

# Marketing Management-II

## Task 2

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- **The Task**

- Keeping in view the above context, an EdTech company wants to encash on the upcoming festival of Basant Panchami in the month of January 2023. This festival is also celebrated as Saraswati Puja in some parts of the country. This festival signifies the worship of the Goddess of Knowledge “Maa Saraswati”. Indian parents lay extraordinary emphasis on Education and want their children to be well-educated. The Edtech Company wants you to develop and manage its advertising program for this occasion.

- You are expected to submit a 4 slide presentation that includes the following aspects:

- 1. Mission

- 2. Money

- 3. Message

- 4. Media

- 5. Measurement

- **Some Assumptions**

- 1. The EdTech Company deals in supplemental education for students of class 6 to class 12.

- 2. They offer video lectures in English, Hindi, and major regional languages.

- 3. They offer video lectures, which are supplemented by numerous tests and reading material available in English, Hindi, and major regional languages.

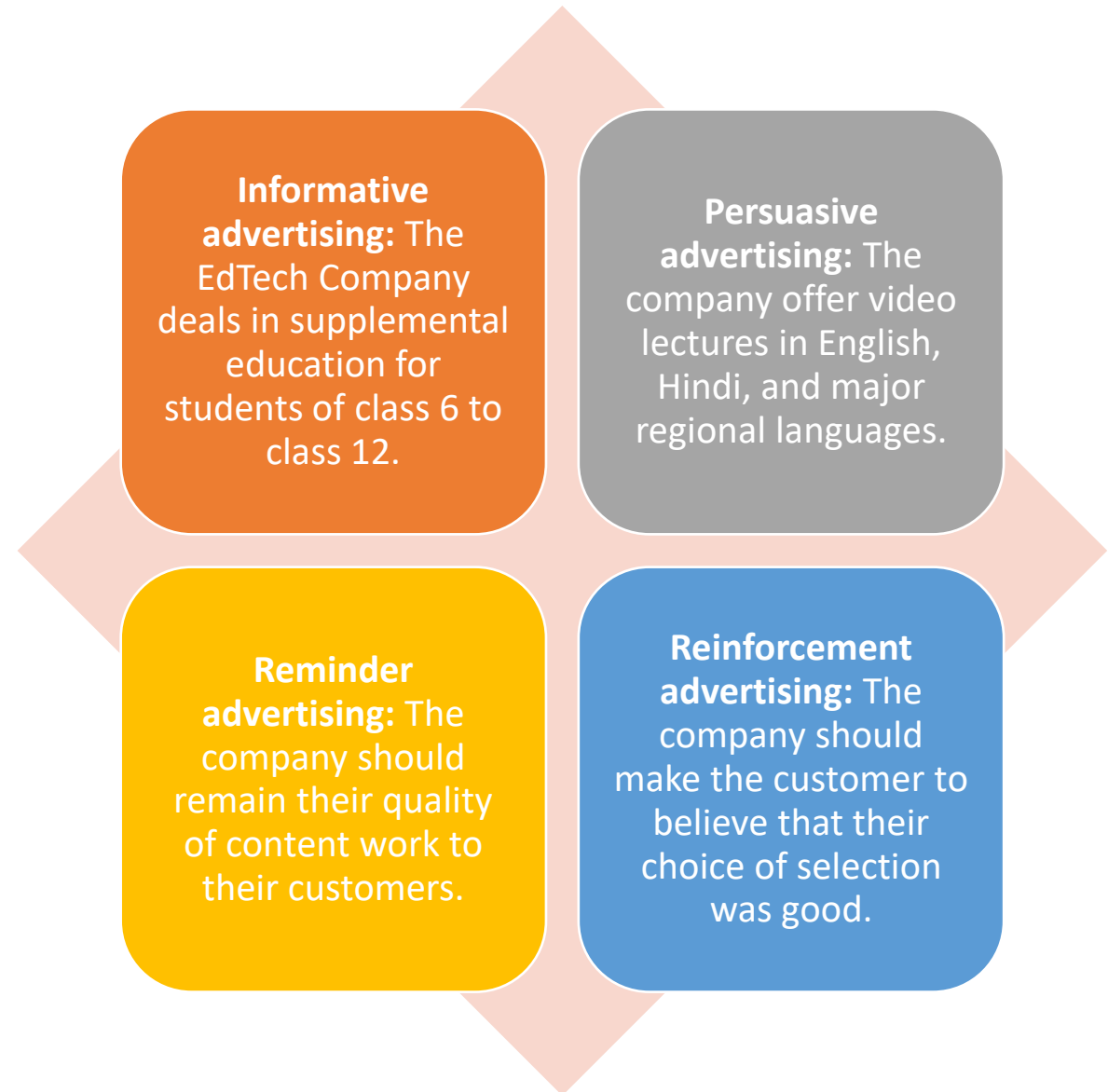
- 4. There are one-to-one remedial classes for underperforming students and this is available to subscribers of the premium plan.

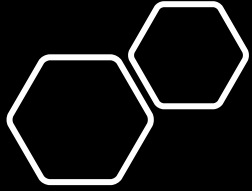
- 5. They offer content for all major boards available in the country.

- 6. They have been operating in India since 2009 and enjoy a customer base of approximately 1.2 million

- 7. They have an average retention of approximately 3 years for a student acquired.

# 1. Mission





## 2. Money

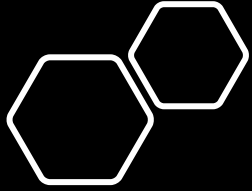
The EdTech company should provide some more amount for advertising because they have to compete with their competitors.

If the company spend more on advertising they will be in the situation to provide amount or price as per their quality of content. As already said in the above text that the effectiveness of the advertising quality was too low.

Saraswati pooja is the greatest opportunity for the EdTech company.

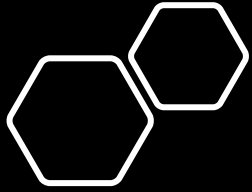
The company already had more customers. So to reduce advertise cost, the company use ads like referral code to get discount for new customers through existing customers.

The company is already in the maturity state or standard state. So they can also afford more money for advertisement.

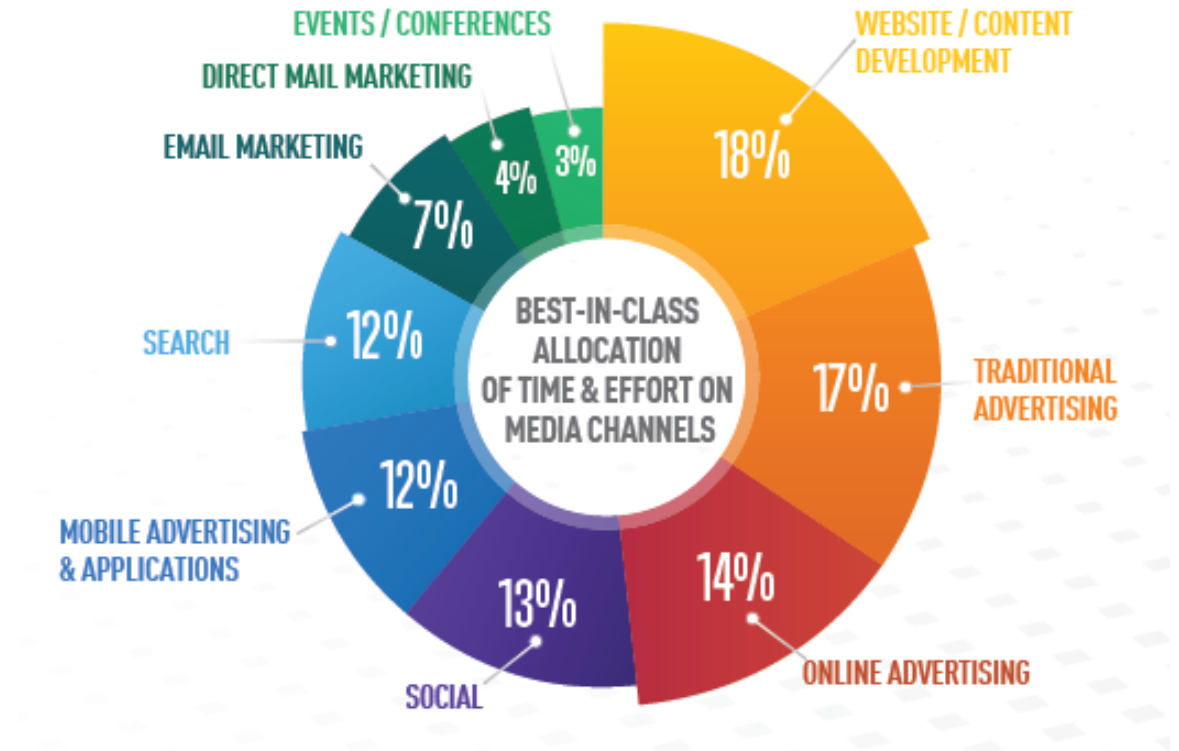


### 3. Message

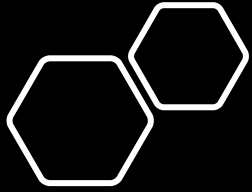
- The company have to communicate more with hot customers who are eagerly waiting new content or course in EdTech.
- The company should consider warm customers by providing more quality content.



## 4. Media

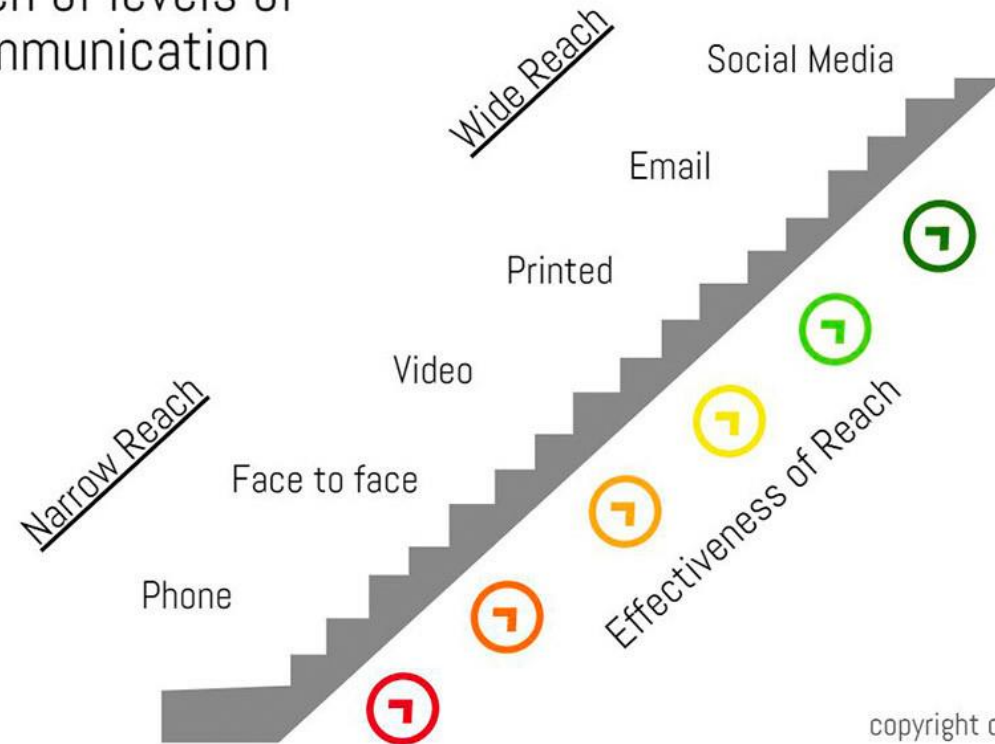


The company mainly providing online classes so the above parameters will be used as media.



## 5. Measurement

Reach of levels of  
communication



We can get approximate measure of communication  
through those attributes