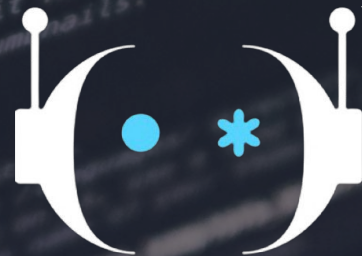# HopeKCC

Market Research wk 2

Best Market & Target Audiences

1. Middle/Upper Class Parents

- **Demographics:** Parents from 30-50 in age, categorized as middle to upper-middle-class income, with children aged 5-18.
- **Psychographics:** Highly value education and extracurricular activities, tech-savvy, willing to invest in their child's future.
- **Geographics:** Urban and suburban areas with higher income levels, such as major cities and tech hubs.

2. Homeschooling Families

- **Demographics:** Parents who homeschool their children, often with one parent staying at home.
- **Psychographics:** Highly involved in their children's education, looking for comprehensive and high-quality educational resources.
- **Geographics:** Nationwide, with a focus on communities with active homeschooling networks.

3. After-School Programs and Learning Centers

- **Demographics:** Businesses and organizations that offer after-school enrichment programs.
- **Psychographics:** Committed to providing valuable extracurricular activities to enhance students' learning experiences.
- **Geographics:** Located in urban and suburban areas with a demand for after-school programs.
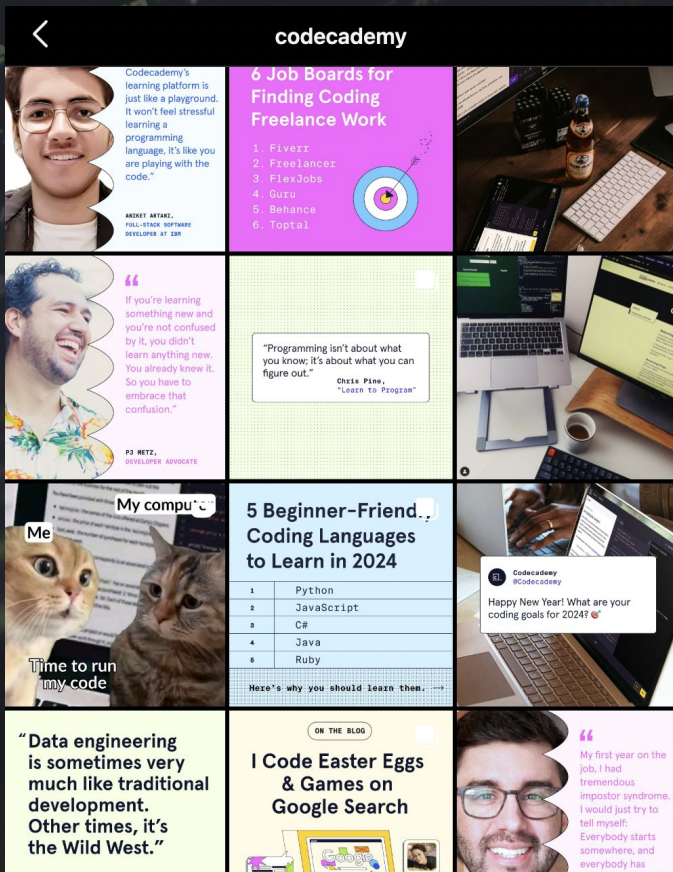
Website Design elements
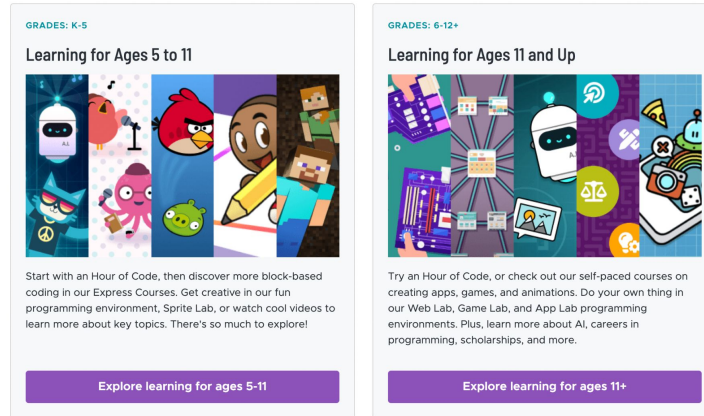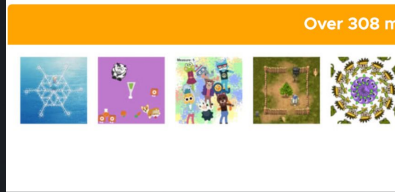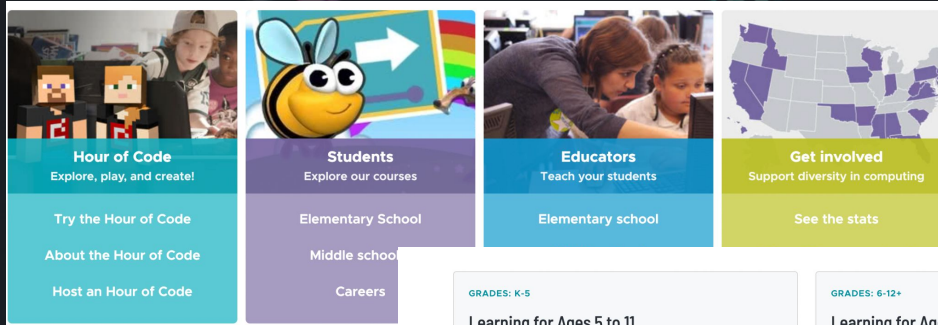
- Example from Code.org showing fun graphics/images while also being functional to organize categories of the website

Fonts

Importance:

- Brand identity/aesthetics
- Readability and legibility
- Consistency throughout the org
- Mood and tone

Depending on the font, it can create an "image"
of the brand and change your audiences' feeling

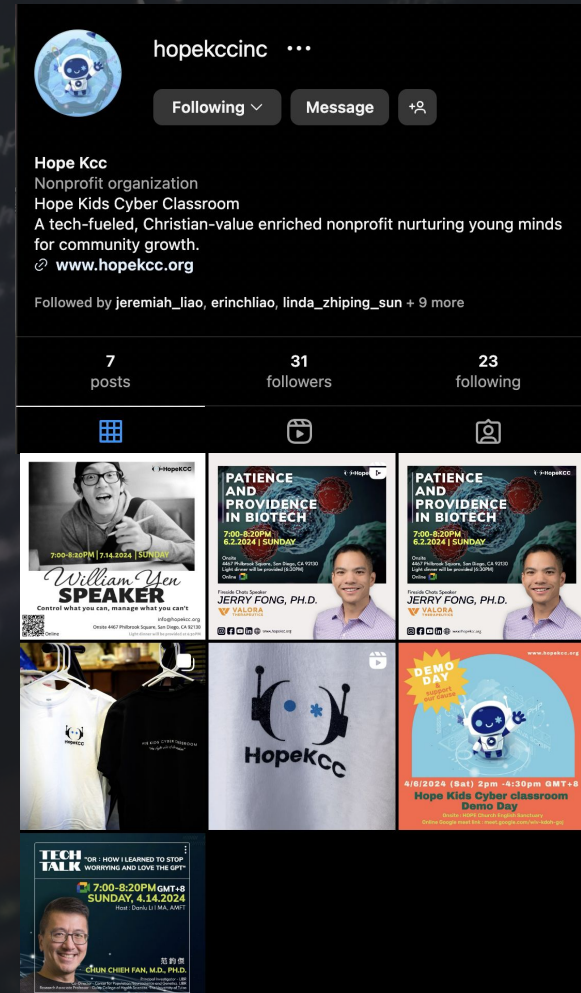# Social Media presence

Host contests

- ↑ engagement
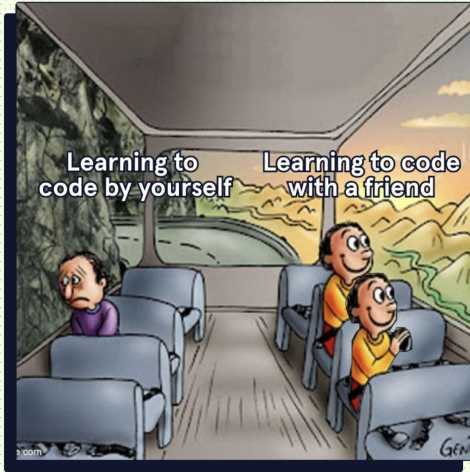- Attracts more followers

Social Media Trends

- Staying up to date w features, hashtags, viral challenges

Content Calendar

- Planning in advance with posts, potings schedules, etc
- Balance: making sure there's variety, promotional, interactive, entertaining, and educational posts
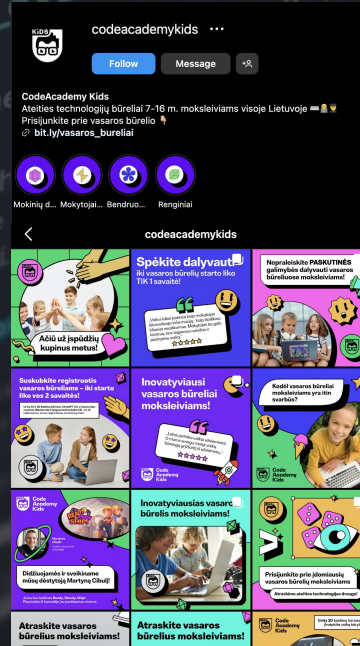
Marketing through social media

Aesthetics

- Extremely important for engagement - makes your page appealing to users
- Applying relevant topics to advertise - memes, trends, etc

Themed posts

- Visually appealing/eye catching
- Can be used to connect events or a series of promotions for a class, etc