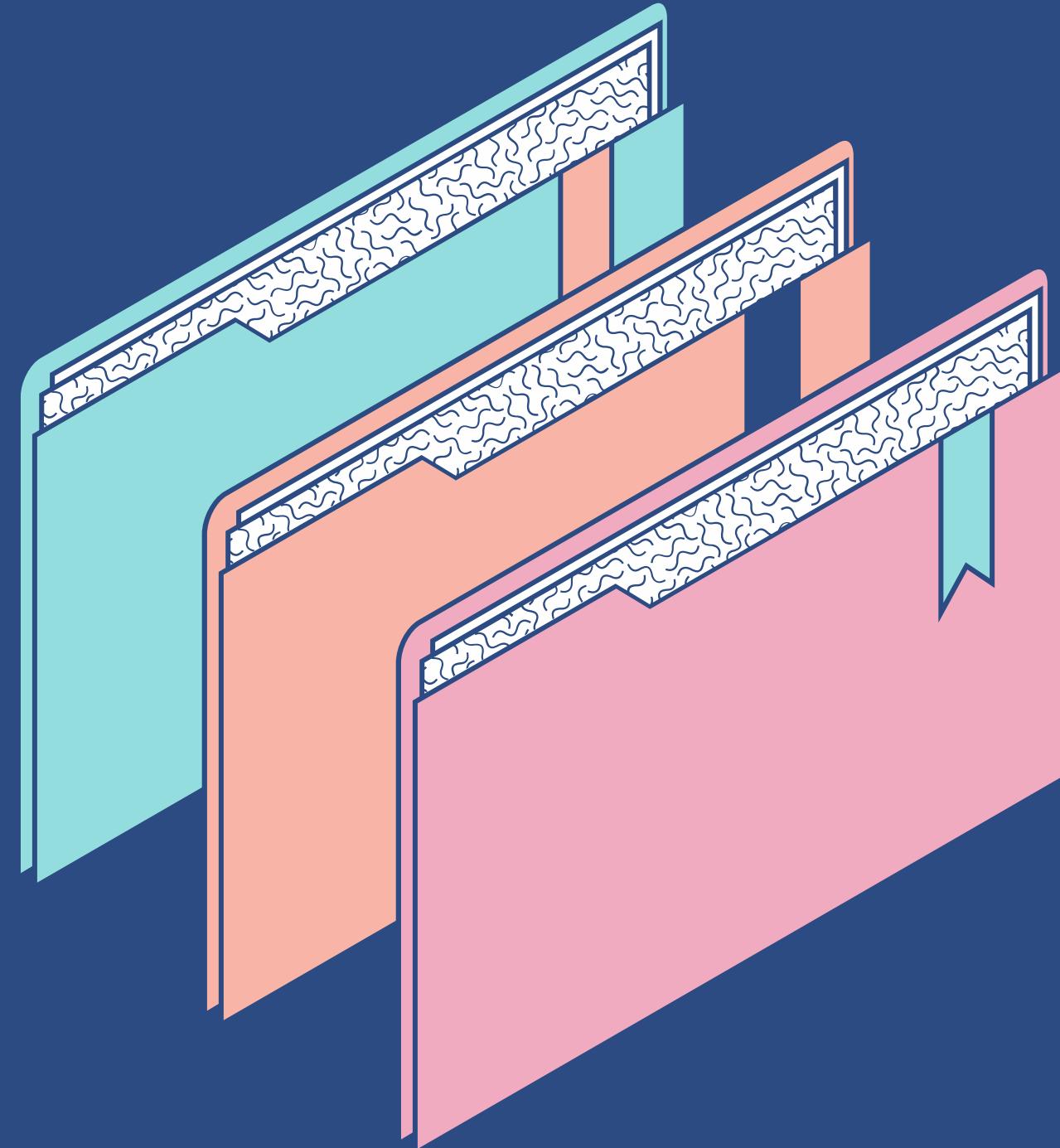




MARKETING - CONSUMER BEHAVIOR

# Bellingham Coding and Robotics Club Recommendations

Group 2



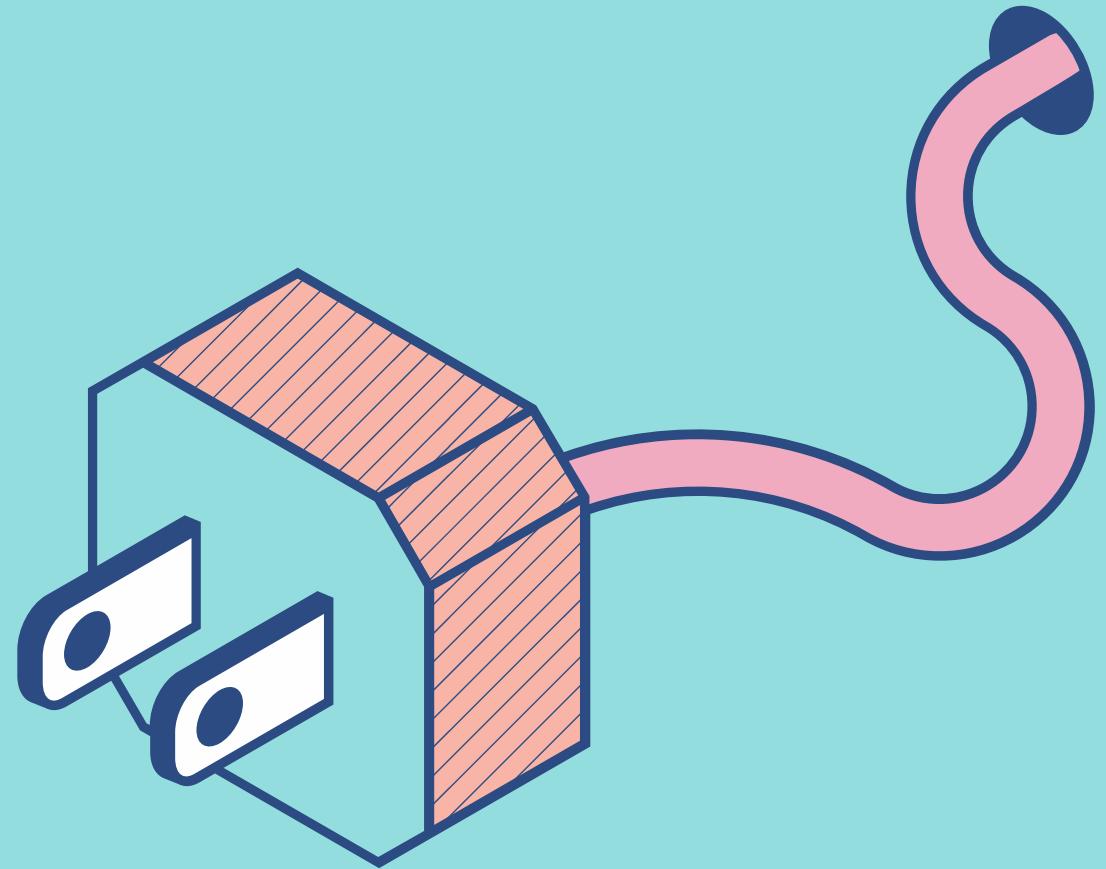
# Agenda

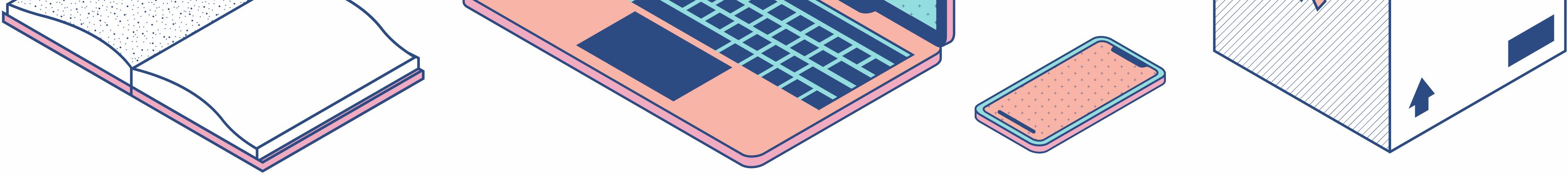
KEY TOPICS DISCUSSED IN  
THIS PRESENTATION

- Addressing Big Picture Goals and Challenges
- Education Industry Overview
- Consumer Analysis
- Relevance to BCRC
- Overall Recommendations

# Big Picture Goals for BCRC

- Growth in **Skagit Location** from increased messaging towards Skagit parents and children.
- Appealing to both **parents and their children** in for increased enrollments and post consumption satisfaction.
- Interested in pursuing more **location-based Google Ad** strategies.
- Interested in considering **Influencer-based** (and other) social media marketing strategies





# Current Obstacles



- Brand Recognition/Awareness at New Location
- Sales/Enrollments
- Social Media
- Other Marketing Tactics



# Industry Analysis Overview

1

## EDUCATION SERVICE

After school programs industry:

Sectors include educational assistance, organized physical activity, food & concessions music & art, family activities, and workforce development.

2

## MARKET SIZE

For Whatcom and Skagit counties:

Active market size in Whatcom County is 432,000 people, and in Skagit county it is 97,200 people.

3

## LOCAL COMPETITION

For Whatcom and Skagit counties:

Main competitors for both Whatcom and Skagit counties are Lynden Robotics Club, 4H, YMCA, and Boys & Girls Club.

4

## GROWTH TRENDS

There is high demand for enrollment.

24.7 million children not enrolled would enroll, but barriers of entry like cost, transportation, and hours of operation.

5

## CONSUMER SEGMENTS

Parent segment and child segments, with focus on parents.

Behavioral, Psychographic, Geographic, and Demographic segments which we'll talk about later.

# Consumer Analysis

## *Loyalty and Triggers*



### **Loyal Customers Derive from Friendly Staff and Good Content**

81.9%

of the reason respondents write good reviews from our survey.

### **Mainly, Good Reviews and Unique Content Increase Sign Ups**

49.5%

of the reason respondents sign up for after school programs in our survey. The factors of price, dedicated staff, and location also have significant value.

### **Unfriendly Staff Hugely Impacts Loyalty of Customers**

85%

of the reason respondents write negative reviews.

### **Professionalism can Make or Break a Consumers Sign Up**

100%

of respondents think professionalism is either important or very important.

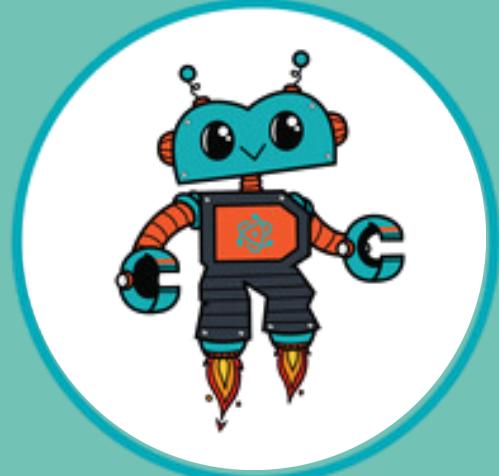
# Consumer Analysis

## DECISION MAKING

Decision making is a very complex process...

*What we know and have learned:*

- Separate decision making into two “buckets”
- Where does Bellingham Coding and Robotics fit?

Fast Decision Making	Slow Decision Making
<ul style="list-style-type: none"><li>• “Fast”</li><li>• Low involvement</li><li>• Effortless</li><li>• Automated</li><li>• Habitual</li></ul>	<ul style="list-style-type: none"><li>• “Slow”</li><li>• High involvement</li><li>• Deliberate</li><li>• Extended problem solving</li><li>• Cognitive</li></ul>  

# Consumer Analysis

## DECISION MAKING

## Survey questions with responses

What motivates parents to seek out after-school programs?

what period of time have parents spent seeking out after school activities?

When searching for information on after-school activities, where do parents typically find it?

Is search for an after-school program difficult?

What external factors influence parents when deciding to enroll their child in an after-school program?

Childcare 15%  
Socialization 18%  
Extended Edu. 6%

Instantly 16%  
Child Enrich. 61%

Social Media 18%  
Word of Mouth 21%

Internet 55%  
Word of Mouth 21%

Physical Locations  
Physical Applications

6% 6%

48%

55%

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# Consumer Analysis

## ATTITUDE TYPES/OVERVIEW

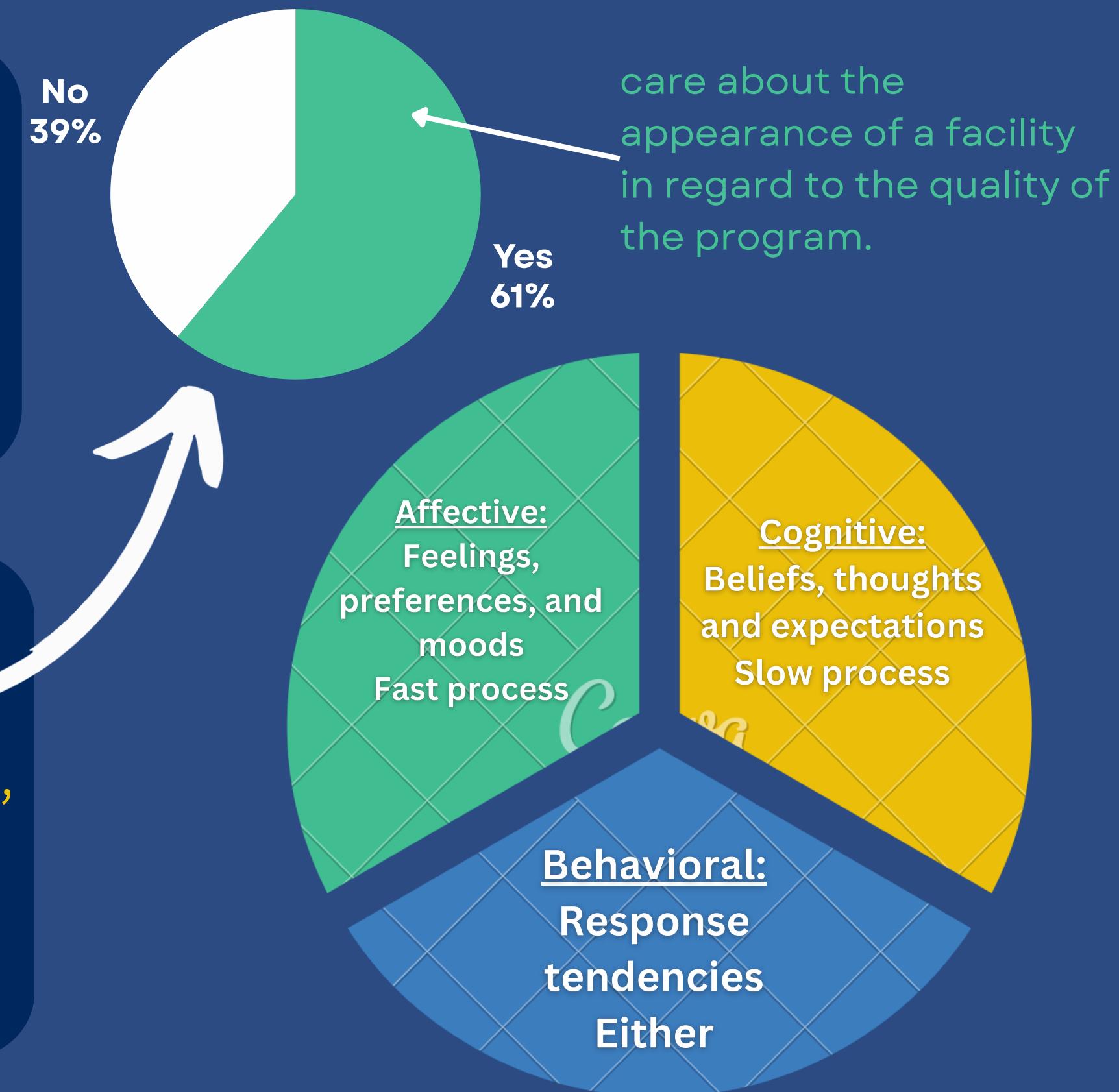
### What are attitudes?

- Attitudes help us seek positive stimuli and avoid negative stimuli, organize information, and understand motivations.
- Attitudes are a precursor to behavior, however, they **do not** 100% predict behavior.

### How do we use attitudes? (text coded to scale)

- Inclusive and easy-going atmosphere
- Soft/hard skills time management, teamwork, and critical thinking in kids
- Real-life applications/skills in STEM future
- Effortless signup, proactive communication

Do you usually assess an after-school program's quality by the appearance of the facility?



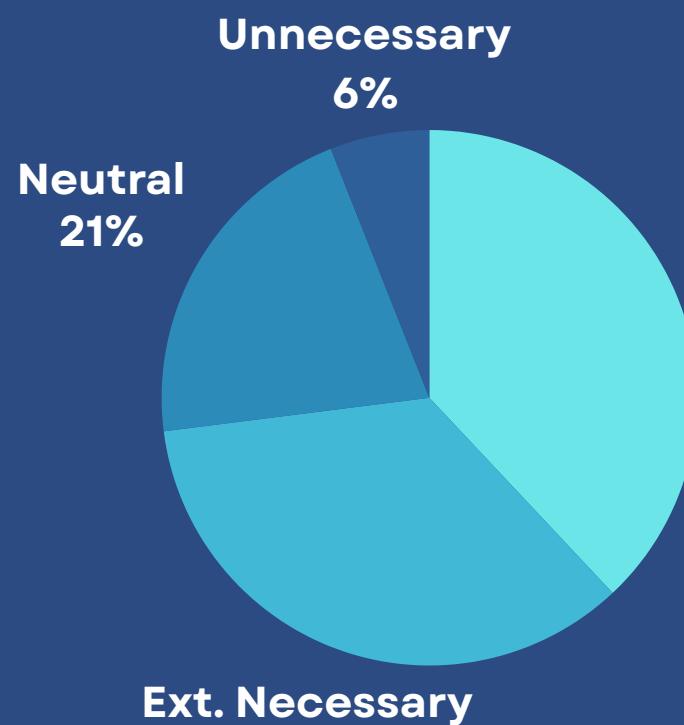
# Consumer Analysis

## ATTITUDES

Affective	N/A
Behavioral	<ul style="list-style-type: none"> <li>“My son has a lot of energy and need more than just school to keep him occupied”</li> <li>“Both husband and I work, we value the childcare aspect and socialization”</li> </ul>
Cognitive	<ul style="list-style-type: none"> <li>“I currently have no need to send my child to an after school program but am always on the lookout for an affordable option so my kid can attend occasionally”</li> <li>“Safe after-school childcare”</li> <li>“Builds character, promotes socialization”</li> <li>“Gives kids a chance to pursue passions and discover new interests.”</li> <li>“Any exposure to diverse and different groups of people helps create well rounded individuals with varied passions and hobbies”</li> </ul>

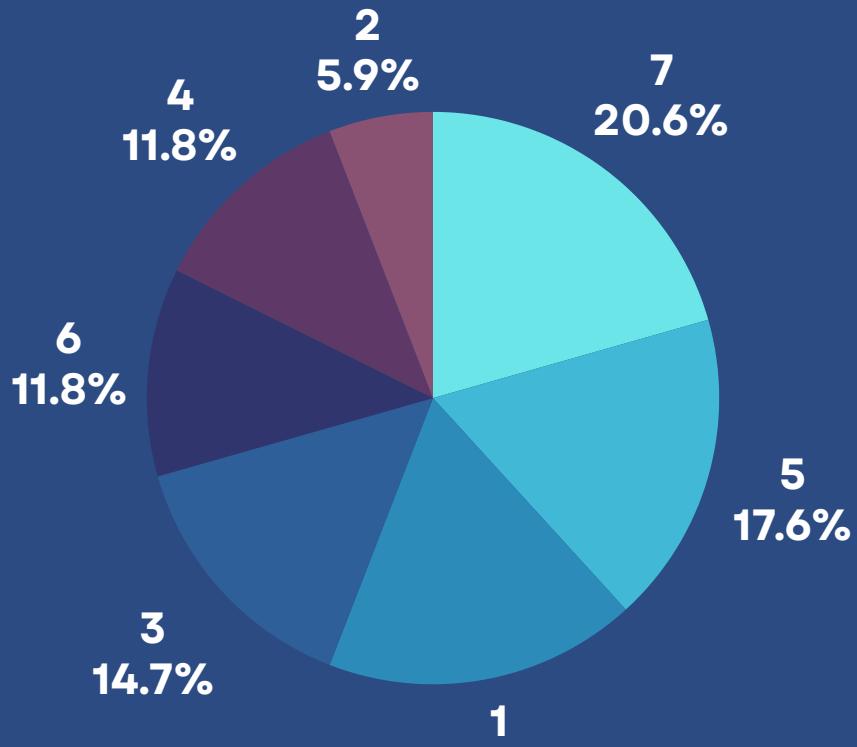
**Social development, convenience and safety, affordability** are significant factors to invest in such programs. Affective, cognitive, and behavioral attitudes are all interconnected to predict consumer behaviors. Most respondents were cognitive, but there may be **unconscious feelings** not being directly communicated.

*To what extent do you value after school programs?*



73% respondents would say that after school programs are necessary or extremely necessary.

*Level of need for an after-school program, (1 being “No Need” and 7 being “High Need”)*

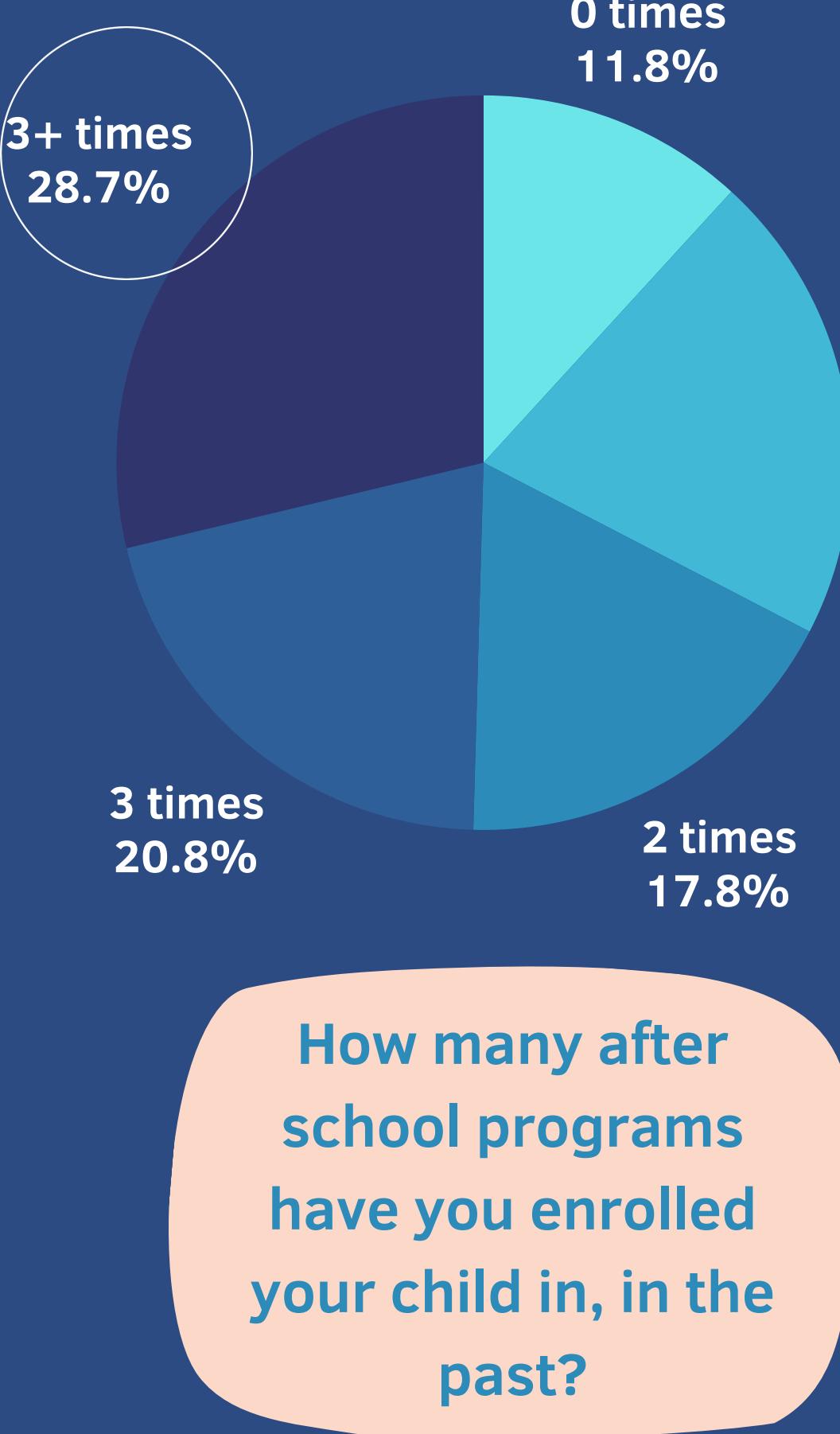


37% respondents chose High need (7), Somewhat need (5), and 17.6% No Need (1)

## Value vs need discrepancy:

- Lack of money
- Lack of accessibility/location
- Social pressure/norms
- Ambivalence/mixed feelings

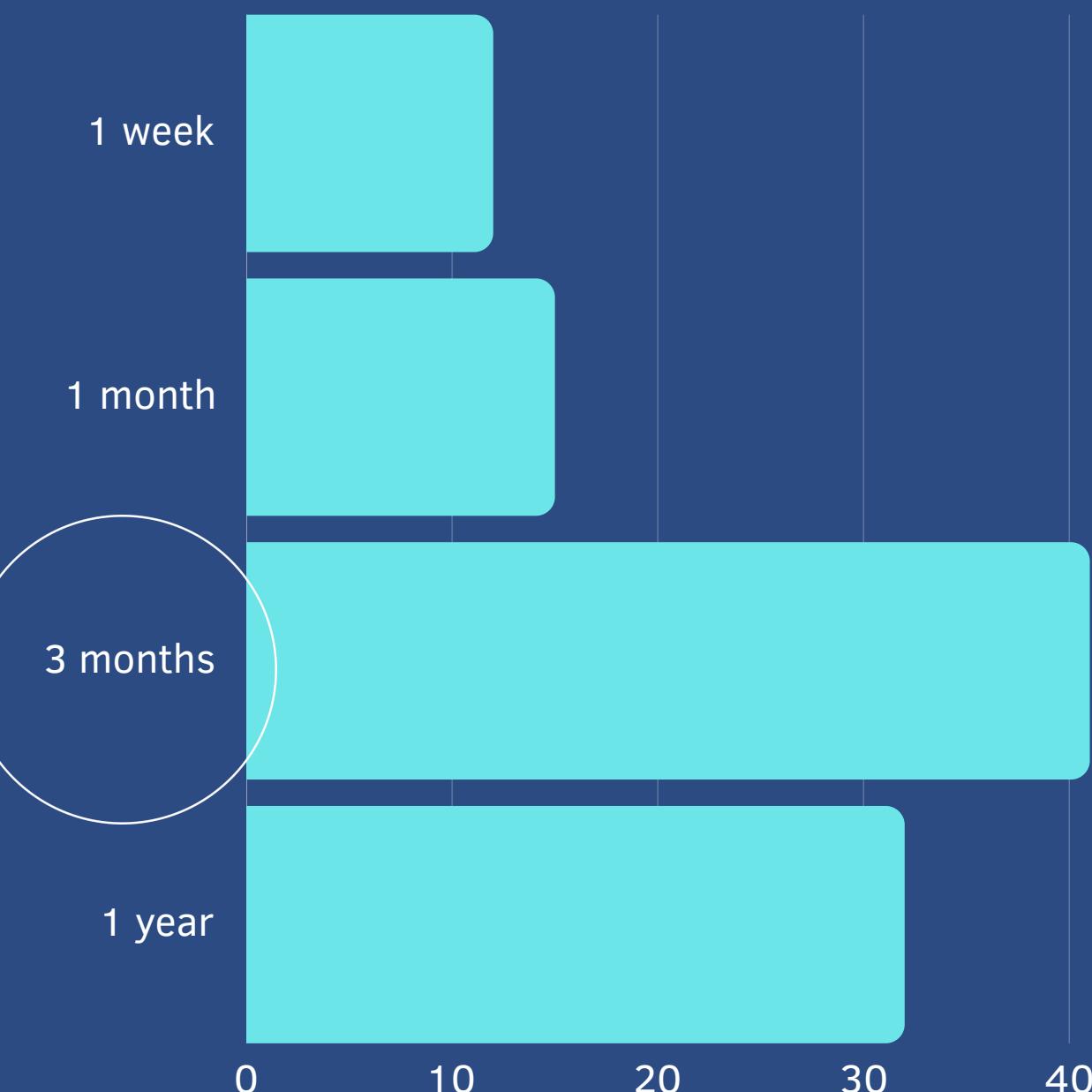
# Consumer Analysis



## BUYING PATTERNS

**How much are you willing to spend monthly/and or for a single class?**

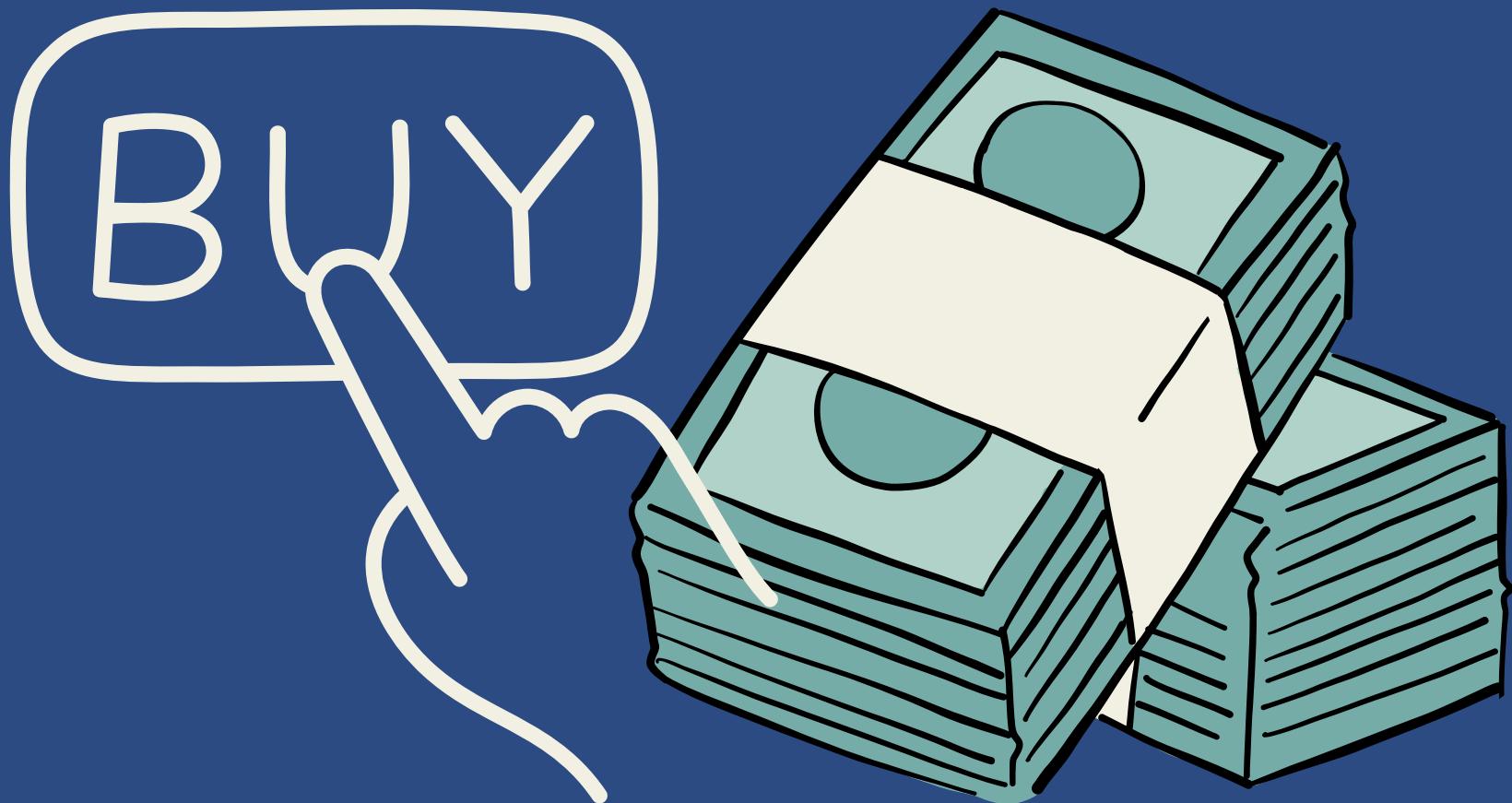
Lower prices preferable for customers, but higher prices were acceptable if quality was good.



# Consumer Analysis

## BUYING PATTERNS

Understanding buying patterns is crucial to making business decisions, especially with a more specific target market.



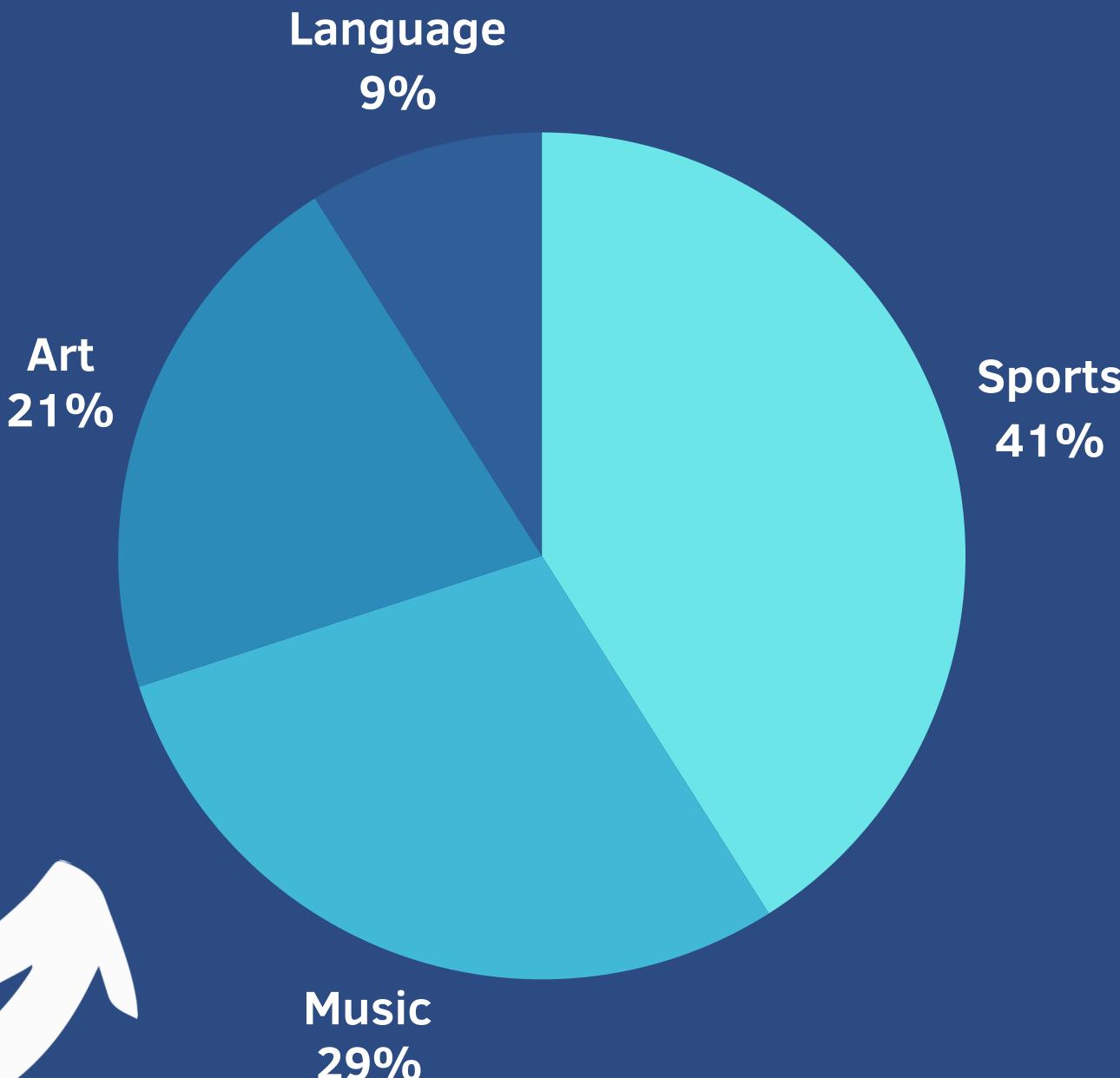
## Takeaways

- Consumers are interested in after school programs at your **current price point**
- Many people have **previously enrolled** their child in ASPs
- Time commitment is most popular at **3 months**, so monthly pricing is good

# Consumer Analysis

## SUBSTITUTES

When asked “***What other activity would you enroll your child in INSTEAD of a STEM after-school program?***”, with the options being Sports, art, music, and language, the results were:



Sports can be **extremely costly**, especially in the long run for parents.

Art and music, which resonate more with parents who are interested in their child pursuing life skills, can also be **very expensive** in comparison to BCRC.

# CONSUMER ANALYSIS

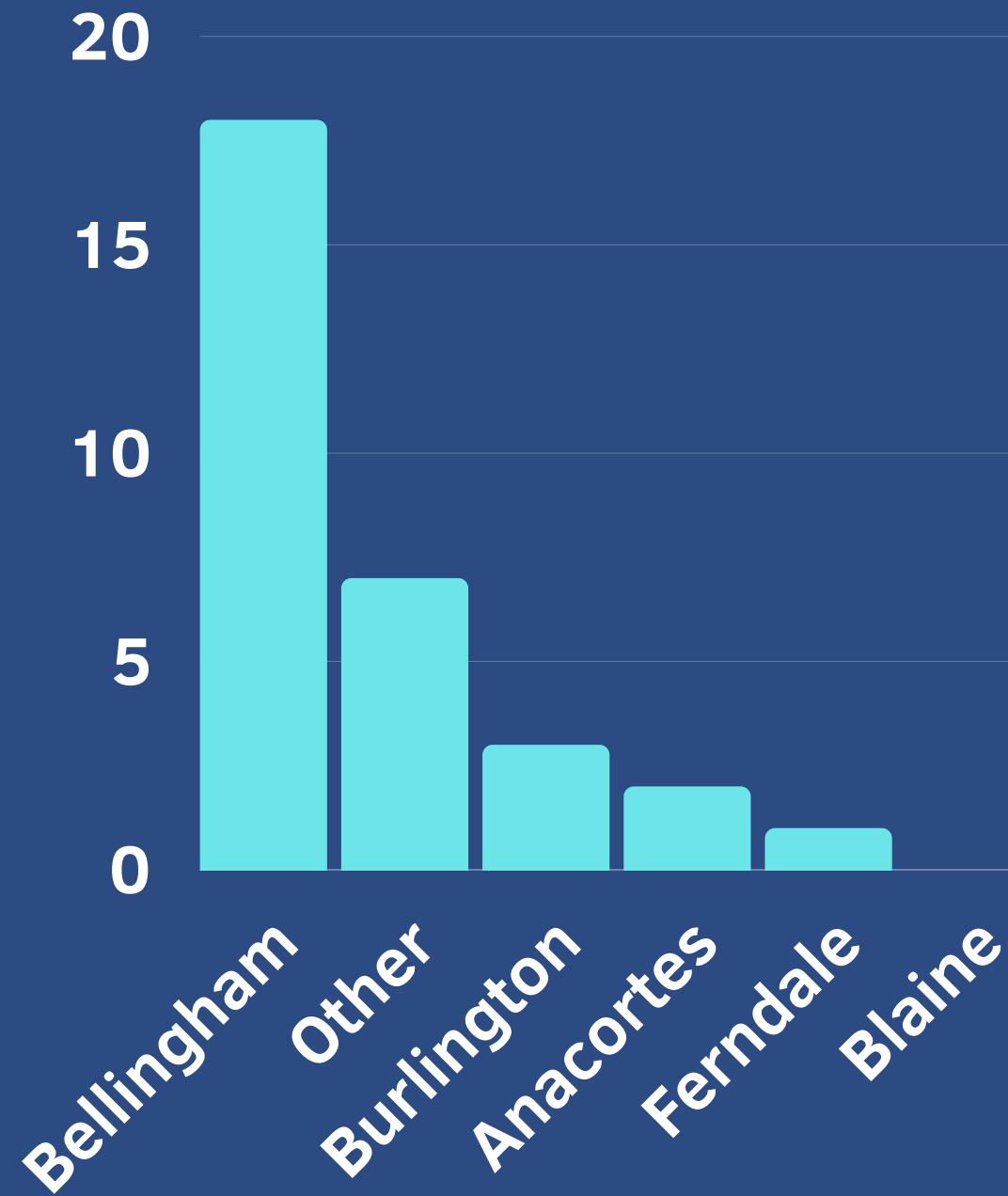
## DEMOGRAPHICS

# Target Market

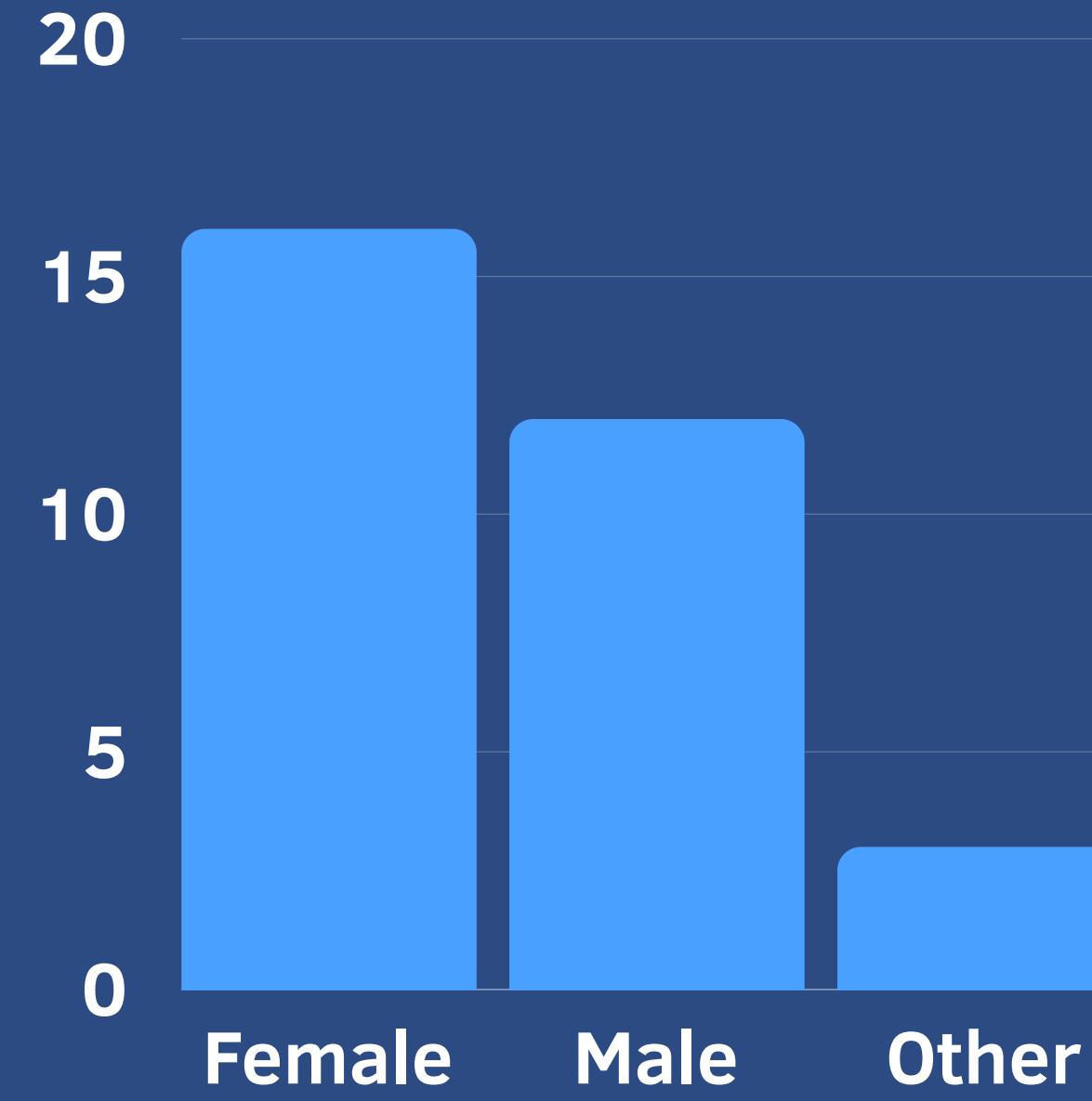
MALES/ FEMALES AGES 31-42, LOCATED  
BELLINGHAM/ SKAGIT



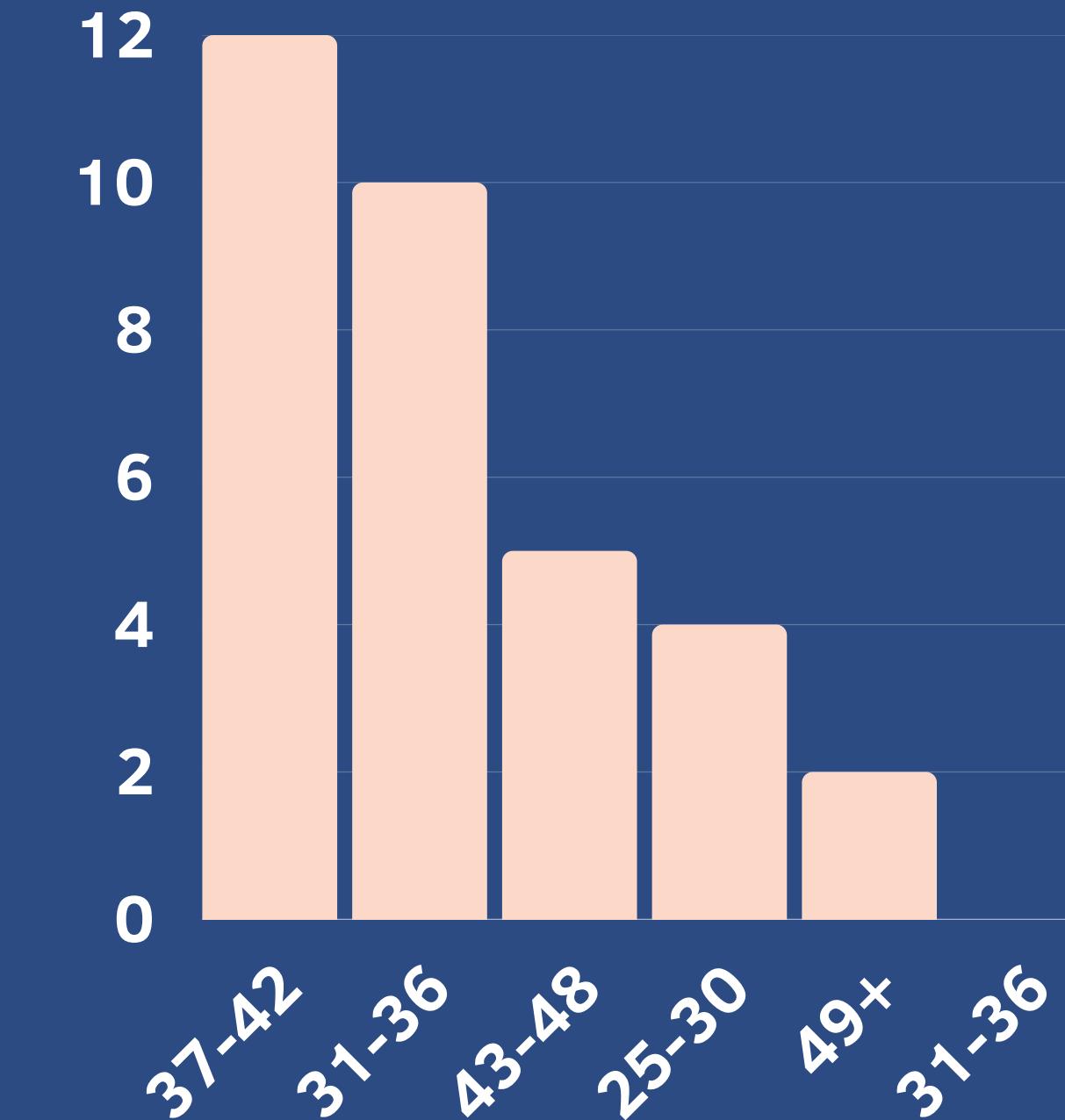
### Location



### Gender



### Age



## Demographic

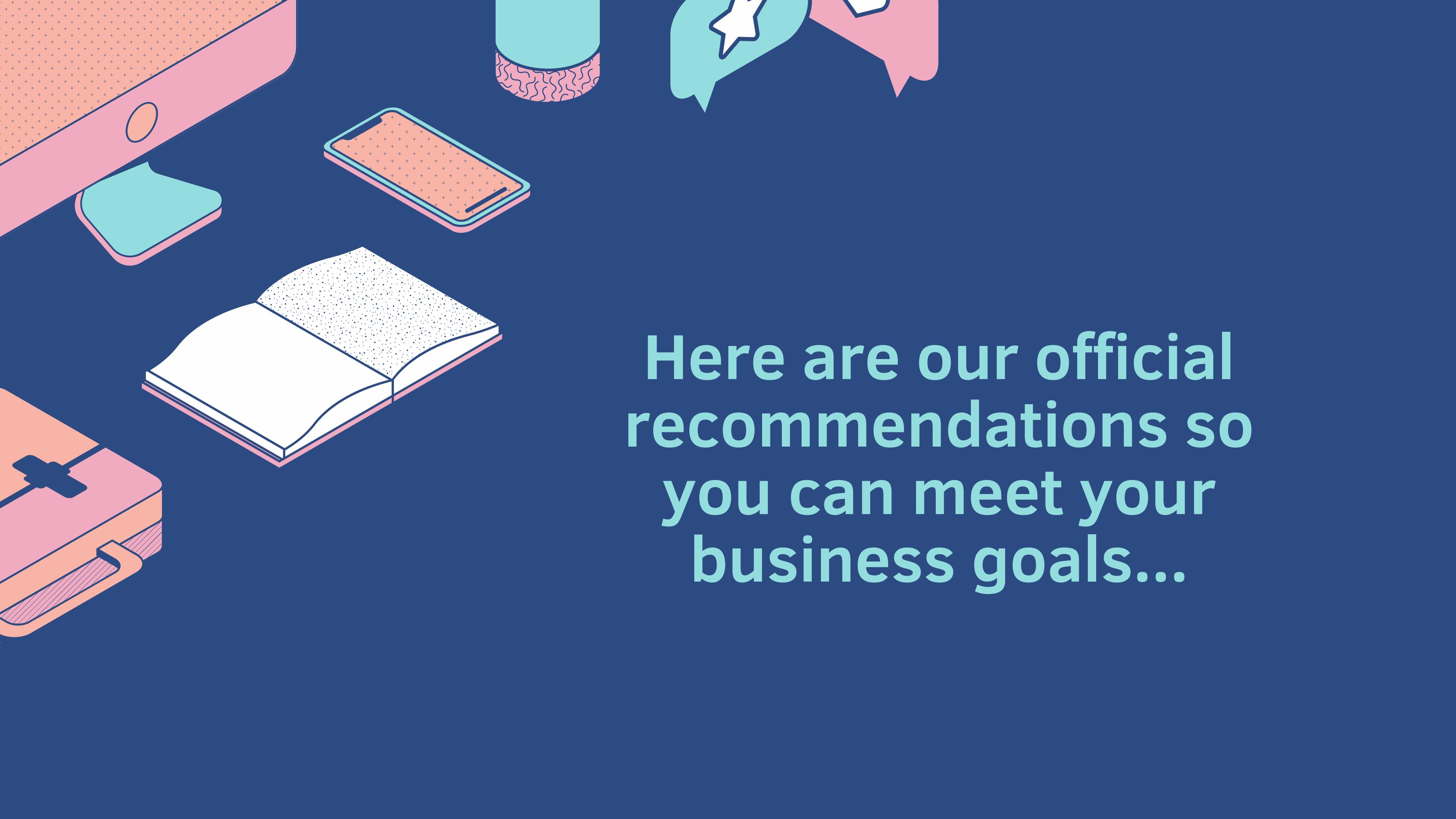
Women in their late 30's or early 40's that are located near Mount Vernon or Burlington that work full time earning around \$51k to \$100k per year.

## Psychographic

People who value unique content in after school programs, value friendly staff, are interested in diverse pricing.

## Behavioral

People who have enrolled their child in the past, work full time, lead busy lives, are interested in enrolling their child in after school activities.

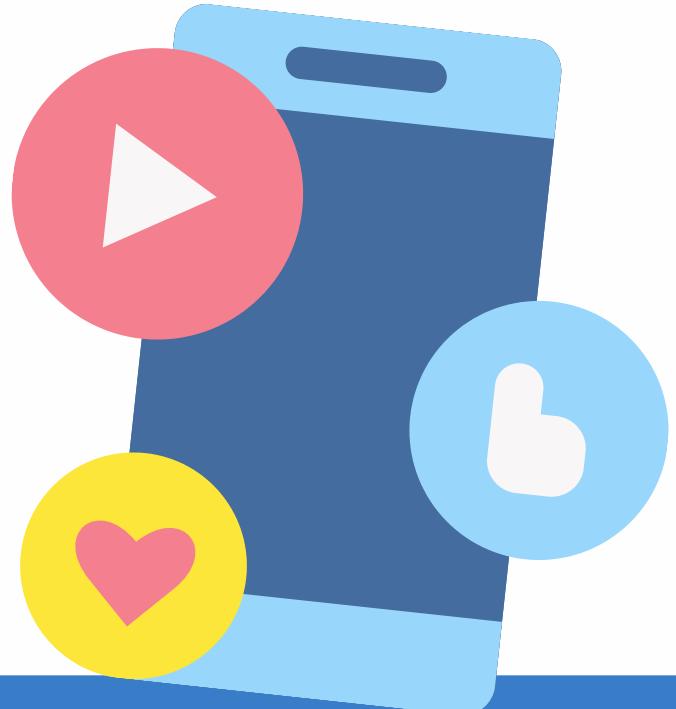


Here are our official  
recommendations so  
you can meet your  
business goals...

# Social Media and Google

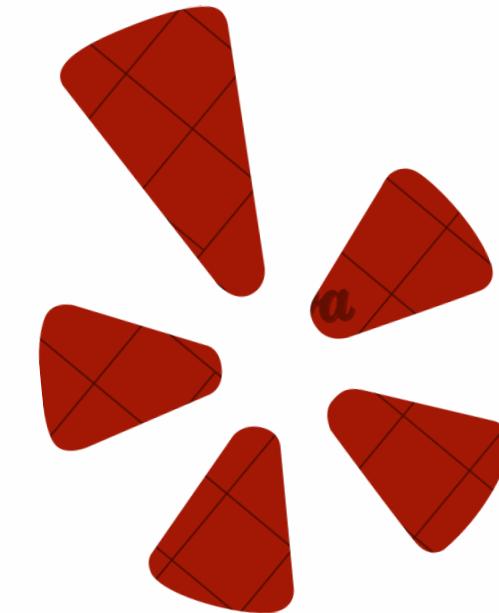


- Being active on social media and encouraging interaction
  - Promote drop-in events, giveaways, raffles, new programs, etc.



- Using location specific advertising on Google
  - Manual selection, Bulk location, Radius targeting

- Encourage parents to leave positive Yelp reviews
  - More online presence and interaction with customers



# Consider hiring a student intern



- From Burlington/ Skagit Valley to connect with area
- High school students involved in NHS/ASB or other groups requiring volunteer hours
  - Won't cost extra funds
  - Students need/ want experience!
- Students interested in **SM, Marketing, or Elementary Education**
- A student who **understands Skagit Valley**, has lived there, could help with promotions and general knowledge of the area

# Feedback from Clients (Email Campaign/Survey)



The graphic features a white rectangular box with a black border. At the top left is a small logo of a robot with the text "BELLINGHAM CODING + ROBOTICS CLUB". Below it is a large, bold, black heading "How are we doing?". To the right of the heading is a photograph of a young child with dark hair, smiling and waving their hand towards the camera. At the bottom left, there is a block of text: "We want feedback from you, our core customer base so we can maximize your happiness and your child's progress." At the very bottom is a black button with the white text "Take Our Short Survey Here".

We recommend **sending out consistent email campaigns** to your client list to receive feedback at a varied stages of the clients lifetime at B.C.R.C.

- Receiving feedback will be crucial in growing as a business.
- Gathering primary data from your customer base is much easier than getting sample data then interpreting it
- Depending on website builder, you may be able to build a survey within the sites editor.
- Third party companies exist like Qualtrics, Google Forms, Survey Monkey to help you builder surveys.

# Incentivizing clientele to respond to survey i.e. gift card, session giveaway, etc. may generate more responses

Here are some general survey questions:

WHAT DID YOU MOST ENJOY AT BCRC AS A PARENT?
Inclusive learning environment
Fair pricing and payment options
My child was engaged/enjoyed it
It is a safe place for my child to learn
Other (Please Specify)

WHAT DID YOU LEAST ENJOY AT BCRC AS A PARENT?
Transportation issues
Cost issues
Schedule of classes
Child became disinterested
Other (Please Specify)

HOW DID YOU HEAR ABOUT BCRC?
On social media/an online ad
From a physical flier
From a friend who's child is enrolled
From the "Playbook" or "Insider"
Other (Please Specify)

WOULD YOU REFER OUR PROGRAM TO A FRIEND?
Yes
No
If no, why not?



# Feedback from Clients (Leaving)

We also recommend prompting clients with a “why are you leaving” email/message when exiting the program.

- Geared toward more open ended responses



## Sorry to see you go...

Thank you for allowing us to be a part of your child's educational journey, we will miss you!

We would love to hear about your experience with us and how you think we can improve here at Bellingham Coding and Robotics Club for members and for you. If you decide to come back we would love to have you.



[Take Our Short Survey Here](#)

# Merchandise: Design shirts on [www.ooshirts](http://www.ooshirts.com) for free shipping.

## Option 1:

1. Gather all enrolled students shirt size.
2. Buy shirts (\$10/kid on average) and wait 2-week shipping period.
3. Hand out merchandise and receive advertisements in the surrounding area.



## Option 2:

1. On sign-up, provide an option to buy discounted shirts for \$10. Price the non-sign-up shirts more.
2. Purchase shirts. Receive profits from undiscounted purchases and break even on sign up purchase.
3. Receive free advertising.

Monetary losses in the short term will create long-term benefits for advertising to new customers and satisfy existing customers with incentives to stay.

# Honorable Mentions

---

20-50 \$ Trial run for first week of school year so content reset

---

Revitalize the website with testimonials, conferences, and staff reports

---

Alumni (long term)

---

An opportunity for a trial run would allow for a chance for customers to consider whether or not program is something they want to commit to, and may draw in more people who are not as initially committed.

---

Emphasizing and highlighting customer's positive experiences with program, show what features customers have found most practical and applicable. Adding more information to increase validity.

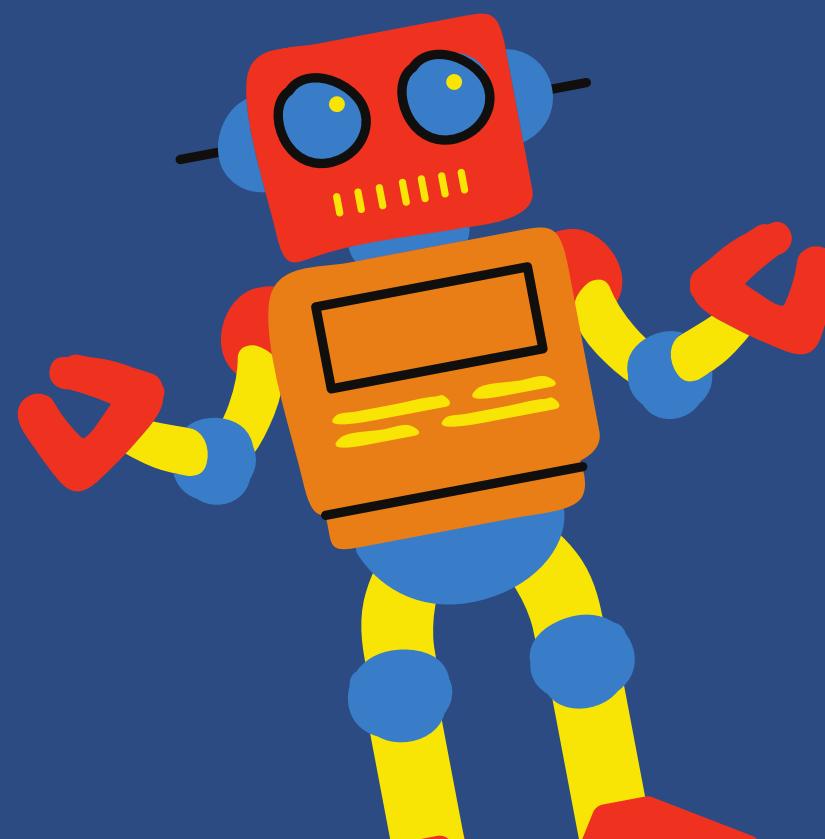
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Showcase success of previous students, achievements, and how they have used their skills moving forwards.

---

# Conclusion

- After school program industry is highly profitable, as more and more people ***demand safe after school activity*** options for their children.
- Our primary data shows a distinct consumer interest in unique after school programs with ***reasonable pricing, immersive courses, and accessibility via the internet.***
  - Our recommendations based on your big picture goals include ***social media expansion, location specific internet marketing, client surveys, merchandising, and hiring*** someone with Burlington intel.
  - With a thorough understanding of the education industry, consumer mindsets and segmentations, and open-mindedness to new avenues for advertising, BCRC should see positive results.



# Questions?

