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| PATHS4LIFE  **ID FUTURE STARS**  Marketing Plan | |
| Our Objective | To establish a distinguishable online presence, thru various digital marketing strategies. Create brand awareness to our target demographics about the existence of the company, and its service and offers. track customer acquisition’s measurable success. |
| Authors of Document | Rick Singer  Paulo Gonzales |
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| Business Summary |

## Our Company

Mood LTD LLC DBA The Sikat Agency is a company headquartered in Los Angeles, CA

**Mission**

Is to take our 20+ years of intimate relationships with the decision makers, the incredible depth of knowledge behind the scenes of the college admissions evaluation process, the hands on experience of visiting over a thousand colleges to understand the social, cultural ad academic prowess in order to Life Coach one on one students and families through the process of attending the "Right Fit" college or university.

**Vision**

Our vision is to become the one-stop-shop for incredibly talented people–without prejudice for age, gender, ethnicity and cultural desires that has a Realistic & Proven Ranking system for special talents, that allows human capital organizations and opportunity–to acquire skilled/talented people that will enhance our global environment and workforce.

## Our Marketing Lead

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| Paulo Gonzales | is Paths4life and ID Future Stars’s Marketing Office. His Role is to oversee the entire marketing plan and strategy of the brands and company. |

## SWOT Analysis

As the company’s marketing team, we want to help the brand lean into what it does well, improve what it doesn’t, capitalize on what it can do, and defend against what could challenge it. With that in mind, here is our SWOT analysis for 2024-2025.

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| **Strengths** | **Weaknesses** |
| **Diverse Program Offerings:** The company offers a range of programs, including the Life Coaching College Admissions Program and the Paths4Life Program, catering to different market segments.  **Flexible Pricing Structure:** The tiered pricing model allows the company to cater to both high-income and lower income  families, increasing market reach.  **Hybrid Delivery Model:** Utilizing platforms like Google Meets or Zoom enables wider accessibility and  convenience.  **International and Domestic Focus:** Targeting both domestic and international markets allows for a broader customer base and diverse revenue streams.  **Resource Intensity for High-Touch Programs:** Customized, high-touch programs | **Cost Structure**: High-quality services might lead to high pricing, potentially limiting accessibility for some segments.  **Sensitivity to Market Reputation**: As a service-based business, particularly in the education sector, reputation is critical. Any negative reviews or unsatisfied clients could significantly impact the business's perceived value.  **Adapting to Changing Educational Trends**: The challenge of continuously updating the service offerings to align with the latest trends in college admissions and educational methodologies.  **Compliance with Educational Standards and Regulations**: Keeping up with and adhering to ever-changing educational regulations and standards can be resource-intensive and challenging. |

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| **Opportunities** | **Threats** |
| **Growing Demand for Online Education:** The increasing trend towards online learning provides a significant opportunity for growth and expansion.  **Partnerships with Universities and Brands:** Collaborations with universities and brands like Nike can enhance credibility and market reach.  **Expanding to Emerging Markets:** Targeting emerging markets internationally can lead to untapped customer segments.  **Leveraging User-Generated Content:** Encouraging students to share their experiences can be a powerful marketing tool.  **Innovative Marketing Strategies:** Utilizing modern marketing channels like TikTok and Instagram to engage younger audiences presents a significant opportunity.  **Digital Marketing Expertise:** The emphasis on digital marketing strategies, including social media engagement and content marketing, aligns with modern marketing trends.  **Strong Branding Through Storytelling:** Using emotional storytelling and educational content in marketing can  effectively build brand loyalty and trust..  **Dependency on Technology:** Reliance on digital platforms for program delivery and marketing makes the  business vulnerable to technological issues or shifts in digital platform popularity. | **Changing Educational Trends:** Rapid changes in educational needs and preferences may require constant adaptation of program content.  **Market Saturation Risks:** The education and coaching marketing is highly competitive, and distinguishing the programs can be challenging.  **Economic Fluctuations:** Economic downturns can impact families' ability to invest in educational programs, especially in the high-price segment.  **Regulatory Challenges:** Both domestic and international markets may face regulatory changes affecting educational services.  **Technological Disruptions:** New technological innovations could disrupt current program delivery models or marketing strategies. |
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| Business Initiatives |

The Company has the ambitious goal of enrolling and coaching students. To help the business do that, our marketing team will pursue the following initiatives in 2024-2025:

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| Initiative 1: Explode our Online Presence | |
| Description | To build upon our existing online success, we need to invest resources into strategically growing our online presence as well as turning a profit on contacts acquired through these efforts. |
| Goal of initiative | Through a combination of paid campaigns, new content campaigns, and exploring new online groups, we can tap into new personas and appeal to more potential clients. |
| Metrics to measure success | Double our organic traffic numbers *and* paid ad leads. |

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| Initiative 2 Set up For both Entities (PATHS4LIFE & ID FUTURE STARS) | |
| Description | Over the next 1-2 months, we’ll work on building a website, new logo, social media accounts, set up of Ad business suites and copywriting to establish and set up the Brand direction of the company. |
| Goal of initiative | * To create visual visibility and define our Brand positioning. * To prepare both entities when ad campaign is planned and set up |
| Metrics to measure success | website visitors at live launch of the website and soon to follow customer review when we have enough data collected thru various campaigns. |

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| Initiative 3 (PATH4LIFE) | |
| Description | * Over the next 12 months, we’ll work on building the website, a copy-write, about us, who we are, blog property and resource etc. on the website that becomes a go-to resource for our customers’ FAQ, Landing Page, Educating who we are as a business, and what the service is all about. * Create the Persona of the Service/Company * Subsequently after, begin creating and collecting content to post for social media with a variety of (Informative, Inter-active, Educational, Advertorial Contents) |
| Goal of initiative | * To increase our website’s rank on Google searches and create critical top-of-the-funnel marketing content that helps our sales team to start more conversations with prospects. * To Inform Target audience of all the service of the company, Narrating the process from beginning to end-results, and to answer the question “why I should choose PATHS4LIFE?” as their Coaching Service of their college admission dreams. |
| Metrics to measure success | * Organic page views per month or downloadable content per month, from the day of the live launch. * Leads, Ad Impression, Reach and Conversion. |

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| Initiative 4 (ID FUTURE STARS) | |
| Description | - Over the next 12 months, we’ll work on building the website and portal, and all the essential copy-write and articles property that becomes a go-to resource for the deliberately niche target audience.   * Soon move to creating social media, direct to client, invite only email marketing, or referral marketing. |
| Goal of initiative | * Non-intentional rank on Google searches and create critical top-of-the-funnel marketing content that helps our sales team to nurture all clients and prospect.   - Create Brand awareness about the existence of the company and service highlighting “exclusivity and privacy” for high net-worth individuals. |
| Metrics to measure success | - Number of personal leads collected and contacted.   * Number of respondent to the email invites. * Number of signups to newsletter. |

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| Target Market |

This target audience segmentation provides a clear picture of who the programs and services are designed for, aligning with the age ranges, goals, and sectors specific to each offering.

**ID Future Stars - Sports Programs**

*Youth Sports Camps* **(Ages 7-18)**

**Gender**: Boys & Girls

**Goals**: Skill development in various sports, physical fitness, teamwork.

**Sectors**: Soccer, Golf, Tennis, Basketball, Baseball, Softball, Swimming & Diving, Volleyball.

*Outdoor Adventure Camp* **(Ages 7-18)**

**Gender**: Boys & Girls

**Goals**: Outdoor skills, adventure, environmental awareness.

**Sectors**: Fishing, Hiking, Biking, Kayaking, etc.

*International Sports Camps* **(Ages 7-18)**

**Gender**: Boys & Girls

**Goals**: Cultural exchange, sports skills, global perspective.

**Sectors**: All sports offered in domestic camps.

**Path4Life - Educational & Life Coaching**

*Academic Enrichment* **(Ages 5-18)**

**Gender**: All

**Goals**: Academic improvement, overcoming COVID-related educational gaps.

**Sectors**: General academics, reading, writing, math.

*Acting and Public Speaking***(Ages 12-20)**

**Gender**: All

**Goals**: Confidence building, public speaking skills.

**Sectors**: Acting, presentation, mock trials.

*Purposeful Life Program* **(Ages 12-20)**

**Gender**: All

**Goals**: Community service, personal growth.

**Sectors**: Volunteering, life skills.

*War, Religion, Politics Program* **(Ages 14-20)**

**Gender**: All

**Goals**: Critical thinking, understanding global issues.

**Sectors**: Socio-political education.

*College Application Workshop* **(Ages 16-19)**

**Gender**: All

**Goals**: College admissions, essay writing.

* + **Sectors**: College preparation.

*College Trips & Placement* **(High School Juniors and Seniors)**

**Gender**: All

**Goals**: College selection, career guidance.

**Sectors**: Various academic fields.

**Special Programs**

*Inconvenient Youth Movement* **(Ages 9-20)**

**Gender**: All

**Goals**: Climate crisis awareness, certification.

**Sectors**: Environmental education.

*Hybrid Online School for Learning Challenges* **(Grades K-12)**

**Gender**: All

**Goals**: Support for learning challenges, personalized education.

**Sectors**: Special education.

## Industries

In 2024-2025, we’re targeting the following industries where we’ll sell our service and reach out to customers:

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| College Admission Coaching | High School Students Navigating College Admissions, Families and Individuals Valuing Holistic Development, Youth Sports and Outdoor Enthusiasts, Students Seeking Academic Enrichment, Teens and Young Adults in Public Speaking and Acting, |

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| Youth Development and Educational Services | Students Seeking Academic Enrichment, Teens and Young Adults in Public Speaking and Acting, Youth Sports and Outdoor Enthusiasts, Students with Learning Challenges, Families and Individuals Valuing Holistic Development |

## Buyer Personas (PATHS4LIFE)

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| Buyer Persona 1 The Mother | **Income Level**: Upper middle-class ($100,000 - $150,000 per year)  Behavioral Characteristics:   * **Values**: Places high importance on education, personal development, and well-rounded growth for her children. * **Lifestyle**: Active, involved in community events, and values spending quality time with family. * **Interests**: Reading, attending educational workshops, and family outdoor activities.   Goals and Aspirations:   * **For Her Children**: Wants her children to excel academically, develop strong life skills, and gain admission to reputable colleges. * **Personal**: Seeks to provide the best opportunities for her children while balancing a fulfilling career and family life.   Challenges and Pain Points:   * **Navigating College Admissions**: Feels overwhelmed by the college admissions process and unsure about how to best prepare her children. * **Balancing Time**: Struggles to find enough time to research and provide comprehensive support for her children's development. * **Seeking Holistic Development**: Wants her children to have well-rounded development, including sports, leadership skills, and social awareness.   Media Consumption:   * **Online Habits**: Active on social media platforms like Facebook and LinkedIn, follows parenting and educational blogs. * **Preferred Communication**: Email newsletters, informative webinars, and educational podcasts.   Information Sources   * Relies on online research, including educational blogs and forums, for information about college admissions. * Follows parenting and educational groups on social media. * Attends local school events and seminars about education and college admissions.   Decision-Making Criteria   * Quality and reputation of the coaching service. * Personalized attention and tailored approach to her children's needs. * Proven success record in college admissions and student development. * Recommendations and reviews from other parents. |

Within our target market(s), we’ve identified the following buyer personas to represent our ideal customers below is an example of their persona:

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| Buyer Persona 2 The Father | **Income Level**: Upper middle-class ($120,000 - $170,000 per year)  Background and Lifestyle   * Tech-savvy and values efficiency and data-driven approaches. * Involved in his son’s extracurricular activities, particularly in technology clubs. * Balances a demanding career with family time.   Goals and Aspirations   * Aspires to see his son excel in both academics and personal interests, especially in STEM fields. * Wants to ensure his son gets into a top-tier university with a strong program in science or technology. * Interested in programs that can help his son develop life skills and emotional intelligence.   Challenges and Pain Points   * Finds the college admission landscape complex and ever-changing. * Concerned about his son’s stress levels and ability to balance school, extracurricular activities, and college prep. * Limited time to assist with college research and application process due to work commitments.   Information Sources   * Prefers online resources like educational websites, webinars, and expert blogs for information. * Attends tech and education conferences. * Trusts insights from professional networks and colleagues with college-age children.   Decision-Making Criteria   * Emphasis on programs with a track record in STEM-related college admissions. * Looks for services that offer a structured, results-oriented approach. * Values clear communication and transparent processes.   Buying Habits   * Prefers services that use technology and innovative methods in their approach. * Likely to spend on high-quality services that align with his son’s aspirations and show a clear ROI. * Appreciates detailed, informative consultations before making a decision. |

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| Market Strategy |

## Products

* College Admission Coaching
* Educational & Life Coaching
* Sports Coaching Program

## Promotion

We promote our services in the following ways:

* **Organic channels**, such as our website and our blog.
* **Press:** Media Coverage, Publications features or write ups.
* **Organic Social Media content creation:** Create engaging and shareable content for educational purposes.
* **Paid campaigns** on social media and search engines for targeted business owners in USA/Intl. ( FB, IG, TIKTOK, YT)
* **Webinars** – our newest investment to speak to prospects, customers, and new contacts alike.
* **Communal integration** and working with local institutions for volunteering and sponsorship opportunities.

This strategy combines paid, personal, and organic opportunities to reach new customers and engage existing ones. [[1]](#footnote-2)

# Q1 Budget

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| Q1 Planned Deliverables |

***Note:*** *These are Planned Deliverable and is still subject for adjustments and change  
according to the agreed strategy and approach of the planned proposal, this is only a draft and sample of how the possible flow of the campaign and setup of the Company’s Digital Presence will be.* **January:**

Digital Marketing Campaign and Plan development  
Setup of the domains or emails for ID future stars, paths4life.   
Set up of social media, hyperlinks and optimize profile.  
Setup a CRM(Customer Resource Management)  
Website/s  
Graphic Logo and Design  
Copywriting (Sales and Direct)  
Set up Ad business Suites (Meta, Google)  
SEO

**Feb:**

Press Release Campaigns plan  
 >Review  
 >Revision  
 >Approval  
 >Execution  
Content Strategy and Planing  
 >Review  
 >Revision  
 >Approval  
 >Execution   
Ad Campaign planning and budget  
 >Review  
 >Revision  
 >Approval  
 >Execution

Ad Campaign A/B testing and Optimization

**March:**

Ad campaign Launch

Press Release Launch

**Budget(ESTIMATE)**

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| **Marketing Expense** | **Estimated Price/monthly** |
| Marketing Full Stack Consultant | $10,000/month |
| Website Design, Logo and design (ID FUTURE STARS & PATHS4LIFE) | $4,800-$5,500(one time) |
| Website hosting/domain/email | $40-$70 |
| Search Engine Optimization (Organic searches, Backlinks, and etc) | $200-$500(one time for the moment) |
| Email Marketing platform | $29-$35 |
| (CRM) Customer Resource Management | $12 per member |
| CHATGPT 4.0 | $22 |
| Canva | $14 |
| Social Media Management | TBD |
| Ads  Press/Publications | TBD |
| **Total** | **est. 14,935** |

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| Marketing Channels |

Over the course of 2024-2025, we will launch/ramp up our use of the following channels for educating our customers, generating leads, and developing brand awareness:

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| Website PATHS4LIFE and ID FUTURE STARS | |
| Purpose of channel | Brand awareness, to inform to our customers and clients who we are as a company, what is our purpose, what are we offering, and what is our service. |
| Metrics to measure success | Example: 50,000 unique page views per month, signups, signup-to-attendance rate |

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| Facebook / Instagram | |
| Purpose of channel | Groups threads discussion's, Brand Awareness, Landing page, Community engagement and management. |
| Metrics to measure success | Page visits, Engagement(likes comment), Following, Reach, Impressions, and etc. Conversion. |

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| LinkedIn | |
| Purpose of channel | for Business Leaders/Owners and Corporate Demographics |
| Metrics to measure success | Interactions, Connections, Reach, Impressions, and etc. |

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| Marketing Technology |

We will utilize the following technologies and software to help us achieve our goals and objectives.

## Marketing CRM

TBD what Customer Resource management we want to use. (We recommend ClickUP to start)

## Email Marketing Software

TBD Flodesk, Mailchimp, Klaviyo

## Social Media Management Software

TBD

1. [↑](#footnote-ref-2)