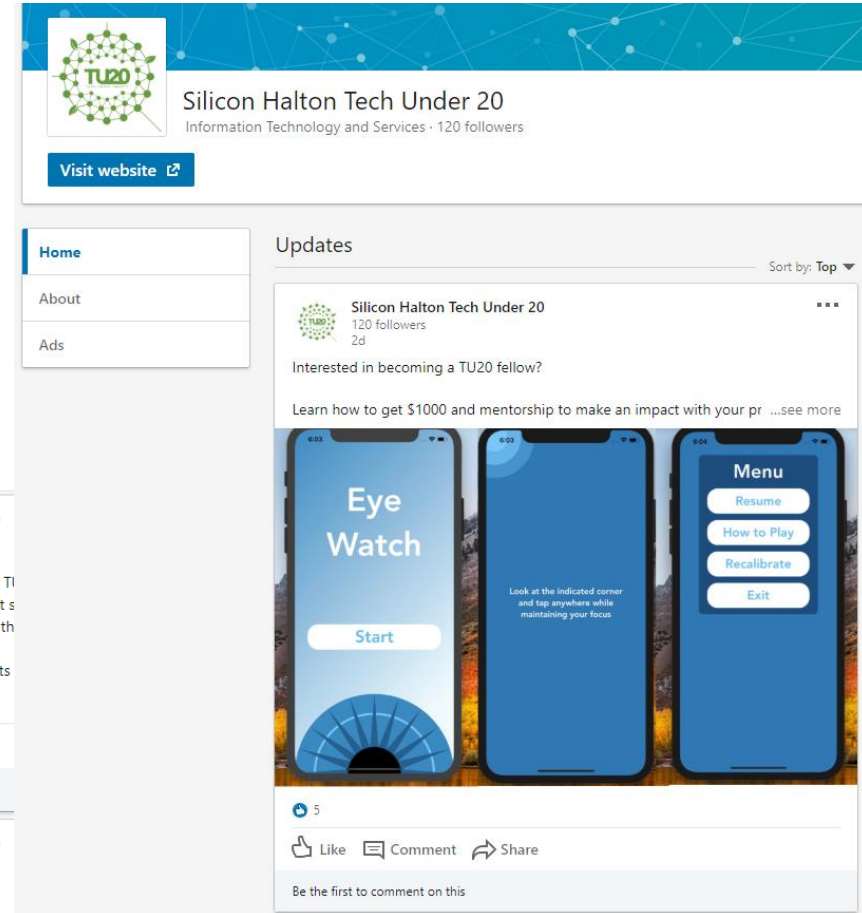
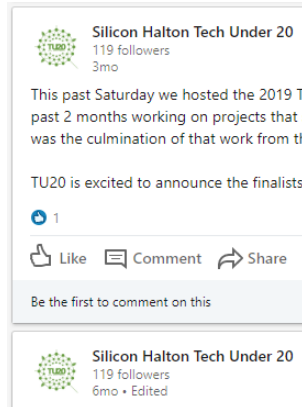
# LinkedIn

Lack of impressions and followers relative to Instagram.

Inconsistent name.

Posting schedule is inconsistent / inactive. 3 months between posts?

Is target audience on LinkedIn?





# YouTube

Only 3 subscribers?! Videos are one of the most engaging forms of media; the lack of attention to the YouTube channel misses out on opportunities to maximize the potential of the organization and its outreach.

Inconsistent uploading schedule.

No thumbnails discourages users to watch content.

Videos are either too short or too long.

The screenshot shows the YouTube channel page for 'Tech Under 20', which has 3 subscribers. The channel features a green and white logo and a navigation bar with links to HOME, VIDEOS, PLAYLISTS, CHANNELS, and DISCUSSION. The main content area displays a grid of video uploads. The videos include:

- 2019 TU20 Cup Mentors Appreciation Video** (5:08, 24 views, 3 months ago)
- TU20 Cup Workshop 5** (22:44, 59 views, 3 months ago)
- TU20 Cup Workshop 3 Software Development** (36:35, 28 views, 3 months ago)
- Workshop 4 Creating A Business Plan** (26:22, 50 views, 3 months ago)
- The TU20 Cup in 6 steps** (0:46, 23 views, 5 months ago)
- 2018 TU20 Cup Mentor Appreciation Videos** (5:41, 30 views, 5 months ago)
- 2019 TU20 Cup - Inspiring the Next Gen** (0:50, 15 views, 6 months ago)
- Design Your Future With TU20 Fellowships** (0:44, 88 views, 1 year ago)

The channel also features a 'SORT BY' dropdown menu and a 'PLAY ALL' button for the uploads.

# Chapter Accounts

There is no defined set of guidelines when creating TU20 chapter accounts (inconsistency).

- Different profile pictures
  - Size
  - Image
  - Lack of
- Different username formats
  - school.tu20
  - tu20.school
  - school\_tu20
  - schooltu20
- Different name formats



**irhs.tu20**

IRHS Chapter of Tech...



**tu20.dfjh**

Hayden TU20 Chapter



**zaga\_tu20**

zaga\_tu20



**gwsstu20**

GWSS TU20



**wosstu20**

WOSS TU20 Chapter



**tab.tu20**

TAB TechUnder20



# Chapter Accounts

- Lack of posts
- Lack of followers
- Different description formats
- Different organization types
  - Education
  - Youth Organization
  - N/A



36 posts   184 followers   421 following

Follow

## IRHS Chapter of Tech Under 20

Education

A Supportive Community of HiTech, Entrepreneurship, Career Opportunities & Innovation! See you Ridge on Wednesday Lunch @ Rm 131A!  
[docs.google.com/forms/d/e/1FAIpQLSeQRfH\\_B4MLVxhu0YCYtdGX7pzsU4uEHJ5ofQc6WitOIPXGncg/viewform](https://docs.google.com/forms/d/e/1FAIpQLSeQRfH_B4MLVxhu0YCYtdGX7pzsU4uEHJ5ofQc6WitOIPXGncg/viewform)



3 posts   21 followers   9 following

Follow



3 posts   20 followers   11 following

Follow

## TAB TechUnder20

Youth Organization

Official TechUnderTwenty chapter for Blakelock Highschool  
We meet every Thursday afterschool in room S-111



5 posts   51 followers   60 following

Follow

## Hayden TU20 Chapter

Focused around technology, entrepreneurship, and business. Join for lots of opportunities! We meet at room 304 on Thursdays



9 posts   25 followers   8 following

Follow

## WOSS TU20 Chapter

Welcome to the WOSS TU20 Chapter!  
Meetings every Thursday in room T119!  
[www.eventbrite.ca/e/starting-a-summer-business-as-a-hs-student-tickets-63126097858?aff](https://www.eventbrite.ca/e/starting-a-summer-business-as-a-hs-student-tickets-63126097858?aff)



0 posts   6 followers   6 following

Follow

## GWSS TU20

# Search Presence

## What is Tech Under 20?

- Best tech under \$20
- Cool tech under \$20
- Amazing tech under \$20

Brand name does not reflect what the organization is about. Technology for people under 20 years old? Too vague, many interpretations.

Lack of search presence minimizes user conversion and accessibility of newcomers.

tech under 20

Search filters: All, Shopping, News, Videos, Images, More, Settings, Tools

About 2,380,000,000 results (0.54 seconds)

**Tech Under Twenty** | <https://techundertwenty.com/>

Tech Under 20 enables youth in Halton to explore their interests and make a difference with technology. Partake in intriguing events such as multi-month pitch ...

**TU20 Cup**®  
The TU20 Cup is a multi-month event focused on motivating ...

**Programs**®  
We offer a wide range of Programs for high-school students, to help ...

**Current Executive Team**®  
Tech Under Twenty ... From a Marketing Team to a ...

**TU20 Fellowships**®  
Building Projects. Funding And Mentorship. Become a Fellow ...

**TU20 Cup - An ...**®  
TU20 Cup - An Entrepreneurship Competition. Join Silicon Halton ...

**Events | Tech Under Twenty**®  
Tech Under Twenty ... Our events include C3 Conference, Policy ...

[More results from techundertwenty.com »](#)

**Videos**

**Best Tech Under \$20 - April 2018 - Cool Tech**  
JD Tech TV  
YouTube · Apr 5, 2018

**Best Tech Under \$20 - Top Tech**  
JD Tech TV  
YouTube · Oct 3, 2017

**BEST TECH UNDER \$20 - Top Tech**  
JD Tech TV  
YouTube · Dec 1, 2017

**Tech Under Twenty (@techundertwenty) | Twitter**  
<https://twitter.com/techundertwenty?lang=en>

The latest Tweets from Tech Under Twenty (@techundertwenty). Silicon Halton programs that connect young engineering, programming, project management, ...

**Best Cheap Tech Gifts 2019 - Gadgets Under \$20 - Tom's Guide**  
<https://www.tomsguide.com/us/pictures-story/556-best-cheap-tech-gifts.html>

When it comes to tech, we've been conditioned to believe that expensive means better. But that's not always the case. Some of the most useful devices on the ...

**Tech on a Budget: 27 Gift Ideas Under \$20 | PCMag.com**  
<https://www.pcmag.com/feature/340016/tech-on-a-budget-27-gift-ideas-under-20>

Feb 15, 2019 - You don't always have to spend big to get a big thank you. Here are the best tech gift ideas under \$

tech under 20

**FILTER**

**Cool Tech Under \$25 - December!**  
randomfrank 359K views · 6 months ago

Got some cool gadgets under only \$25 for some great Wifi Dual Smart Plug: ...

4K

**BEST TECH UNDER \$20 - Top Tech**  
JD Tech TV · 67K views · 1 year ago

Best Tech Under \$20 December 2017. These top tech something from this video ...

**Best Tech Under \$20 - Top Tech**  
JD Tech TV · 130K views · 1 year ago

Best Tech Under \$20 October 2017. These top tech something from this video make ...

**5 Amazing Gadgets Hidden In Amazon**  
pigmie 220K views · 6 months ago

What to buy for a man on the holidays? what to get a review 5 gifts under \$20 ...

4K

**Cool Tech Under \$25 - July!**  
randomfrank 477K views · 11 months ago

B-b-bonus episode! Check out these cool tech gadget <https://amzn.to/2uhxwYn> ...

4K

# Search Presence

Abbreviation is too short and vague, but returns promising search results on Google. However, the brand name “Tech Under Twenty” should be prioritized.

Must not rely on abbreviation to gain attraction. Newcoming members may not recognize the organization by “TU20”.

tu20

About 1,050,000 results (0.61 seconds)

**Tech Under Twenty |®**  
<https://techundertwenty.com/> •  
The TU20 Executive Team is made up of bright talented students, from grade 9 to ... into finished projects over the summer in our TU20 Fellowships program.

**TU20 Cup®**  
The TU20 Cup is a multi-month event focused on motivating ...

**TU20 Cup - An ...®**  
TU20 Cup - An Entrepreneurship Competition. Join Silicon Halton ...

**TU20 Co-op Program®**  
TU20 Co-op Program. An exciting program to help university ...

**Learn How 2 Get Hired®**  
We've got a great 2 night program to help you learn how to get hired!

**Chapters®**  
Tech Under Twenty: Home · About · Team · Events ... Get Involved ...

**TU20 Fellowships®**  
Building Projects. Funding And Mentorship. Become a Fellow ...

More results from [techundertwenty.com](https://techundertwenty.com) »

**Videos**

Tech Under Twenty - TU20 CUP 2019  
Multi-Universal Productions  
YouTube · Mar 18, 2019

Tech Under Twenty on Twitter: "2019 TU20 Cup registration is open! Build your technology and..."  
Twitter · Nov 29, 2018

2019 TU20 Cup - Inspiring the Next Gen  
Tech Under 20  
YouTube · Nov 29, 2018

**Images for tu20**

PT TU2018  
POLICY IN TECHNOLOGY  
More images for tu20

TU20  
Connecting Students to The Real World  
Report images

Silicon Halton TU20 - What's next for 2018? | Oakville News | Oakville ...

tu20

**SUN TU10 TU20 TU50 TU150**  
michael dela cruz • 429 views • 8 months ago  
ehi link <https://dz4up.com/4Ty3>.

**WORLDS FASTEST Propeller Driven Aircraft**  
ArmedForcesUpdate • 1.2M views • 3 years ago  
The Tu-95 is the worlds fastest propeller driven aircraft in the world.  
Туполев Tu-95; NATO ...

**FREE VPN WORKING SUN TU PROMO TU20 UNLIMITED INTERNET NO BLOCKING NO CAP**  
Tonyo's WORLD • 22K views • 8 months ago  
SUBSCRIBE FOR MORE UPDATES WORKING GLOBE/TM/SM HOST=cdn.line-apps.com ...

**Best vpn for Sun LTE 2019 100% Working! TU20,TU50,TU15,TU60! Ehi file config! HTTP GROUP SHOTS**  
335 views • 1 month ago  
Wazzzzup mga kuyos! Bagong ehi file gagamitin natin ngay upload... OPEN TO ALL ...

**Minecraft Xbox & Playstation: Horse Update Coming in TU20!**  
Puredominance • 9.9K views • 4 years ago  
Today we take a look at the final set of features we will be showing more ...

**TU20 Cup 2017 Promo Reel**  
Silicon Halton • 25 views • 1 year ago  
Silicon Halton's Tech Under Twenty Cup promotional reel for

**Silicon Halton**  
Website Directions Save  
5.0 ★★★★★ 2 Google reviews  
Association or organization  
Address: 700 Third Line, Oakville, ON L6L  
Hours: Open now · Add full hours  
Province: Ontario  
Suggest an edit  
Add missing information  
Add phone number  
Add business hours  
Know this place? Answer quick questions  
Questions & answers  
Be the first to ask a question  
Send to your phone  
Reviews  
"It is also a great group to grow professional network."  
"I have learned a lot from people in the group."  
View all Google reviews  
Profiles  
COMING IN TU20!

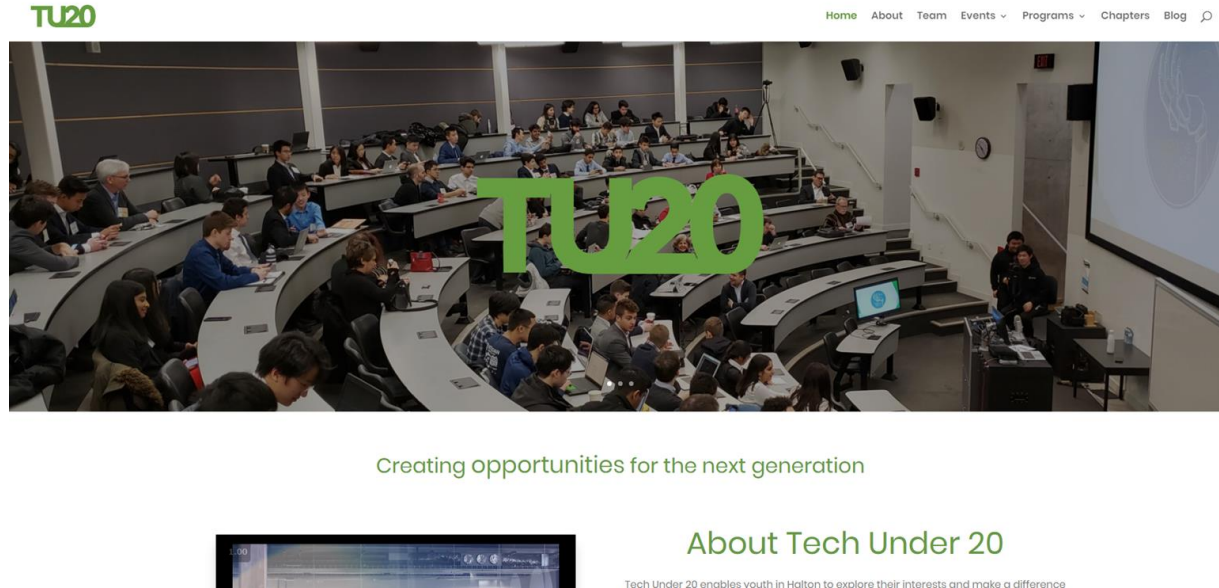
# Website

First frame of the website does not provide any information on what Tech Under Twenty's mission is.

Redundant logo on carousel.

"Home" on navigation bar may be redundant; overwhelms navigation.

"Team" can be merged into the "About" page to simplify navigation and user experience.



# Website

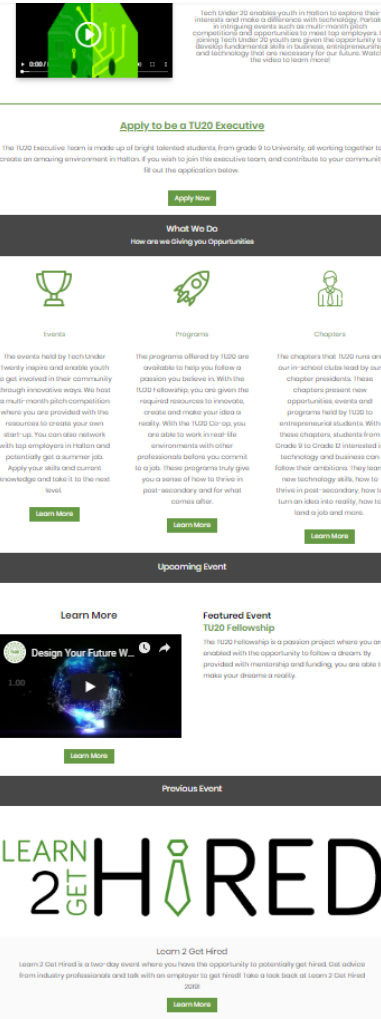
Home page needs too much reading. Video is not informative, no voice-over or text, and stock footage does not contribute to conveying TU20's unique proposition and is visually inconsistent with the other footage.

The home page is the first impression!

Separators / headers are not contrasted enough with the content. Awkward separation and hierarchy.

Describe the events, programs, and chapters in their respective webpages, that's why there is a "Learn More" button.

When is the upcoming event?? Last image is too large.





# Website

Provided social media sites are inconsistent with footer. Minimizes accessibility to other marketing TU20 platforms, thus decreases engagement.

Previous home page section already has a button to learn more about programs. Discussing programs in depth on home page is redundant relative to the dedicated webpage.

No contact page? Hiding contact information at bottom minimizes potential. @gmail portrays that the organization is far-fetched.



Join Our Discord!

conhalton.com



## Our Programs

View some of the Programs we offer

## CO-OP



"How do I get a genuine sense of career path?"

The CO-OP Program offered by Tech U prepared some of the workforce before

## Connect With Us

We are a supportive and helpful tech/business community of youth under the age of 20. We are a division of Silicon Halton – the grassroots technology community of people who make a living, make meaning, and make things happen in Halton.

Use the form below to submit your contact information and get in touch with us. Alternatively, you can send us an email at [techundertwenty@gmail.com](mailto:techundertwenty@gmail.com)

Get in Touch With Us!

# Website

## Centering?

Sponsor logos are too large; fitting all logos on one frame portrays organization and identifies the confidence of TU20.

TU20

[Home](#) [About](#) [Team](#) [Events](#) [Programs](#) [Chapters](#) [Blog](#) [🔍](#)

## About Us

### Who Are We?

Tech Under Twenty hopes to create, inspire and innovate the Halton community. By providing opportunities to youth under the ages of 20, we are able to provide an essential foundation of how to be successful in not only technology, but business and entrepreneurship fields as well. By being part of Tech Under Twenty, you will become a leader and apart of a technological movement in our community.



### Our Mission

### Our Sponsors

Innovative companies who have sponsored us in order to help us succeed.



# Website

Last names? Some people don't have LinkedIn accounts?

404 errors?! Incorrect external linking?

"Broken" site conveys brand instability and technical incompetence.

Logan  
Marketing Lead | Learn2GetHired 2019 Head  
Organizer  
[LinkedIn](#)

Jaiden  
Digital Marketing | Website Management and  
Design

<https://techundertwenty.com/team/viktorkorolyuk.github.io>

TU20



## No Results Found

The page you requested could not be found. Try refining your search, or use the navigation above to locate the post.



# Silicon Halton Tech Under 20 C3 Conference

September 22, 2018 | 9:30am – 4:00pm | Halton Region HQ

## Website

When are the next events? Are these pages out-of-date?

When are the current events?!  
(Learn2GetHired 2019).

Inconsistent font size.



### Are You A Halton Student Between 15 & 20 Years Of Age?

Are you a Halton student between 15 and 20 years of age looking for a summer job?

Looking to learn the ins and outs of landing a job from **recruiters**, **employers** and **students** who were in your shoes?

We've got a great 2 night program to help you learn how to get hired!

Look below for a recap of the event.

- Student engage
- Enabling hands-
- Policy recomn

# Website

Too much navigation...

Where did these colors come from?  
Deviation from brand color scheme  
conveys inconsistency and lack of  
integrity.

Past student stories should be  
showcased to students (not employers)  
to help them identify their potential  
when engaging in TU20. This is TU20's  
main goal.

“Learn How 2 Get Hired”? Be consistent.

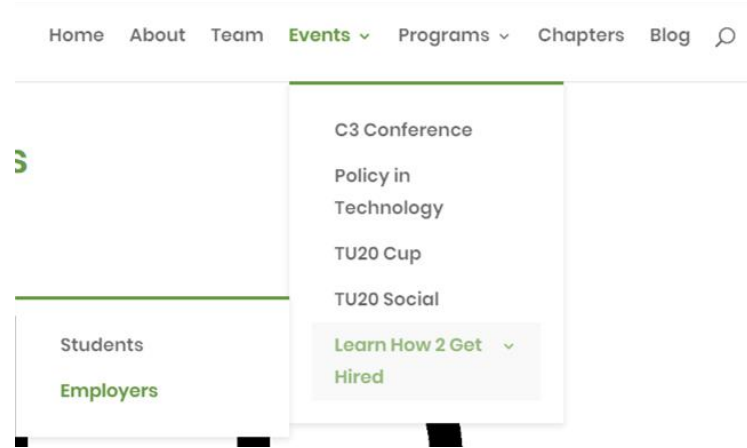
Learn More About Past Student Stories



Denys

iOS Developer at Virtual Logistics

[Read his Story here](#)



How Can We Help You?



## Provide Development Skills

- Build out mobile apps – iOS, Android
- Develop web and cloud based applications
- Work on IoT Projects – Raspberry Pi
- Conduct QA and testing



## Provide Visual Design Skills

- Design logos
- Create graphics and advertisements
- Take pictures and shoot video
- Do video editing



## Provide Marketing Skills

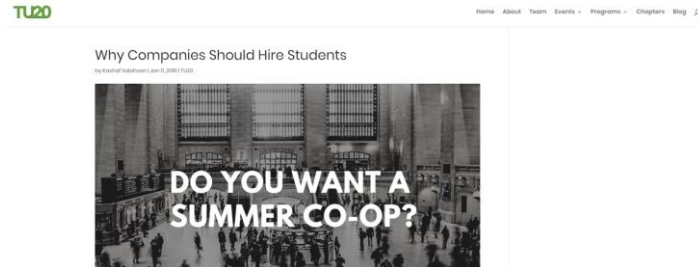
- Help with website content management – WordPress / Joomla / Drupal or other CMS's
- Help with email marketing – MailChimp / Constant Contact or other email systems

# Website

Colons in headers are redundant.

Use text headers instead of images.  
Stock photos do not portray what the webpage is about; too visually complicated.

Blog centering?



## Students:

Students will fill out a sign up form with all of their relevant information. Selected students will have their information sent to employers and employers will decide who they would like to interview. These students then have the opportunity to meet with employers who are interested with them on a designated interview date.

## Employers:

If your company wants bright, eager students on board, this is perfect for you! We will provide you with the resumes for the category you are interested in (i.e. software



Opportunities / Threats

# Social Media

Focusing on Instagram and YouTube as the main channel for marketing increases efficiency in spreading TU20's message to the target audience. Youth spend their time mostly on YouTube and Instagram, thus catering content for these platforms may increase engagement. Over the summer of 2019, more students may be active on these platforms due to less time investment in school.

The Twitter and Facebook accounts may need to be deactivated to prevent the portrayal of inactivity and lack of user conversion rate. These are inefficient and unneeded media platforms.

LinkedIn may be used as a centralized location to "register" the brand. However, marketing should be limited as target audience does not engage there.



# Integrity

There needs to be an increase in attention to detail to maintain visual consistency and brand stability.

Technical issues should be resolved / avoided to demonstrate competence. Improve user experience on the website.

Tech Under Twenty should stand out on search engines to attract new users and increase accessibility to information. Dedication to SEO development may increase exposure.

On the long term, TU20 may be rebranded (including changing the name) to help people understand what our organization is about at first glance at the name and visual identity.


## 2. Objectives

# Understanding the Scope

The main concept of marketing is to consistently and effectively express the provided values of an organization to engage in a satisfactory transaction with the target audience.

Marketing is the “art and science of exchange” - Prof. Scott Davis.

Attention to detail, consistency, and understanding the target demographic and marketing channels allows the TU20 marketing team to understand how to design and market efficiently to witness desired levels of engagement.





# Students

Use principles in visual design, user experience, and psychology to effectively communicate Tech Under Twenty's mission of helping students develop fundamental skills in business and technology to maximize their potential in expanding the impact of technology on their community.

Use Instagram and YouTube to reach target audience (youth) and clearly identify the organization's brand and proposition to increase engagement and impressions.

The user base is TU20's most valuable asset since it is fuels the realization of our vision. We need individuals to confidently express their creativity and perspectives in business and technology to witness a positive change in Halton. Being able to curate content to students helps us build a loyal base at an exponential rate.

To attract students, uploaded content will have to increase their self-assurance by portraying their potential from engaging in the numerous opportunities offered by TU20; convince them to join TU20.

# Sponsors

Presenting Tech Under Twenty's story through the website / social media content to convey the dynamism of the organization and establishes an emotional connection with the sponsoring company.

Constant reminders of TU20's mission statement / embracing our target audience (youth) helps sponsors identify if we match their vision and demographic. That way they know they are reaching the right audience by contributing to TU20's events. Minimizes risk.

Content can include sponsor logos, sponsors can be mentioned in blogs, email newsletters, and social media posts, students can receive event discounts if they purchase sponsored products, shouting out sponsors on social media, etc. all encourage them to fund TU20 by understanding how they benefit from us.

# 3. Strategy

# Product

(Intangible) TU20 events and programs are the main products marketed on the website / over social media.

Each “product” should have its own branded feel, but is consistent and connected with the TU20 organization.

“Packaging design” of events through merchandise / tags. T-shirts, hats, stickers (free), etc.

# Advertising

Experiment with Google Adwords, YouTube advertisements, Instagram post boosting to reach target audience outside Halton Region, e.g. Mississauga, to further increase engagement and increase potential to create new chapters.

Focus on search engine optimization to naturally receive engagement and increase professionalism when seen on the top of a search result.

Raffles, giveaways, polls, AMAs to increase user engagement while promoting TU20 events / programs.



# Message Strategy

“TU20 helps students develop fundamental skills in business and technology to maximize their potential...”

Explicitly located in social media descriptions, website home and about pages, etc.

Implicitly delivered through Instagram images and YouTube videos. Content may showcase student work, impact of TU20 on students, etc. to convey how TU20 is meeting its goals.

# Channel Strategy

Instagram: post images without paragraphs of text. Text can only be large headers (maximum 5 words) to emphasize information. Most text should be written in caption. Include calls to action (e.g. “Apply today!”), refer to sponsors. Create informal stories to maintain activity and engagement. Hashtags, tagging individuals in photos to create dynamic content.

YouTube: documentaries, descriptions of events, videos interviewing L2H / Cup students, formal “vlogs” of events, student work, and highlights from professional speakers to outline the process and help newcomers understand what TU20 exactly does. Students want to see progress and actual productivity to increase self-assurance and accept opportunities from TU20.

Create content which relates to trends / events, (e.g. Toronto Raptors championship win! Halloween, Pi Day, etc.) to convey integrity and establish a connection with audience.

# Message Frequency

Instagram: post 4-10 times per week, maintain a consistent schedule. Create a mockup of how the new post would look alongside the existing posts to evaluate visual consistency. Create marketing campaigns containing multiple images (which do not composite each other!) and visualize them in a mockup; as users scroll down the page there should be an identifiable chronological ordering. Each milestone / posts of events could have a different visual theme, but ultimately they should seamlessly transition. This tells the story of TU20 and its development / impact over time. Consecutive and consistent posts regarding L2H, Cup, C3, etc. Post teasers, promote events before the time comes (rising action). Numerous posts during events (climax). Wrap up impact of TU20 and results from events after they finish (falling action). Tell a story!

YouTube: upload 1-2 time per week, maintain a consistent schedule. Educational livestreams once a month after a relatively large subscription base has been developed. Instagram posts / stories may remind users that TU20 is now live / has posted a new video.



# 4. Implementation

# Rebranding

Translate the identity of the brand into visual elements rather than the other way around.

Start off by understanding TU20's main attributes and vision to create stylescapes and ultimately clarify the creative direction moving forward.

Example re-branding guidelines: [this playlist](#)

# Personnel Requirements

## Marketing Team Roles and Responsibilities

Meeting with the marketing team bi-weekly to discuss marketing strategy, exchange ideas, share design work to evaluate and improve.

# Adobe Creative Cloud

All visual designs and content will be produced using Adobe CC applications.

Video editing, video compositing, illustration, photo editing, etc. can all be centralized in one workflow.

Eases file transfer (same file formats), accessibility, and collaborative thinking if all designers at TU20 will be able to use Adobe.

26 CAD / month / user; does not have to be funded by TU20 since subscriptions are individualized. Business plans are too expensive: 105 CAD / month / user.



# G Suite

Provides TU20 with a custom Gmail domain (e.g. @techundertwenty.com) to ensure brand stability and consistency. Increases professionalism. Includes Google Analytics to analyze TU20's performance in terms of engagement.

Ownership: different levels of permissions on files, email address aliases (shared files give private accounts access to corporate files, which comes with numerous privacy / security concerns). This is a dedicated environment for TU20; does not interfere with school / personal accounts.

Scalability: account migration, ease of administration, and backup.

Used as a centralized location to publish Google Adwords advertisements to reach sponsors / students. Includes Google Drive / Calendar and all other productive tools by Google for collaborative working and organization.

16 CAD / user / month; funded by TU20 since it directly relates to the organization.



# 5. Controls

# Performance Indicators and Feedback Mechanisms

- New sponsors
- Demographic analysis of engaging students
- Percentage impressions
- Financial profit
- Audience loyalty / customer attrition
- Event attendance
- Audience growth
- Website attraction
- Conversion rates
- Instagram polls
- Forms / surveys

Use website / social media analytics for evaluation. Use data to understand which TU20 marketing platforms are performing poorly to improve.

## 6. Next Steps



# Moving Forward

A more elaborate marketing plan (document) may be developed to analyze contingencies, prospects, internal, consumer, macroenvironment situational analyses, etc. to further clarify TU20's marketing direction.

Meeting with the TU20 marketing team and discussing the market plan to gain new insight and explore different perspectives to improve the plan and begin development.



To be continued...