EARLY ADOPTER CHANNELS

Finding Your Early Adopters

A CUSTOMER SEGMENT: Post-Secondary Student

PROBLEM: Free Time (Organization)

B OFFLINE CHANNELS WHERE YOU WOULD FIND EARLY ADOPTERS

1. Campuses
2. Coffee shops near campuses
3. University libraries
4. Student residences
5. Bars near campuses

C CHANNELS RELATED TO SOCIAL MEDIA

1. University Facebook Group
2. Following University Instagram Page
3. Follow University on Twitter
4. Liked the University Facebook Page
5. Textbook buy and sells Facebook groups

D CHANNELS LEVERAGING ONLINE FORUMS AND GROUPS

1. Hashtags related to university
2. Tweety @ the university feed
3. Posting on the University Facebook
4. University Reddit thread
5.

E RELEVANT INFUENCERS

1. Frosh Week Ambassadors
2. Club/Group President
3. Student body President
4. Professors
5.

F CHANNELS USED BY COMPETITORS

1. Instagram
2. Twitter
3. Facebook
4. App Store
5. Blogs

G TRADITIONAL OFFLINE TACTICS

1. Booths in University Canvas
2. Student discount
3. Flyers
4. Work shops
5.

EARLY ADOPTER CHANNELS

Finding Your Early Adopters

A CUSTOMER SEGMENT:
Mobile Users

PROBLEM: Lack of Wifi (Poor Connection)

B OFFLINE CHANNELS WHERE YOU WOULD FIND EARLY ADOPTERS

1. University Student on Campus
2. Friends, family
3. Social Clubs near Campus (restaurants, bars, etc)
4. Libraries, Coffee Shops
5.

C CHANNELS RELATED TO SOCIAL MEDIA

1. Sponsored Instagram ad
2. Youtube Videos
3. Face book
4. BlogTo, Yelp, that display places with free wifi
5.

D CHANNELS LEVERAGING ONLINE FORUMS AND GROUPS

1. Reddit groups (Open Wifi)
2. Wifispc Toronto
3. to wifi
4. Yelp Wifi
5.

E RELEVANT INFUENCERS

1. Google Station Project
2. Freedom mobile free TTC wifi
3. Starbucks free WiFi
4. Android Central
5. Marques Brownlee

F CHANNELS USED BY COMPETITORS

1. Ads
2. Tech Communities
3. Student Deals / plans
4.
5.

G TRADITIONAL OFFLINE TACTICS

1. Walk around, location to location asking for connections
2.
3.
4.
5.

EARLY ADOPTER CHANNELS

Finding Your Early Adopters

A

CUSTOMER SEGMENT:
Travel

PROBLEM: Trustful Sources Ratings/
Comments

B OFFLINE CHANNELS WHERE YOU WOULD FIND EARLY ADOPTERS

1. Travel Agencies
2. Travel Enthusiasts
3. Travel Guides
4. Hostels and Resorts
5. First Time travelers

C CHANNELS RELATED TO SOCIAL MEDIA

1. Instagram Sponsored Ads
2. Facebook travelers groups
3. Those tweeting about #Travel
4. Twitter / Facebook polls
5.

D CHANNELS LEVERAGING ONLINE FORUMS AND GROUPS

1. Trip Advisor
2. Expedia, Red Tag
3. Travelers Groups on Facebook
4.
5.

E RELEVANT INFUENCERS

1. Trip Advisor Reviews
2. Travel Bloggers
3. Travel Agents
4. Email Subscription
5.

F CHANNELS USED BY COMPETITORS

1. Online review sites
2. Magazine ads
3. Commercials
4. Emails with newest Deals, Destination
5.

G TRADITIONAL OFFLINE TACTICS

1. Travel and experience first hand
2. Ask questions to friends or advisors
3. Read trip magazines/brochures
4. Travel groups formed through school
5.