

CARNEGIE LEARNING

OTHERS TEACH WHAT. WE TEACH WHY.

Team 4

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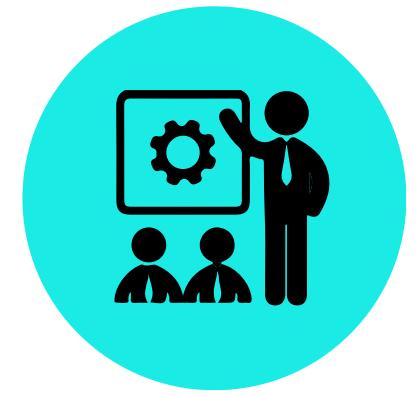
By submitting this deck of case slides, the members of our team affirm that we all participated in the analysis of the case and the creation of this document.



CARNEGIE'S GOAL: MARKET THROUGH TIKTOK



Make an established presence in the TeachTok community on TikTok.



Gain at least **1M** followers on TikTok community in a span of **1 year** to successfully influence teachers and students to use Carnegie Learning.

~~CARNEGIE
LEARNING~~



MARKETING PIPELINE

A THREE-STAGE PROCESS

01 Analysis of current status and potential scope

Carnegie Learning | TikTok For Business (as marketing channel)

02 Marketing Recommendations

Content-based | Promotional

03 Devising the Implementation Strategy

Metrics | Budgeting | Execution Timeline

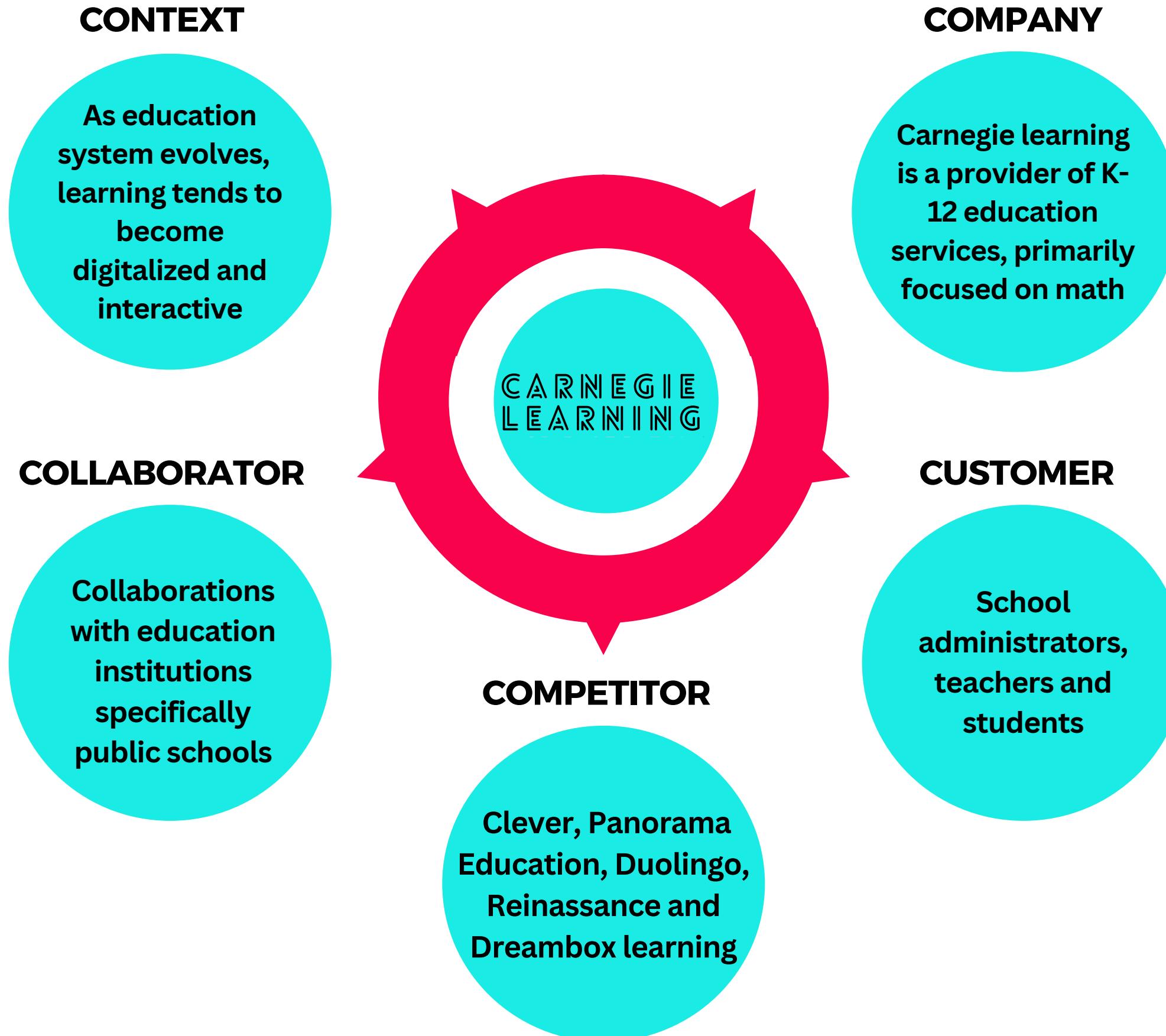


Analysis:

- Carnegie
- TikTok For Business (As Marketing Channel)



CARNEGIE LEARNING UNFOLDED



Value Proposition

Unlike some competitors who focus solely on teaching the **WHAT**, **Our Carnegie Learning helps** teachers **who want to** make learning experience more interactive for students **by** prioritizing the '**WHY**' behind mathematical concepts **and** being dedicated to imparting a profound understanding of the reasoning and principles that underlie each solution.

TIKTOK FOR BUSINESS & ITS BENEFITS

- Around 45% of TikTok (ers) feel more connected to the brand when the ads are informative
- Advertisements are 1.2x more effective when they are entertaining
- Advertisements linked to TikTok-Shop are 1.5x more likely to be referred using Word-of-Mouth
- 57% of Gen-Z follow a brand which advertises using Spark-Ads on TikTok

81 %

81% of TikTok users who made a Back to School purchase said the platform played a role in purchases/gifts bought.

1.2X

TikTok is 1.2x more likely to be seen as entertaining (vs. other social apps/platforms).

45%

45% of TikTokers feel more connected to brands that teach them something new or give them information about themselves

4 in

4 in 5 social/video platform users in the US say th

a Back to School purchase said the platform played a role in purchases/gifts bought.

72

Even 3 weeks after exposure to an ad on TikTok, 72% of users say that the brand is memorable.

Recommendations

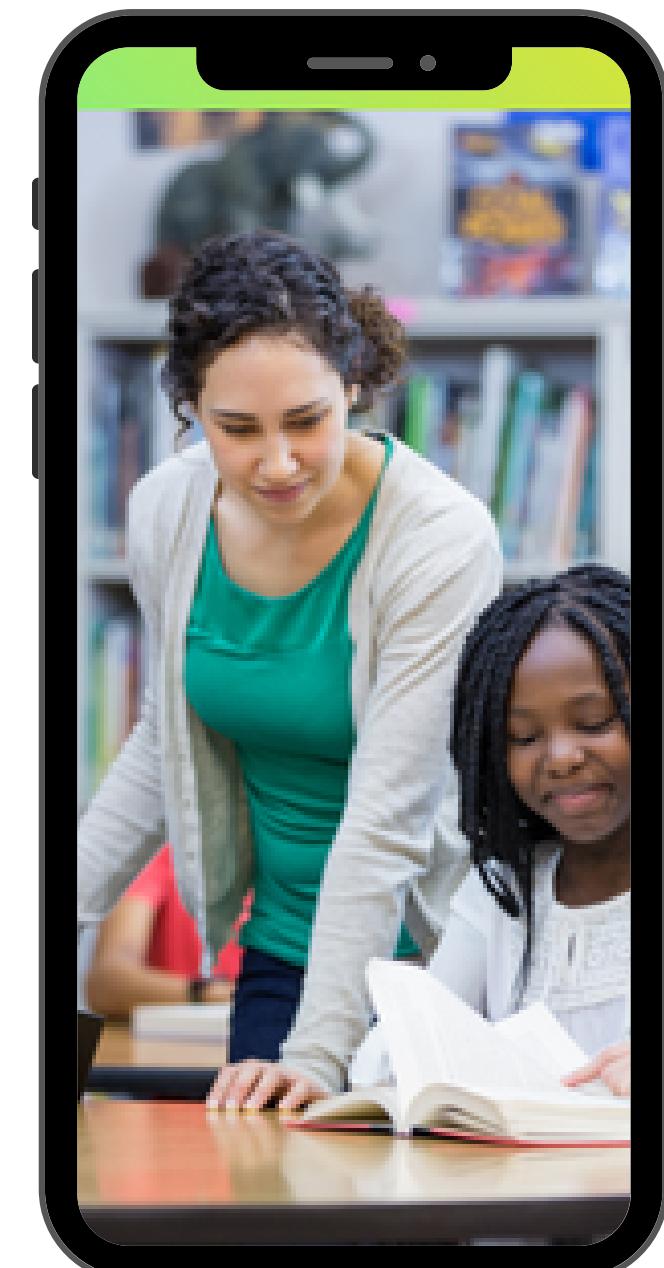
Our goal is to promote great content that appeals to teachers and students alike while minimizing expenditure for Carnegie Learning. For that, we have divided our recommendations into 2 parts:

- Content-Based
- Promotional



UNLEASHING THE "WHY" ON TIK-TOK: WHERE UNDERSTANDING BEATS MEMORIZATION

- 01** Conveying value proposition to convince millennial teachers
- 02** Combine kid's engagement with value proposition on trend videos
- 03** Take advantage of employee's formation (80% former teachers)
- 04** Periodic and tailored content on TikTok, ensuring that KEY MESSAGE is delivered!



ENGAGING EDUCATORS: EXPANDING CARNEGIE LEARNING'S REACH ON TIKTOK

- 01** Encourage students and teachers to share their feedback for Carnegie Learning and post it on tiktok

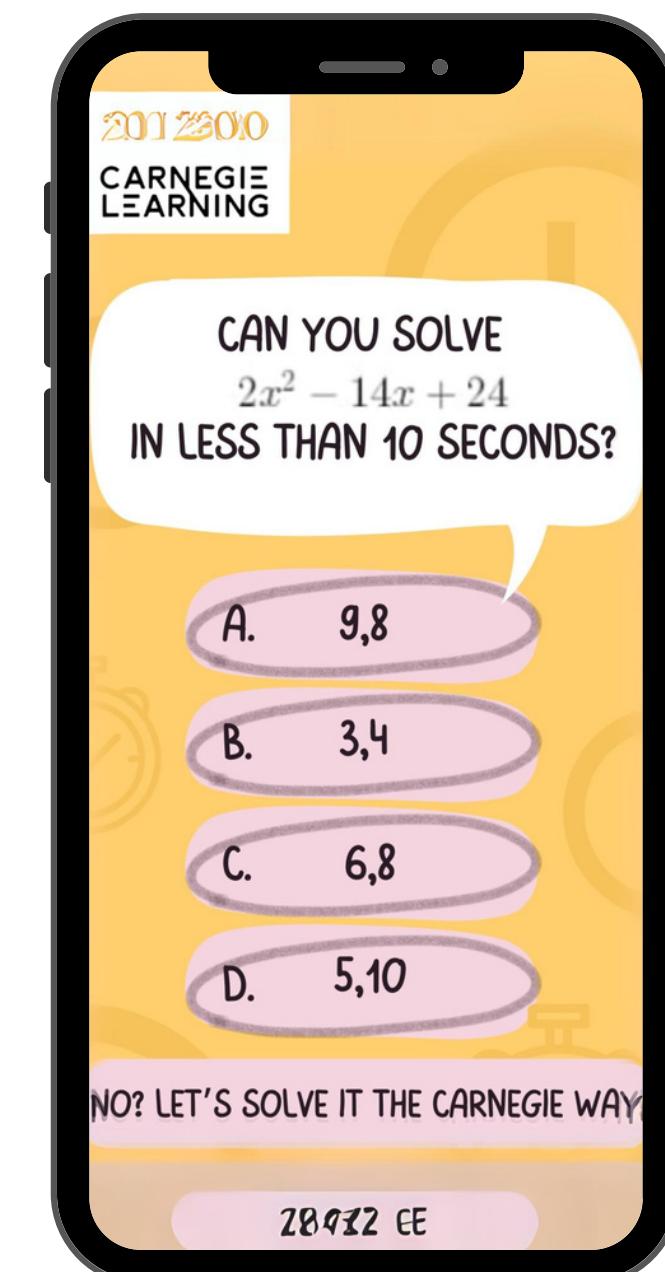
- 02** Create TikTok hashtags for teachers who are a part of Carnegie community to share, learn, and expand Carnegie Learning community.

- 03** Share student feedback and outcomes on TikTok to highlight Carnegie tools' effectiveness.



A SNEAK PEAK INTO MATHSTREAM'S UNIQUE APPROACH TO PROBLEM SOLVING

- 01** Content showcasing Mathstream's innovative approach to solving math problems, highlighting the contrast with conventional methods.
- 02** Develop a "**15-Second Math Challenge**" to enhance user engagement and boost customer awareness.
- 03** Incrementally introduce additional 15-second challenges to establish a distinctive identity for Carnegie Learning.



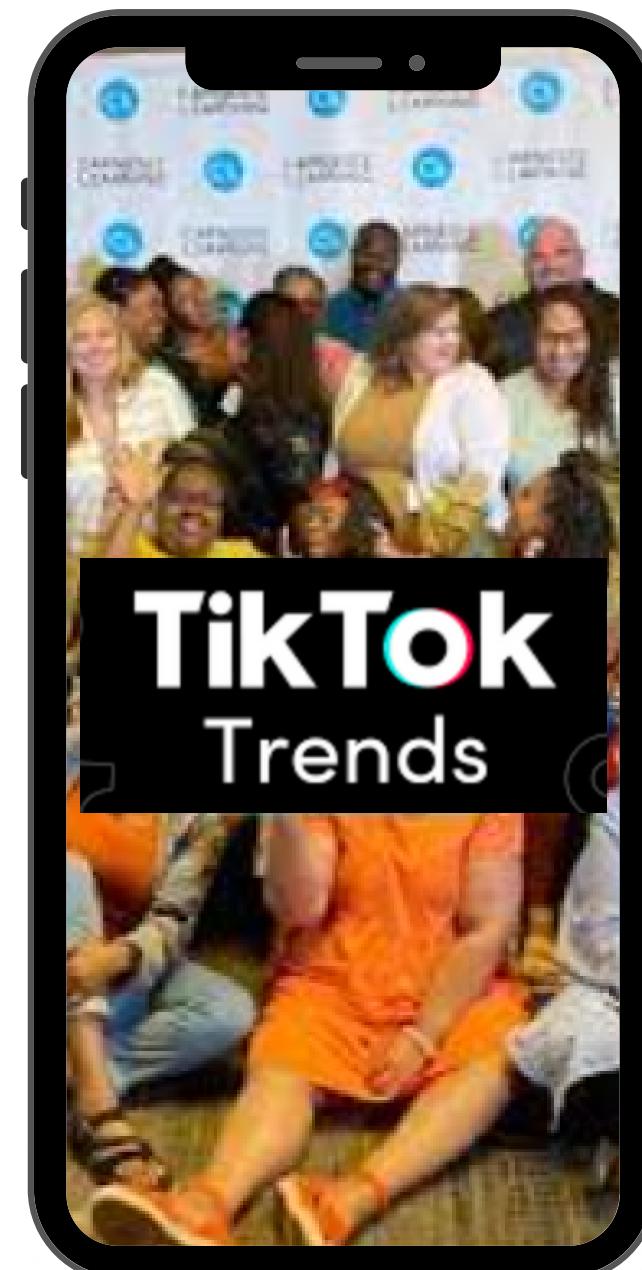
SHOWCASING CARNEGIE'S TEACHER TRAINING WORKSHOPS

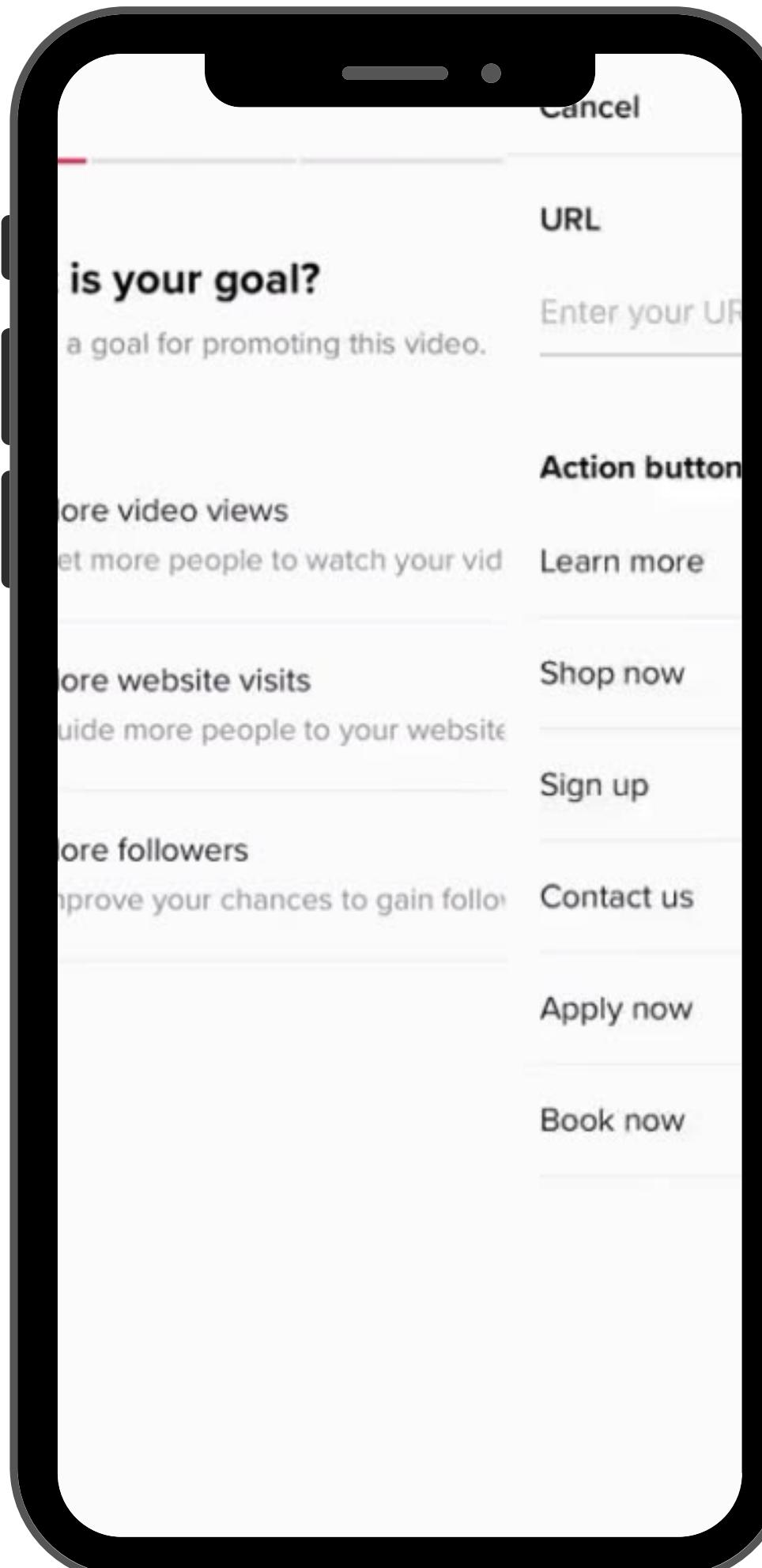
- 01** Short videos of Carnegie's Teacher training workshops on TikTok.
- 02** Highlight the Teachers' experience to attract other teachers to join Carnegie.
- 03** End with Teachers' positive feedback as an icing on the cake.



RECREATE TOP TIKTOK TRENDS THE CARNEGIE WAY

- 01** Follow popular TikTok Trends the Carnegie way
- 02** Include teaching staff and other employees in these videos
- 03** Easy way to get more reach and also showcase a positive work environment





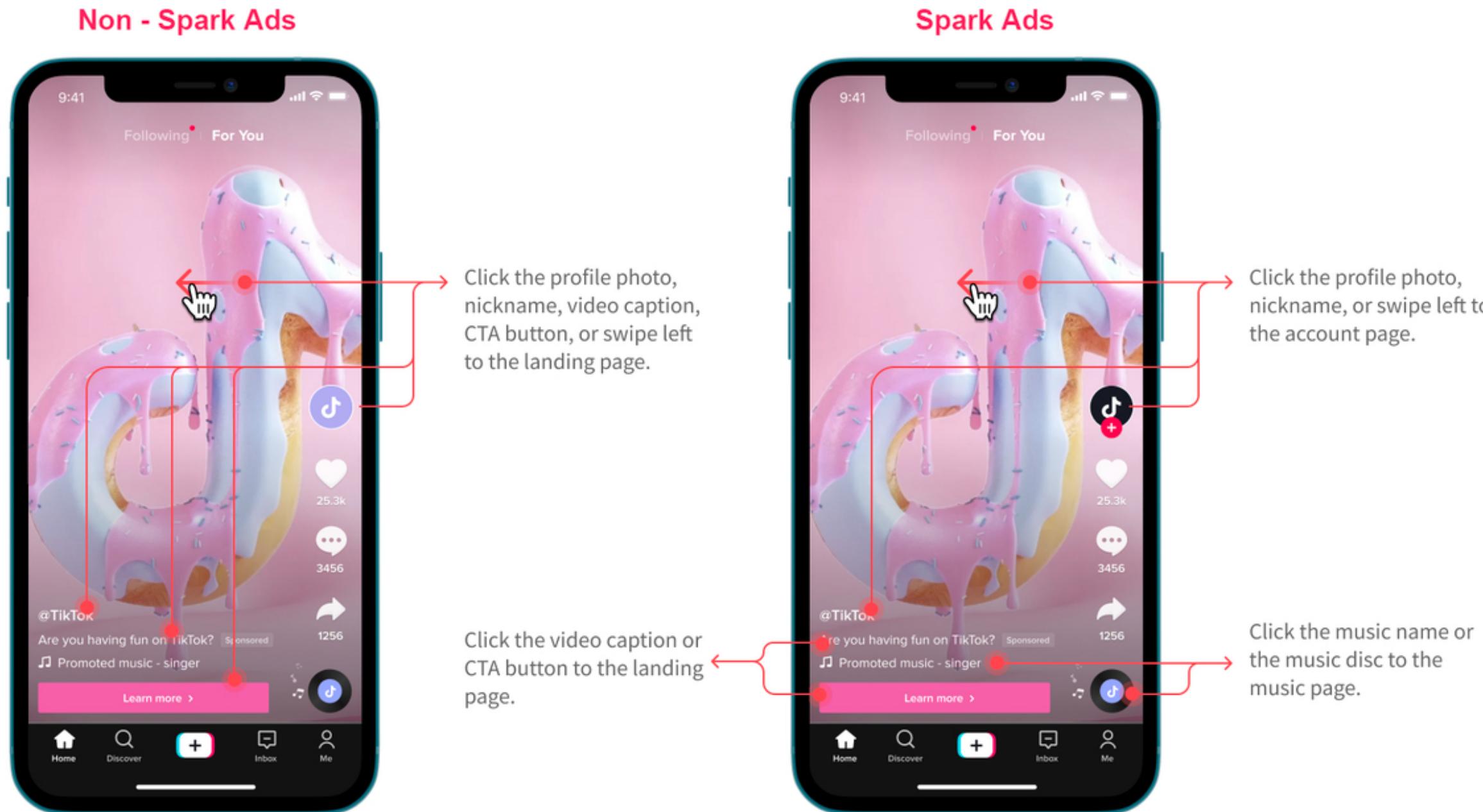
TIKTOK PROMOTE

GROW YOUR AUDIENCE

- Simple advertising tool to get more people to discover organic content
- Ability to select user demographic and direct traffic as a content-creator
- Set Budget, Length of time to run promotion and goal (website visits/impressions)
- Track metrics (CTR, CPM, CPC) in real-time

TIKTOK SPARK ADS

Convenient - Customizable - Consistent



- Separate action buttons for landing-page and brand handles
- Increase Brand awareness through '+' sign on profile-photo
- Click on music disc / caption to visit the music page and re-use template to create own content
- Individually track clicks for each actionable button - profile visits, webpage visits, music visits, anchor clicks

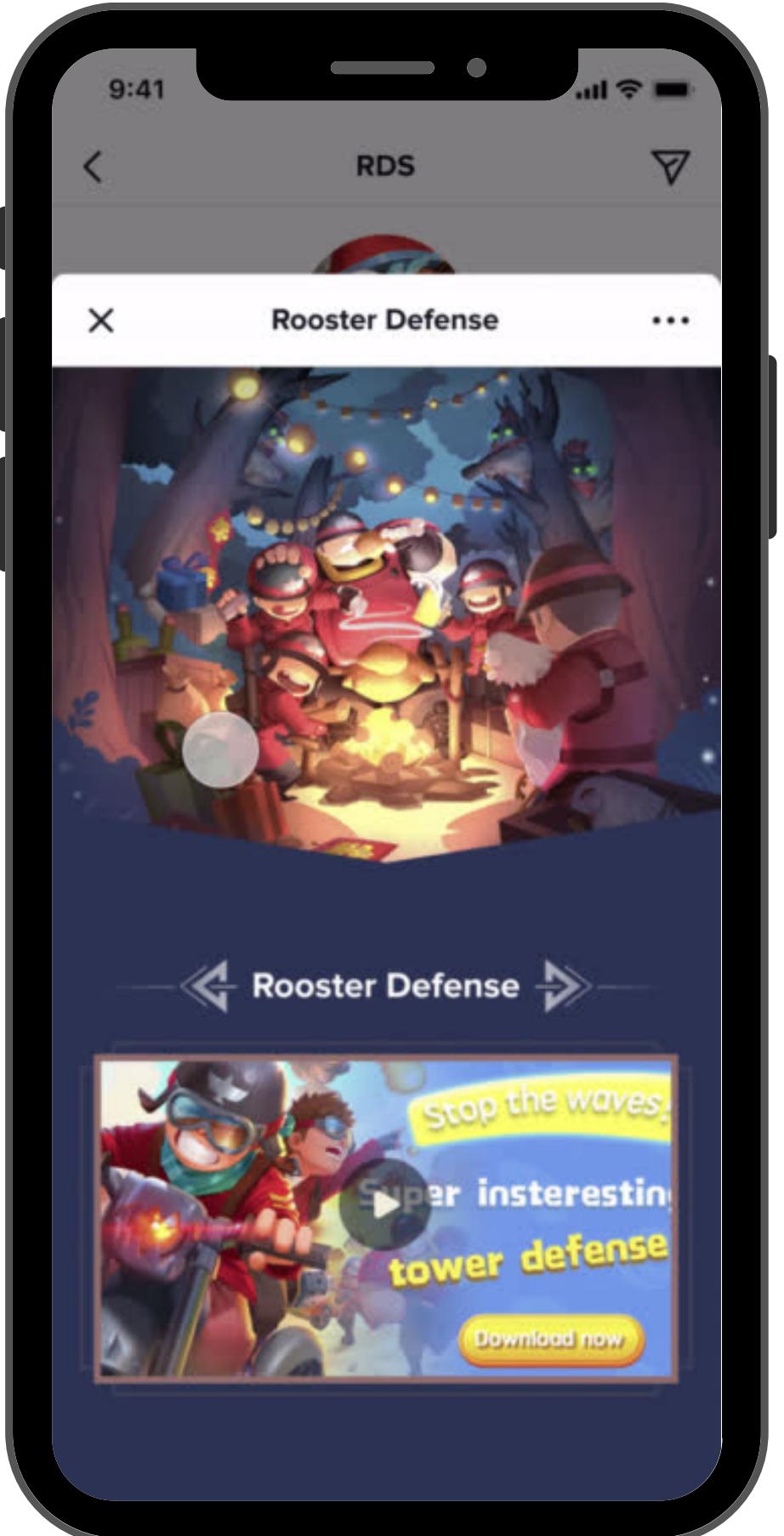
Why Spark-Ads?

Qualitative

- Users can view partial landing page, thus increasing engagement
- Added ability to A/B test our marketing campaigns using tracking options

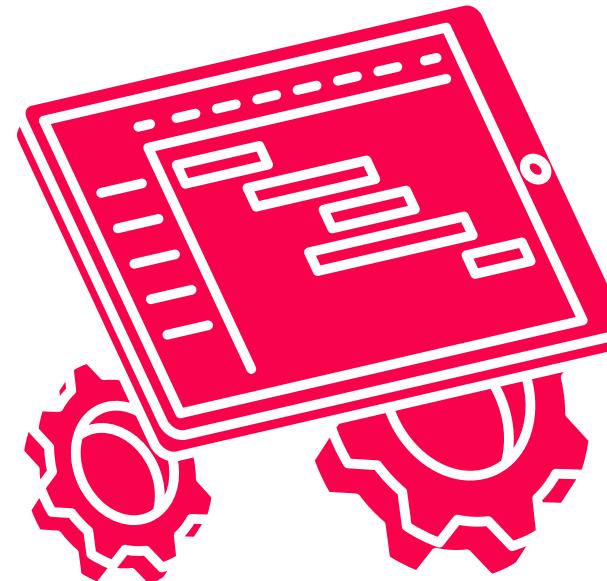
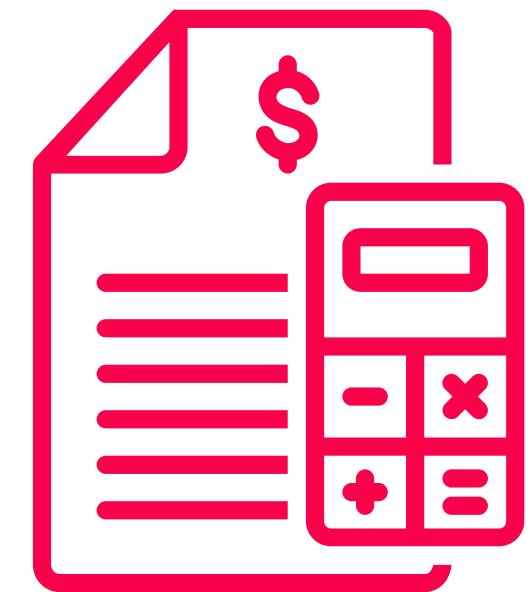
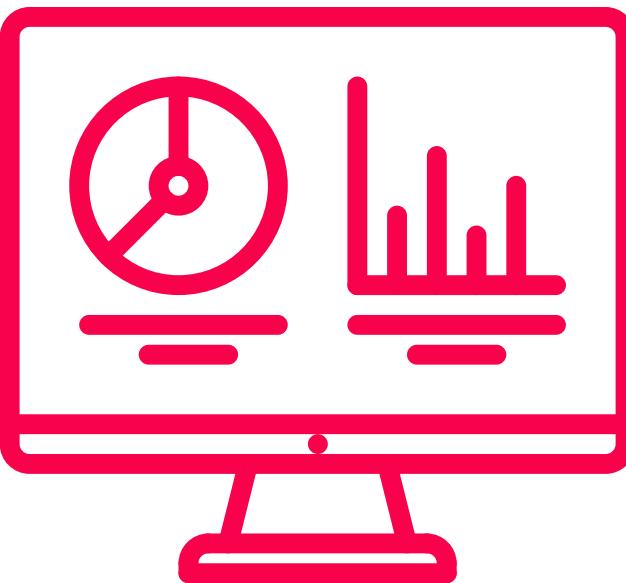
Quantitative

- 37% less Cost-to-Action
- 69% more Conversion Rate
- 134% more Completion Rate
- Users find it engaged, and it is cheaper to advertise



Devising the Implementation Strategy:

- Metrics
- Budgeting
- Execution Calendar



QUANTIFIABLE METRICS

CLICK THROUGH RATE

Number of clicks that your ad receives divided by the number of times your advertisement is shown



COST-PER-ACTION

Cost an advertiser pays for a specific action taken by a user in response to their ad



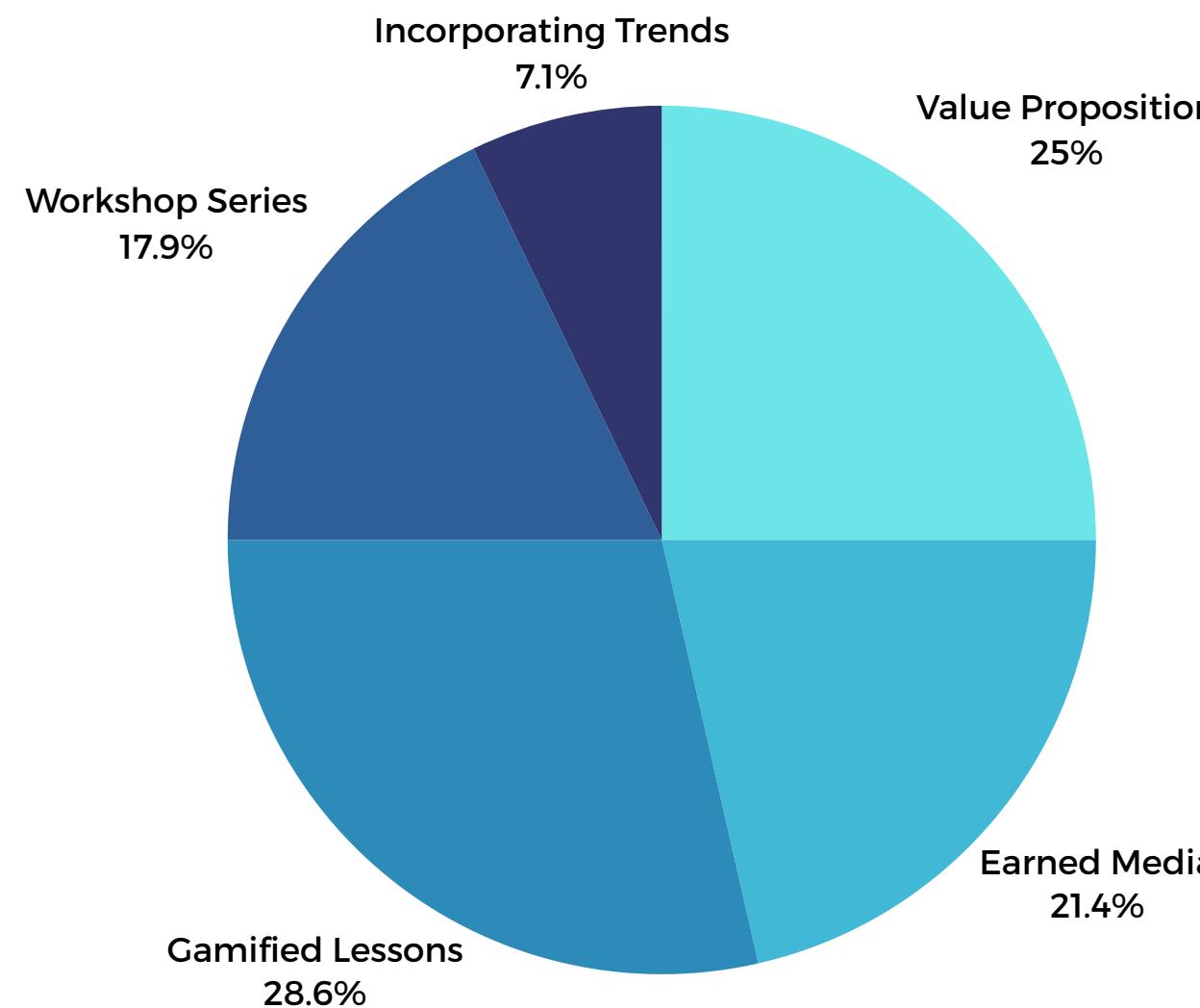
COST-PER-MILLE

How much it costs to show their ad to a thousand people

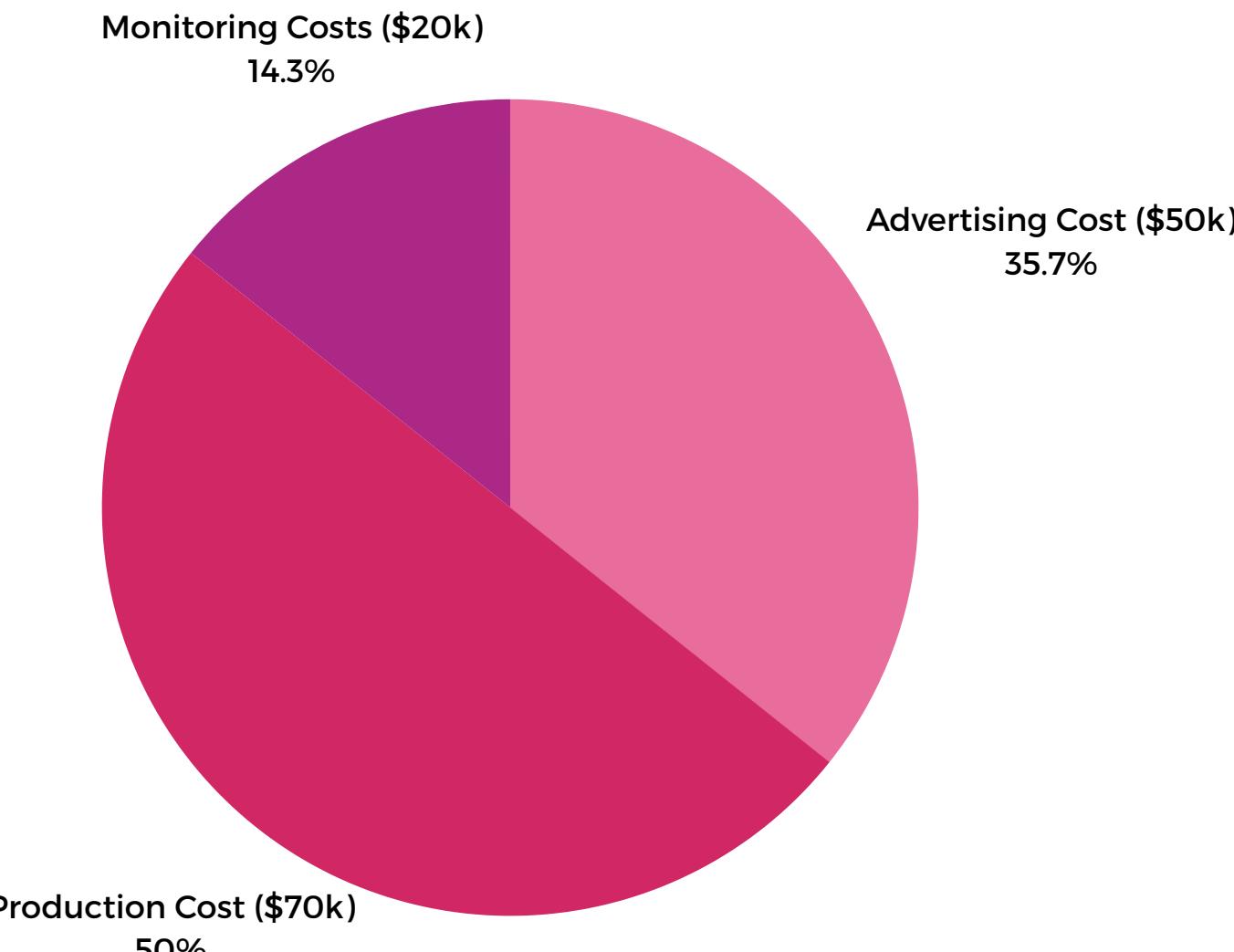


FUELING SUCCESS THROUGH BUDGET ALLOCATION!

5M IMPRESSIONS WITH ~\$140K



Budget Allocation Split for each Content-Based Recommendations



Budget Allocation Split based on Nature of Expense

By allocating **\$50,000 (36%)** of the \$140,000 budget to **Advertising**, Carnegie Learning can potentially reach **5 million ad impressions** by the **end of 2024**.

EXECUTION PLAN

Forward Horizons: Charting the Future Vision and Mission of Carnegie Learning

January 2024
Literature Survey and Market Study
Identify Trends and Engagement Factors

March 2024
A/B Testing Period
Run marketing campaigns on all 5 content types using the 2 promotional methods discussed

May 2024
Metric Evaluation
Collect and study data (CVR, CTA, CPM) and introduce changes in the content

July 2024
Back to School
Boost Recommendation
3 - Gamified Lessons.
Conduct and Capture fun and interactive workshops

September 2024
Tag-In Influencer
Boost earned media (reviews) promotions using popular TikTok influencers

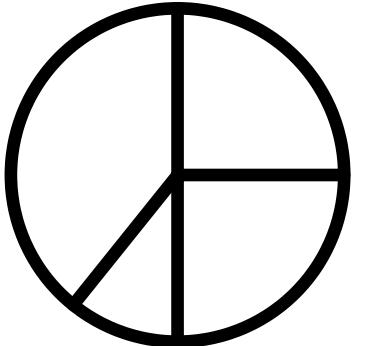
November 2024
Voila!! You have reached
1M Followers



THANK YOU

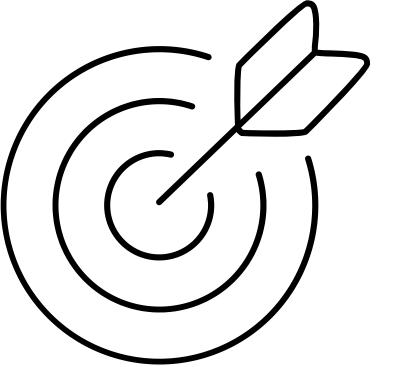
APPENDIX

STP ANALYSIS



Segmentation

Administrators and teachers of Education institutions that believe in interactive and feedback oriented learning



Targeting

Administrators and teachers of public education institutions



Positioning

It is positioned as provider of K-12 education that focuses more on "why than "what" in teaching.



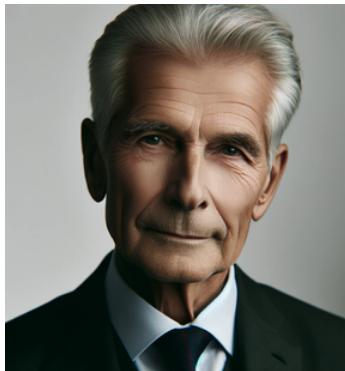
VALUE PROPOSITION



Carnegie Learning sets itself apart through a distinct educational philosophy that transcends conventional teaching approaches. Unlike some competitors who focus solely on **WHAT**, Carnegie Learning prioritizes the '**WHY**' behind mathematical concepts. Carnegie's commitment extends beyond merely arriving at correct answers; they are dedicated to imparting a profound understanding of the reasoning and principles that underlie each solution.

In addition to that, there's more rigor and expertise to Carnegie's product. Carnegie has been in the market for more than 25 years and the company detains the deepest commitment to research than everyone else. Definitely, all this understanding goes to the product!

CUSTOMER PERSONAS



Matt: 42 years old. Principal of Clear Lake high school. He is looking for innovative edtech solutions to enhance the quality of teaching and learning in their schools, especially in math education.



Lisa: 30 years old, math teacher in Michigan Lake high school. She tends to give her students creative learning environments that can help them understand concepts rather than just memorize them.



Nancy: 16 years old high school student. She is always confused about the math homework, so she is seeking an online education platform.

REACH 4.5 MN. IMPRESSIONS WITH ~\$127K

Recommendation	Channel	CPM (\$)	Target #Impressions (Mn.)	Advertisement Cost (\$)	Production Cost (\$)	Monitoring Cost (\$)
Value Proposition	Promote	10	1	10,000	20,000	5,000 (x4)
Earned Media	Spark-Ads	6.06	1.5	9,090	15,000	
Gamified Lessons	Video-Shopping Ads	8.2	1.2	9,840	25,000	
Workshops	In-Feed Videos	10	0.8	8,000	10,000	

Highest Allocation

Allocate ~\$40,000 for Gamified Lessons Strategy - High Production Costs, High CPM due to integration with TikTok-Shop

Lowest Allocation

Allocate ~\$20,000 for Workshop Ads Strategy - Generates Less Impressions, High CPM, Difficult to promote content

Total Cost

~\$127,000 of budget for all 4 strategies - \$20,000 for Monitoring Campaigns, \$70,000 for Production & \$37,000 for Marketing