



duolingo x Delta

Midterm Deliverable

02/02/24



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Agenda



Meet the Team



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Analyst



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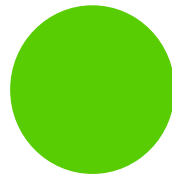
Fonts & Colors

Add style specifications and hex codes

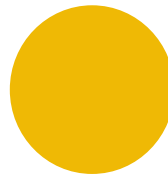


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Slide Title	Font – Helvetica Neue Bold, Size – 38, Color – Green (Helvetica and Helvetica Neue are NOT the same!!!!)
Slide Subtitle	Font – Helvetica Neue Light, Size – 18, Color – Black
Box Title	Font – Helvetica Neue Bold, Size – 38, Color – Orange
Body Text	Font – Helvetica Neue Light, Size – 13, Color – Black
Emphasized Text	Font – Helvetica Neue Bold, Size – 13, Color – Black

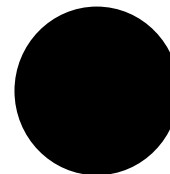
Insert Color Palette with Hex Codes Below:



Green:
59CD03



Orange:
EFB905

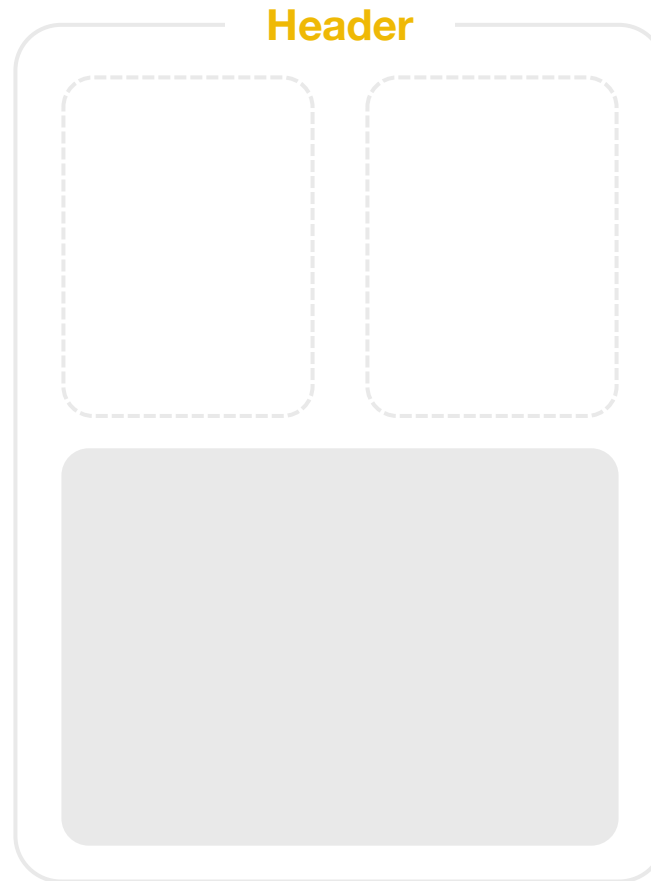


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Templates

Boxes, headers, etc.



duolingo

Overview

Surveys

Interviews

Competitors

Socials

Campaigns

Conclusion



Project Overview



Gen-Z Marketing Strategy



Market research, competitor analysis, & marketing recommendations

Goal: Understand the current marketing trends used by language-learning and other educational apps focused on the Gen-Z population and strategize methods Duolingo can utilize to increase their popularity amongst Gen-Z learners.

Surveys

Designed a **Qualtrics survey** targeting college students in the U.S. and analyzed 100+ responses to understand:

- Demographic of students who are aware of Duolingo
- Brand awareness of Duolingo versus other competitors

Interviews

Conduct 15+ interviews to gain an in-depth understanding of students':

- Awareness of existing language learning apps
- Trends to understand how social media can be leveraged for marketing

Competitive Landscaping

Identified **top 3** competitors of Duolingo as:



Focused on researching the competitors':

- Number of users and other engagement metrics
- Social media positioning (**Instagram, TikTok, Facebook, Twitter, YouTube, and more**)
- Most recent marketing campaigns and their outcomes

Marketing Strategy

Social Media Marketing:

Strategize what type of content is the most popular and engaging for different platforms used by Gen-Z students

Advertisements:

Provide insight on the type of content, storylines, characters, etc. that should be featured in Duolingo TV and other monetized advertisements to appeal to Gen-Z interests

Advertisements:

Look into how discounts, offers, and physical campaigns can impact Duolingo's growth in the next year





Interview Results



Student Interviews



Overview

conducted 15 interviews with students from UC Berkeley, New York university, and UT Austin through zoom

questions focused on their current usage and perception on Duolingo and if they have seen Duolingo's presence on social media or other platforms

asked students about their opinions on the ads they see on TikTok and Instagram and what type of content they find the most engaging

understood students' opinions and brand awareness of Quizlet, Babbel, and Rosetta Stone as well to see if these were more or less popular than Duolingo

Demographics

- 5 freshmen, 4 sophomores, 3 juniors, and 3 seniors
- 6 engineering, cs, and it majors; 5 medical and science majors; 4 humanities majors
- 12 students from the united states, 2 from Mexico, and 1 from China

Findings

9 students stated that they have either used Duolingo in the past or are currently using Duolingo to learn new languages
7 students states that they were not aware of Duolingo's features beyond learning new languages such as Duolingo math
2 students have stated that they have not seen any Duolingo content on TikTok, Instagram, or other social media platforms

12 students that they learn about new companies and products mainly through TikTok and Instagram
5 students stated that they like ads that feature a recognizable character or celebrity endorsing the product



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