



MARKETING PROPOSAL

2024

DETAILED PLAN AND
GUIDELINE

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defining UPS

The following features should be advertised as your unique selling points to set you apart from your competitors. These are features that you should aim to highlight and showcase in your marketing strategy:

- **Personalized Learning:** Highlight the personalized attention each student receives and how your teaching approach and material is unique to each and every student since you recognise every child's individuality and aim to use their strengths to help them excel.
- **The Montessori method:** Showcase how your tutoring supports not just academic success but also overall cognitive and emotional development through the Montessori method and the various different benefits this teaching style offers your students outside of academic achievement.
- **Experienced Tutors:** Emphasize the qualifications and experience of your tutors. It is important to focus not only on the academic qualifications and experience but also the skills of how to appropriately handle each individual student, foster trusting and close bonds with the students to build a supportive and growth-focused environment.
- **Bilingual Instruction:** Consider bilingual instruction to attract more students. Many families that immigrate to Canada have young children who are trying to learn English. By hiring tutors that have multilingual abilities, they'll be able to better support these children and the parents will feel more confident in using your tutoring services. The following languages are the most spoken in Canada, besides English:
 - French
 - Mandarin
 - Hindi/Urdu
 - Punjabi
 - Arabic
- **Interactive homework:** Come up with a new and interactive way students can do their homework that is only accessible through your platform. Consider an approach that targets multiple skillsets at once and offers students a more mentally stimulating experience.

digital marketing strategies



Website Optimization

SEO (Search Engine Optimization)

- **Keyword Research:** Use tools like Google Keyword Planner, Ahrefs, or SEMrush to identify additional relevant keywords. Consider long-tail keywords like “best Math tutor for kids in North York” or “affordable online English tutoring for children.”
- **On-Page SEO:** Ensure that all website pages, including the homepage, service pages, and blog posts, are optimized for target keywords. This includes title tags, meta descriptions, headers (H1, H2, etc.), and image alt texts.
- **Technical SEO:** Improve site speed, ensure mobile-friendliness, and use an SSL certificate. Regularly check for broken links and fix them. Tools like Google PageSpeed Insights and Screaming Frog can be useful.

Content Marketing

- **Blog Schedule:** Publish at least one new blog post per week. Topics can include educational tips, tutoring success stories, study hacks, and child development insights.
- **Guest Blogging:** Partner with local education blogs or parenting websites to write guest posts that link back to your site.
- **Content Types:** Mix up content formats—include infographics, videos, and downloadable resources like study guides and worksheets.

Local SEO

- **Google My Business (GMB):** Optimize your GMB profile by adding a complete business description, hours of operation, contact information, and high-quality photos. Post updates and promotions regularly.
- **Local Listings:** Ensure your business is listed on local directories and review sites like Yelp, Bing Places, and Yellow Pages.
- **Reviews:** Encourage satisfied parents to leave reviews on Google. Consider sending follow-up emails after successful sessions with a link to your GMB profile for easy reviewing.

Social Media Marketing

It is suggested to hire a social media manager for this portion of your digital marketing. It can be very time-consuming to plan, organise, post and maintain engagement on social media platforms so it is best to delegate these tasks to save time.

Platforms

- [Facebook & Instagram](#): Create engaging posts with a mix of educational tips, behind-the-scenes content, and success stories. Use Facebook Groups to connect with local parenting communities.
- [LinkedIn](#): Share professional insights and articles related to education and child development. Connect with local educators and community leaders.
- [TikTok](#): Create short, engaging videos using popular trends and sounds. Content ideas include quick educational tips, fun math tricks, tutor introductions, and day-in-the-life videos of a student or tutor.

Content Strategy

- [Content Calendar](#): Develop a monthly content calendar to ensure consistent posting across all platforms. Include a mix of content types—videos, images, text posts, and interactive content like polls and quizzes.
- [Engagement](#): Actively respond to comments and messages to build community and trust. Host live Q&A sessions on Facebook and Instagram to engage with parents in real-time.
- [User-Generated Content](#): Encourage parents and students to share their tutoring experiences and tag your business. Feature these posts on your profiles.

Advertising

- [Targeted Ads](#): Use Facebook and Instagram Ads Manager to create targeted ad campaigns. Focus on demographics such as location (North York), age of children (2-14), and parental status.
- [Ad Formats](#): Experiment with different ad formats—carousel ads showcasing different services, video ads with testimonials, and lead generation ads offering free trials or assessments.
- [Retargeting](#): Implement retargeting campaigns to reach people who have visited your website but haven't converted. Offer special discounts or free resources to entice them.

Email Marketing

Newsletters

- **Monthly Themes:** Structure your newsletters around monthly themes like back-to-school tips, summer learning activities, or holiday educational games. Include a mix of articles, tips, and updates.
- **Special Offers:** Regularly include special offers such as discounts on first sessions, referral bonuses, or exclusive content for subscribers.

Automated Campaigns

- **Welcome Series:** Create a welcome email series for new subscribers that introduces your services, highlights key benefits, and offers a discount on the first session.
- **Lead Nurturing:** Develop a sequence of emails for potential leads that includes free resources (e.g., study guides, educational videos), testimonials, and case studies.
- **Follow-Up:** Set up automated follow-up emails after an inquiry or initial session. Include a thank-you message, feedback request, and next steps for continuing services.

community engagement & offline marketing

Local Partnerships

Schools and Daycares

- **Workshops and Free Assessment Days:**
 - **Proposal:** Create a detailed proposal highlighting the benefits of your workshops or free assessment days for their students. Include objectives, session outlines, and potential outcomes.
 - **Contact:** Reach out to school principals, daycare directors, and parent-teacher associations via email or in-person visits. Schedule meetings to discuss collaboration opportunities.
 - **Events:** Offer workshops on effective study habits, early literacy development, or math games. Provide free assessment days where students can receive a brief evaluation of their skills in English and Math.
- **Follow-Up:** After the event, send follow-up emails to thank the schools/daycares, share a summary of the event, and offer special promotions for their students.

Community Centres

- Educational Events:
 - **Workshops:** Conduct workshops on topics such as “Summer Learning Activities,” “Math Fun Day,” or “Reading and Writing Basics.” Provide hands-on activities and engaging materials.
 - **Sponsorship:** Sponsor community events like family fun days or educational fairs. Set up a booth to distribute brochures, answer questions, and offer free consultations.
- Collaboration: Partner with community centres to offer ongoing tutoring sessions. Negotiate a mutually beneficial arrangement, such as discounted rates for community centre members.

Libraries

- Free Tutoring Sessions and Workshops:
 - **Regular Sessions:** Schedule regular free tutoring sessions or homework help hours at local libraries. Promote these sessions on the library’s website and bulletin boards.
 - **Workshops:** Offer workshops on “Effective Reading Strategies,” “Homework Help for Parents,” or “Math Basics for Young Learners.” Provide interactive activities and materials.
- Promotion: Use these events to promote your private tutoring services. Distribute flyers and brochures, collect contact information from interested parents, and offer exclusive discounts for attendees.

Events and Workshops

Open Houses

- Planning:
 - **Date and Venue:** Choose dates and times that are convenient for parents, such as weekends or evenings. Host the event at your tutoring center or a community venue.
 - **Agenda:** Plan a structured agenda that includes a welcome session, tutor introductions, a tour of your facilities, and a Q&A session.

- **Promotion:**
 - **Invitations:** Send personalized invitations to your email list, local schools, and community partners.
 - **Advertisements:** Promote the open house on your website, social media platforms, and through local advertising channels.
 - **RSVP:** Use an online tool like Eventbrite or Google Forms to manage RSVPs and gauge attendance.
- **During the Event:**
 - **Presentations:** Prepare presentations on your tutoring methods, success stories, and the benefits of personalized tutoring.
 - **Interactive Sessions:** Include interactive activities like sample tutoring sessions, educational games, and demonstrations of teaching techniques.

Workshops

- **Topic Selection:** Choose workshop topics that address common challenges faced by your target audience, such as “Preparing for School,” “Math Fun Day,” or “Reading and Writing Basics.”
- **Preparation:**
 - **Materials:** Develop engaging materials and handouts for attendees. Use visual aids, interactive activities, and practical examples.
 - **Promotional Material:** Prepare flyers and brochures to distribute during the workshops, highlighting your services and special offers.
- **Execution:**
 - **Engagement:** Encourage participation and questions during the workshop. Provide actionable tips and strategies that parents can use at home.
 - **Follow-Up:** Collect contact information from attendees and send follow-up emails with additional resources, thanking them for attending, and offering promotions for your tutoring services.

Traditional Advertising

Flyers and Brochures

- **Design:**
 - **Professional Design:** Use a professional graphic designer or online tools like Canva to create eye-catching flyers and brochures. Ensure the design is consistent with your brand.
 - **Content:** Include information about your services, unique selling points, contact details, and a call-to-action. Highlight any special promotions or free consultation offers.

- **Distribution:**
 - **Targeted Distribution:** Use Canada Post's Neighbourhood Mail service to send flyers to targeted neighborhoods within North York. Focus on areas with a high concentration of families.
 - **Local Distribution:** Place flyers and brochures in community centers, libraries, schools, daycare centers, and local businesses frequented by parents.

Local Newspapers and Parenting Magazines

- **Ad Design:**
 - **Attention-grabbing:** Design ads that are visually appealing and include a strong call to action. Highlight key benefits, success stories, and any special promotions.
 - **Consistency:** Ensure the ad design is consistent with your branding and other marketing materials.
- **Placement:**
 - **Newspapers:** Advertise in popular local newspapers such as the North York Mirror. Choose sections that parents are likely to read, such as education or community news.
 - **Parenting Magazines:** Place ads in local parenting magazines like "Today's Parent" or community newsletters. Consider writing an article or providing expert tips to accompany the ad for added value.
- **Promotions:**
 - **Special Offers:** Include limited-time offers or discounts in your ads to encourage immediate action. Use tracking codes to measure the effectiveness of each ad placement.