

Digital Marketing Plan

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The "Premium Pivot" Strategy: From Freelancer to Institution

Executive Summary

Derrick, the market analysis proves one thing: **You cannot compete in the middle.**

If you stay in public pools with manual booking, inflation and government rules will crush your margins. The only safe harbor is Up-Market.

- **Pivot to Private Condos:** Escape ActiveSG regulations.
- **High-Ticket Packages:** \$1,500 upfront instead of \$360 monthly.
- **Concierge Service:** Digital speed and privacy for high-net-worth clients.

PESTLE: The High-SES Landscape

Factor	Low SES Threat	High SES Opportunity
Political	Squeezed by Public Pool rules.	Dominate Private Condos (Unregulated).
Economic	Recurring fees cut during inflation.	High-Ticket Packages (\$1.5k upfront).
Social	Parents want cheap (\$20/pax) classes.	Sell "Speed & Status" for professionals.
Technological	Manual texting feels unprofessional.	Premium Booking Portal & Video Analysis.
Legal	Casual approach scares wealthy parents.	"NROC Certified & Insured" builds trust.
Environmental	"Rain = Cancel" annoys clients.	"Guaranteed Results" absorbs risk.

Porter's Five Forces Analysis



New Entrants

Threat: High. 19-year-olds undercut price.
Fix: Build a \$5k Brand Ecosystem they can't afford to copy.



Buyer Power

Threat: High. Parents haggle over \$10.
Fix: Sell Outcomes (\$1.5k Survival) not Time.



Supplier Power

Threat: High. ActiveSG limits lanes.
Fix: Move to Condos; let the client provide the pool.



Substitutes

Threat: Medium. "I'll teach my own kid."
Fix: Ads showing why DIY teaching fails (trauma).



Rivalry

Threat: Very High. Dog fight in East SG.
Fix: Paid Ads to capture leads before they search.

Business Model Pivot

Current State (Red Ocean)

- ✗ **Segment:** Mass Market / Public Pools
- ✗ **Value:** Cheapest Price
- ✗ **Revenue:** \$360/mo Subscription
- ✗ **Process:** Manual WhatsApp ping-pong
- ✗ **Result:** Income capped by hours

Future State (Blue Ocean)

- ✓ **Segment:** Condo Moms & Executives
- ✓ **Value:** Speed, Privacy, Status
- ✓ **Revenue:** \$1,500 Upfront Packages
- ✓ **Process:** Zero-Friction Booking Portal
- ✓ **Result:** Scalable Asset

Financial Impact: Breaking the Ceiling



Key Insight: Marketing expenses increase, but Net Profit grows by **+\$1,380/mo**. More importantly, this revenue comes from *fewer* working hours by utilizing the Weekend Intensive model (\$2,000 for 1 weekend).

SWOT Analysis



Strengths

31.3K TikTok Followers, 5.0 Google Rating, "Laser Eye" skills, NROC Certified.



Weaknesses

Dated website, manual sales process, complex pricing tables, time-capped income.



Opportunities

High-SES Condo market, Adult "fearless" market, "Fast Results" intensive courses.



Threats

Low-baller coaches (\$20/hr), ActiveSG regulations, Inflation cutting middle-class spend.

The Digital Solution

1. Digital Storefront

Mobile-first site with "One-Click" WhatsApp booking. Use trust signals (NROC, 5-Star Reviews) to kill doubt instantly.

2. Product Pivot

Launch the **\$500 Weekend Intensive** (Cash Cow) and the **\$1,500 Swim-Safe Guarantee** (Anchor).

3. Traffic Engine

Geo-fenced "Diagnostic" Video Ads targeting Private Condos (D15, D10). Capture the "Hidden Gem" market.



The Growth Flywheel

These recommendations are not separate. They form a self-reinforcing loop:

1. The **Product (\$500 Course)** provides the high margins needed to afford ads.
2. The **Ads (Traffic)** feed qualified leads into the system.
3. The **Website (Storefront)** converts traffic into cash without manual texting.



The Revenue Machine

90-Day Execution Roadmap



Month 1: The Build

Strategy Session, Website Wireframe, Video Shoot, Tracking Setup.

Month 2: The Launch

Ads Go Live, Lead Triage, First "Weekend Intensive" Intake.

Month 3: Optimize

Cut expensive ads, double budget on winners, Scale Operations.

1-Year ROI Snapshot

Do Nothing	vs	The Upgrade
+\$5.4k		+\$32.8k
New Revenue		Net Profit (Cash in Pocket)

For every **\$1** you put into this machine, you get roughly **\$3** back.
Even in the "worst case," you own a professional website and video assets forever.

The Decision

Are you willing to trade \$5,000 today to potentially put an extra \$27,000 in your pocket by next year?

Let's build your legacy.

Image Sources



https://i.ytimg.com/vi/t5vry_M4F0g/hq720.jpg?sqp=-oaymwEhCK4FEIIDSFryq4qpAxMIARUAAAAAGAEIAADIQj0AgKJD&rs=AOn4CLC0RaZE8R96lk832lY_XceYkZhzNA

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