

FINAL MARKETING PROPOSAL

learn
grow
become

-LEARN GROW BECOME



TEAM 18
8 OCT 2023

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

LearnGrowBecome is a startup for-profit organization dedicated to enriching the lives of Australian females through comprehensive online education and training. With a core focus on fulfilling the educational needs of its customers, the company drives profits by offering a wide range of courses tailored to personal development and growth for women.

Based on the client brief, it is evident that the company's existing digital social media presence needs to improve, thereby impeding the establishment of robust sales channels crucial for substantial business growth. The core issue is attracting and retaining more customers through social media.

After conducting extensive research and analysis, this report proposes that businesses can gain profound insights into customer needs and execute impactful promotional campaigns by actively participating in and establishing a Facebook community dedicated to women.

This approach aims to augment subscription numbers and bolster overall company profitability. Our market analysis, industry reports, and comprehensive assessments equip customers with a thorough understanding of the market landscape while offering specific actionable steps for improvement.

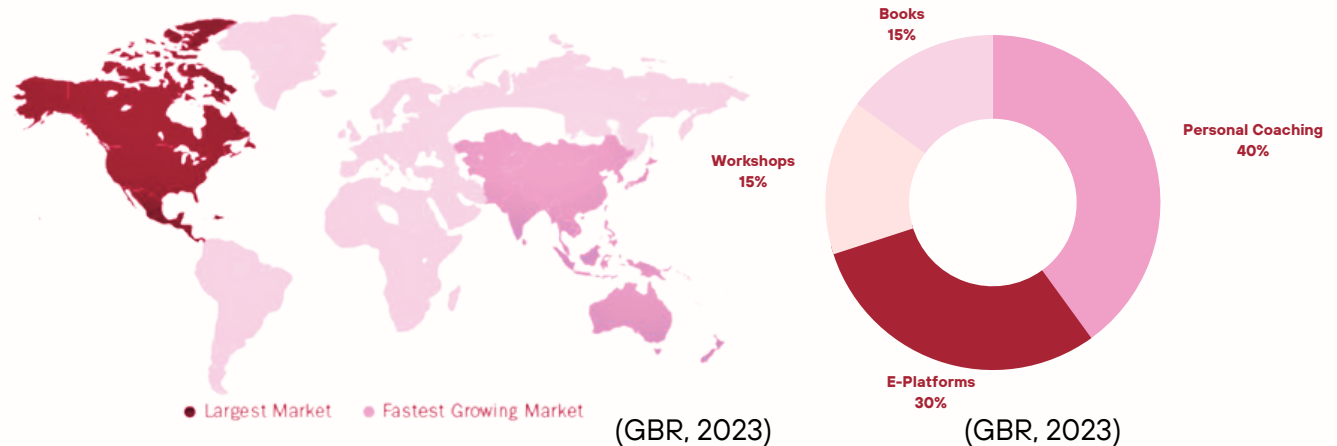
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**CURRENT
MARKET
ANALYSIS**

2. 1 MARKET SITUATION

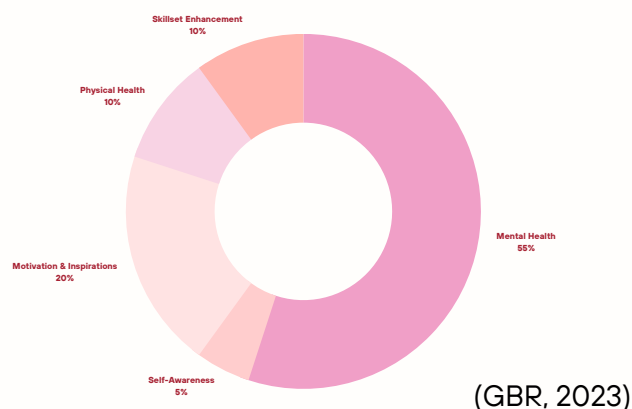
Personal Development Market

Trends, by Region, 2023 - 2030



Over the next decade, from 2023 onwards, **the Australian personal development market** is projected to witness substantial growth, with **electronic platforms** expected to secure the **second-largest** market share (Global Brainstorm Research, 2023).

Notable opportunities within this market arise from offering tailored courses, workshops, and seminars specifically designed to cater to the needs of women (GBR, 2023)



There is an escalating demand among women for online professional coaching and courses, primarily centered around mental wellbeing like psychological counseling, motivation, soft skills like emotional intelligence, physical health like body management, and other vocational skills (GBR, 2023).

2. 2 PESTLE ANALYSIS

Politics



- Under the project, the Australian government will provide a subsidy of up to \$5,000 for women (Service NSW, 2023)
- The Australian government supports the widespread adoption of online education and provides free online security regulation and services.

Economy



- The women's personal development market was valued at around USD 43.77 billion in 2022 and is projected to reach USD 56.66 billion by 2027 (Grand View Research, 2023).

Society



- Female's rising awareness of gender equality and women's empowerment contributes to growth of the women's personal development market (GVR,2023)
- More important industries in society will be led by women (Keane, 2019).

Technology



- AI technology is becoming widespread in online education platforms (Mangalvedhe, 2023)
- Online learning platforms that adopt AR/VR technology show better results and are more favored by Australian women (Smith, 2023).
- Microlearning and mobile learning are popular due to their ability to reduce costs and save time in content delivery (Mangalvedhe, 2023)

2.3 COMPETITOR ANALYSIS

The four competitors chosen focus on the same target segment as the client- Australian women. Their primary marketing platform is the medium of online courses.

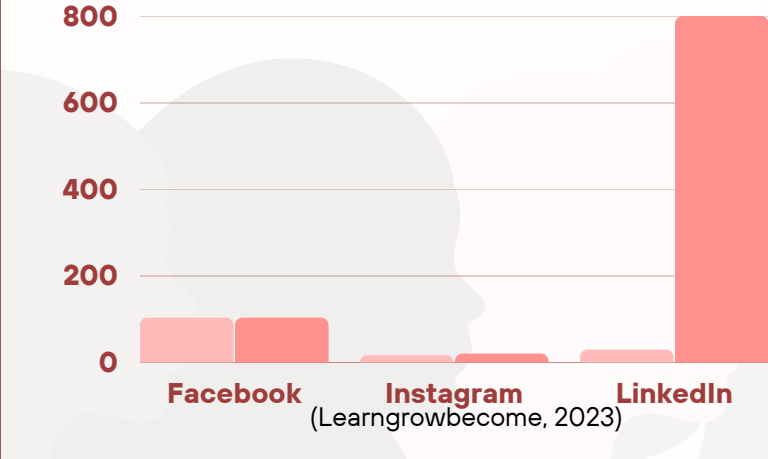
Brands	Learn grow become	Female Invest	She-codes	The Rural Women
Purpose	Middle-aged women reach their full potential and thus become more confident and face challenges	Providing financial courses that women can achieve financial equality	Providing coding classes and job opportunities for women with tech dreams.	Encourage rural women to reduce isolation and strengthen professional and social ties
Products	learn2learn	Financial Education	Coding workshop Not only Coding, also female entrepreneurship	Courses for the rural women; More than agriculture knowledge
Pricing range	\$199 for full payment \$39 for 6 payment per months	\$139 for 1 year \$13 for 1 month \$99 for 45 mins 1 on 1 \$150 for 2X45 mins 1 on 1	\$149 for 3 weeks	\$1.90 per week for 5 activities Bloom: \$48 per month, \$480 per year

2. 3 COMPETITOR ANALYSIS

Brands	Learn grow become	Female Invest	She-codes	The Rural Women	Business Chick
Teaching type	Online course and meetings	Online and video meeting	Offline	Online courses and community cooperation	Online streaming and recording
Other Marketing Strategies apart from Online course	Provide customized courses according to the customer's situation	• Serialize related magazine content • Various offline and online exchange meetings	None	Provide audio of the course	Set up regular offline communication meetings
Websites	https://learngrowbecome.teachable.com/	https://www.femaleinvest.com/	https://shecodes.com.au/learn/	https://theruralwoman.com/	https://www.businesschicks.com/

2. 4 SOCIAL MEDIA PRESENCE

For Learn Grow Become

	Facebook	Instagram	LinkedIn
Account name	Queenmaker Collective	Learngrowbecomeyou	Learn Grow Become
Function	Event updates + knowledge sharing + advertising	Encouraging	Advertising + knowledge sharing
Performance	 (Learngrowbecome, 2023)		
Content Performance:	Events updates let the audience keep on track. Knowledge sharing fills the content. Advertising increases exposure rate.	Just some inspiring posts, which cannot attract attention from the audience.	Knowledge sharing fills the content. Advertising increases exposure rate.
Start Time	2010	2023	2019
Hashtag Usage	Effective	Effective	Effective

- Have the highest followers on LinkedIn
- Instagram has the lowest engagement rate
- Content on Instagram is monolithic
- Keep up with hot topics
- Needs more followers and interaction.
- The frequency of event updates and advertisements needs to improve.

2. 4 SOCIAL MEDIA PRESENCE

For Comparable Companies

Key Indicator Performance

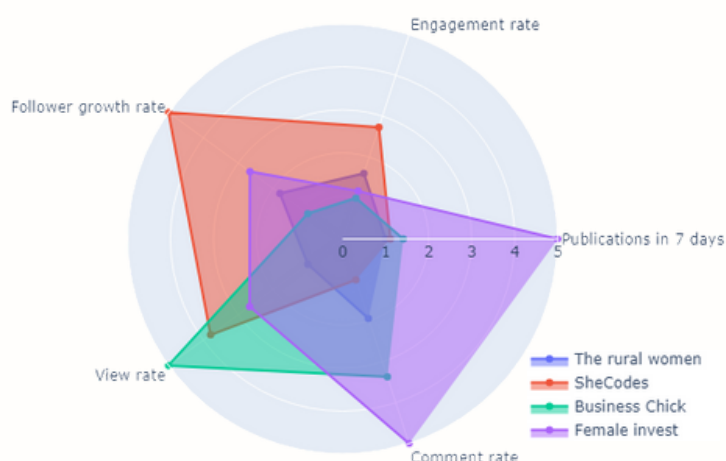
	Business Chick	Female Invest	Shecodes	The Rural Women
Followers				
Engagement rate				
Number of Likes				
View rate				
Comment rate				

- Followers seeking for more career chances with coding abilities

- Followers are willing to invest and earn money

● Doing the best
 ● Doing the worst

Radar Plot of Performance



- Publications in 7 days: Let more people know
- View rate: Cultivate people to become followers
- Comment rate: Make followers into loyal customers

3.0

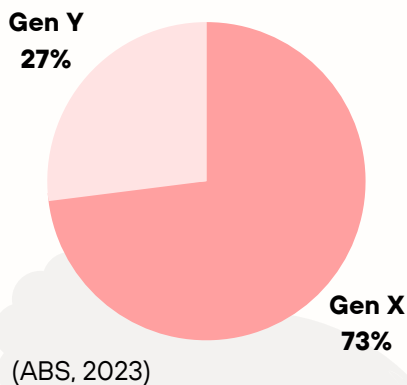
CUSTOMER

ANALYSIS

3.1 CUSTOMER PROFILE

The target segment

Australian women aged between 40 and 55, entering their new stage of life



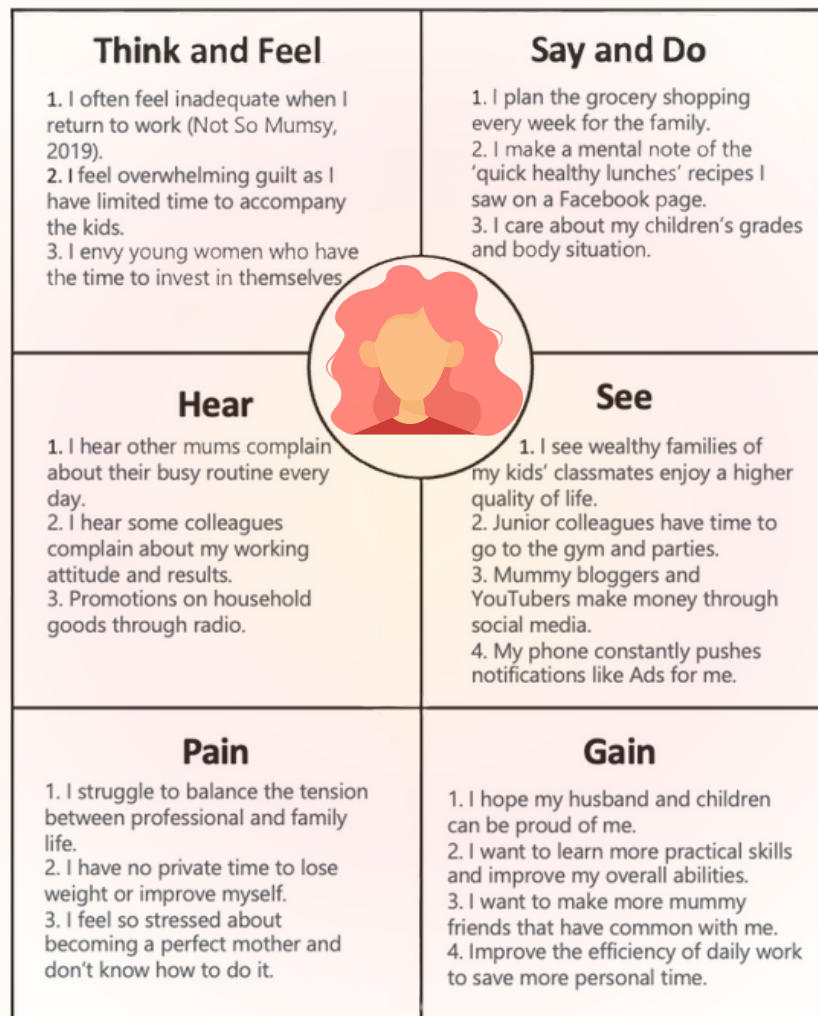
- From the perspective of 2023, people aged 40-55 should be born between 1968 and 1983, and most of them are Gen X (McCrindle, 2021).
- Although Gen Y will gradually account for a larger proportion over time, the customer characteristics of Gen X will be prioritized at the moment.

- Most are Australian working women (AWM), employed and in full-time work (ABS, 2022)
- Since the average retirement age is 66 in Australia (DSS, 2023), they are in the middle of the career journey



- Most of the segment will have two children aged between 8 and 27 (Achenza, 2023).
- Most children under 19 will live with their mothers (AIFS, 2023).
- Most are in the four stages of the family cycle: early, later parenthood or empty nest (Martin, 2019).

3. 2 EMPATHY MAP



According to the value pyramid (Bain & Company, 2018), the key values the segment is seeking are:

FUNCTIONAL VALUE	Save Times	Reduce Effort	Reduce Cost
	Make money	Reduce Risk	Quality
EMOTIONAL VALUE	Wellness	Rewards Me	Badge
	Reduce Anxiety	Affiliation and Belonging	Provide Access

3. 2 CUSTOMER JOURNEY MAP

Key Findings



- The group often face limited availability of leisure time for themselves (Craig & Mullan, 2010).
- Feelings of inadequacy and diminished self-esteem (Gary, 2019).

- Face the dual responsibilities of childcare, insecure employment, or financial hardships.
- Experience difficulties effectively juggling family and work commitments (Otterbach et al., 2016).



- High demand for acquiring valuable work skills (The World Bank, 2023)
- The responsibility of caring for both aging parents and children (Hoffower, 2022)
- Significant concerns about physical health and personal well-being management.

Content Marketing Customer Journey Map

Learn Grow Become

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become

Purpose of Content	Attraction	Authority	Affinity	Action
Audience goals and pain points. List the motivations and needs for your audience that might lead them to your content.	• Seeking useful knowledge to improve themselves. • Learning in a flexible time with helpful community to share viewpoints.	• Dislikes general educational information suits all aged group. • Wants to engage in a aboriginal people reinvestment project.	• Eager to share a newly found female-focused product with friends.	• Signs up • Follows • Engages • Shares
Audience Actions. List the day to day actions that your audience takes that leads them to interact with the type of content.	Learning from the course Participating in the community	Online course Attend community activities	Interacting with colleagues Applying to the reality	Reading others' reviews Giving feedbacks Sharing to social medias
Touch Points. List the best possible medium to come into the radar of your audience.	Smart phone Print and Billboards Speakers	Laptop Mobile Search app Poster	Word of mouth Community Activities Social Media	Friend Circle Online Mobile
Content types. List the format of the content that might best resonate with your audience.	• Social media posts • Billboards • GIFs • Branded videos	• Guest posts • Articles • Case studies • Interviews	• Subscription Content • Reviews • Community posts	• Announcements • Link in Social Media • Flags and Slogans • Promotions • QR Code

3. 3 SOCIAL MEDIA BEHAVIOR



1. Adopting social media in Australia aligns with global patterns, where prominent platforms such as Facebook, Instagram, YouTube, Twitter, and LinkedIn enjoy widespread usage.



2. Notably, Facebook and Instagram garner significant popularity among female users in Australia.



3. Facebook is the primary information channel for the target segment, with approximately 40% utilizing this platform, compared to 33% of men (Macdonald, 2019).

4. While growing up before the Internet and preferring broadcast television, Gen X spend as much time on streaming media as the young and have similar media habits as Gen Y regarding blogging, finance, and shopping (WARC, 2020).

The situation of community groups on Australian women's Facebook

Top Three Mum's Groups:



Parenting in a tech world

Followers: 398,900

Create year: 2017



Mom support group (Momspace)

Followers: 50,216

Create year: 2018



Autism Parents Support Group

Followers: 216,302

Create year: none

Top Topics:

Women Mental Wellbeing; Women's Rights;
Equal Pay for Equal Work; Violence against Women

4.0

BUSINESS

OPPORTUNITIES

4.1 SWOT ANALYSIS

SWOT Analysis of Learn Grow Become

Strength	Weakness	Opportunity	Weakness
• Tailored Course • Flexible Learning Options • Partnership	• Competition • Course Limitation • Cost of courses	• Growing demand(1) • Raising Feminist Theory • Collaboration	• Changing Regulation • Economic Decline

Source: (Baird et al., 2018)

Strengths (S):

1. Tailored Courses:

- Address specific career and personal development needs, assisting working mums to handle the methods to learn and improve learning efficiency.

2. Flexible Learning Options:

- Offer flexible learning alternatives tailored to accommodate the demanding schedules of working mums, empowering them to strike an equilibrium between their learning endeavours and responsibilities.

3. Partnership:

- Partnership with Swinburne University of Technology provides enhanced visibility for female students seeking personal development and career chances

Weaknesses (W):

1. Competition

- Many online learning platforms and traditional educational institutions target the same group of customers.

2. Course Limitation

- The courses are too few to satisfy various customers' demands.

3. Cost of Courses

- The courses are relatively expensive, which may stop some potential consumers within this demographic.

Opportunities (O):

1. Growing Demand

- 92% of working females consider developing the right skills and qualifications to be important to their careers (Baird et al., 2018).

2. Raising Feminist theory

- More females are eager to learn and work in modern society.

3. Collaborations

- Collaborating with female associations, and relevant organizations in reaching and supporting target customers.

Threats (T):

1. Changing Regulations

- Changes in education or privacy regulations may impact how the platform operates, requiring adaptations.

2. Economic Decline

- Affects the discretionary spending power of working mothers, potentially reducing their willingness to invest in education.

4.2 STRATEGIES FOR INNOVATIVE DEVELOPMENT

Key issue:

- The strategies for innovative development (SID) model is used to solve the current situation of LearnGrowBecome's poor performance on social media promotion.
- The problem we focus on is how to use digital marketing methods to develop customers.
- What if the platform adopts a digital marketing strategy, which will be crucial to the company's competitive advantage and business continuity?
- The survey displays that nearly 75% of marketers believe that the digital marketing strategy that is most helpful for company sales growth is social media marketing (Gabelaia & Tchelidze, 2022)

Ideas:

1 Post more frequently and interact with followers

2 Cooperate with popular and famous company or accounts to better promote

3 Invite influencers to experience the products and post through their accounts

4 Join target customers' favorite social media platform Facebook Australian Mum groups

5 Regularly send emails to customers to count and analyze participant data trends, and collect feedback

6 Curriculum development (three months)→Collect expert's opinions (half a month)→Course lectures (one cycle per year)

4.2 STRATEGIES FOR INNOVATIVE DEVELOPMENT

Solution	WHAT	WHY	WHEN	WHO	HOW
Solution 1	Work with complementary large companies or influential celebrities who actively promote female power	Increasing brand exposure	From now on	Marketing team	• Establish contact with partners through professional channels • Customize cooperation plans that fit brand values • Use celebrity effects for market promotion
Solution 2	Join Australian mum groups on Facebook, the target customers' favorite social media platform	Expand platform visibility and increase profits	From now on	Tanya, CEO of LearnGrowBe come	• Actively respond to customers • Provide popular science knowledge about women • Share the core themes of the course • Promote course products

4. 3 IMPLEMENTATION PLAN

Recommendation:

To devise an optimal solution, it is recommended to amalgamate the two approaches: becoming a member of the Western Sydney Mums Facebook group and regularly engaging with followers through consistent posting and interactive communication. This amalgamation is envisioned to yield an effective strategy for achieving desired outcomes.

- Posts within Facebook groups enjoy extensive visibility and influence due to their exemption from algorithmic restrictions, surpassing the reach of sporadic posts on the homepage (Lupa-Wójcik, 2020).
- To achieve better targeting, LearnGrowBecome can directly engage with the Western Sydney Mums Facebook group as a recognized brand for promotional activities.
- This approach strategically attracts the intended demographic of the target group, allowing real-time insight into the group's pain points, fundamental interests, concerns, and emerging trends. (Lupa-Wójcik, 2020).

Step 1:

- Join the current three Facebook community groups identified above that are most popular and loved by your target customers
- Provide some widespread science knowledge for women in the workplace for free, strengthen interactivity to accumulate favorability, and ultimately increase the number of loyal users and fans;

Step 2:

Share several core emotions and skills topics covered by course products, and record posts on different topics in a timely manner. The number and frequency of replies can, on the one hand, understand what type of course topics the target customer group is more interested in, thereby expanding the knowledge coverage of this series of courses; on the other hand, as users like and comment on the content of this group, the number of shares increases, the group will appear more frequently in its Facebook subscription column (Van Couvering, 2022). In the later stage of settlement, you can consider paying to embed brand and course product advertisements, based on course goals, course prices, courses Elements such as name, course update cycle, etc. are the focus of marketing. Ultimately achieving the goal of increasing word-of-mouth, profits, and popularity (Lupa-Wójcik, 2020).

5.0

CONCLUSION

CONCLUSION

After conducting a comprehensive market analysis, this report underscores the vast potential within the Australian women's personal development market, wherein the client's products currently lack sufficient competitiveness compared to rival offerings. Issues with pricing, unappealing product content, and underperformance in social media presence have been identified.

To achieve profitability, it is imperative to leverage social media platforms' influence effectively. The report recommends promoting the client's products through participation in relevant Facebook groups, optimizing the social media platform, enhancing the frequency and quality of posts, and leveraging collaborations with internet influencers for product promotion.

Furthermore, fostering increased interaction with followers, including responding to comments, is advised. Such engagement can yield valuable inspiration for improving the client's products and optimizing social media content.

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6.0 REFERENCE

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7.0

APPENDIX

7.0 APPENDIX

```
In [6]: import pandas as pd
import seaborn as sns
import matplotlib.pyplot as plt
import plotly as px
import numpy as np
```

```
In [7]: df = pd.read_excel('data1.xlsx', index_col = None)
df
```

Out[7]:

	Company	Engagement rate	Follower growth	Follower growth rate	Likes per post	Comments per post	Views per video	Publications in 7 days	Unnamed: 8	view rate	comment rate	Unnamed: 11	post types
0	Learn grow become	0.0312	16	n.a	n.a	n.a	n.a	n.a	NaN	n.a	n.a	NaN	NaN
1	SheCodes	0.0138	2180	0.1353	22	1	163	1.29	NaN	6.52	6.43	NaN	activity images
2	Business Chick	0.0006	2790000	-0.0019	116	15	2.7k	1.41	NaN	23.79	9.22	NaN	activity holders
3	Female invest	0.0019	258341	0.0552	707	15	25.2k	11.78	NaN	35.68	3.84	NaN	鸡汤
4	The rural women	0.0052	2483	0.0256	6	0	74	0.24	NaN	13.36	0	NaN	大段文字

```
In [8]: import plotly.graph_objects as go
categories = ['Publications in 7 days', 'Engagement rate', 'Follower growth rate', 'View rate', 'Comment rate']
fig = go.Figure()
fig.add_trace(go.Scatterpolar(
    r=[1, 1.6, 1.8, 1, 1.94],
    theta=categories,
    fill='toself',
    name='The rural women'))

fig.add_trace(go.Scatterpolar(
    r=[1.11, 2.73, 5, 3.79, 1],
    theta=categories,
    fill='toself',
    name='SheCodes'))

fig.add_trace(go.Scatterpolar(
    r=[1.41, 1, 1, 5, 3.37],
    theta=categories,
    fill='toself',
    name='Business Chick'))

fig.add_trace(go.Scatterpolar(
    r=[5, 1.17, 2.66, 2.67, 5],
    theta=categories,
    fill='toself',
    name='Female invest'))

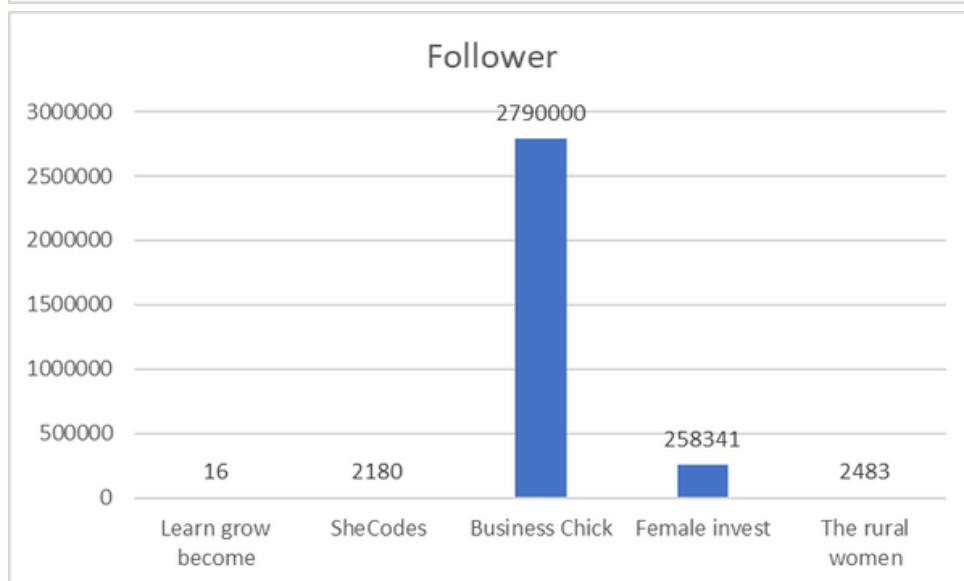
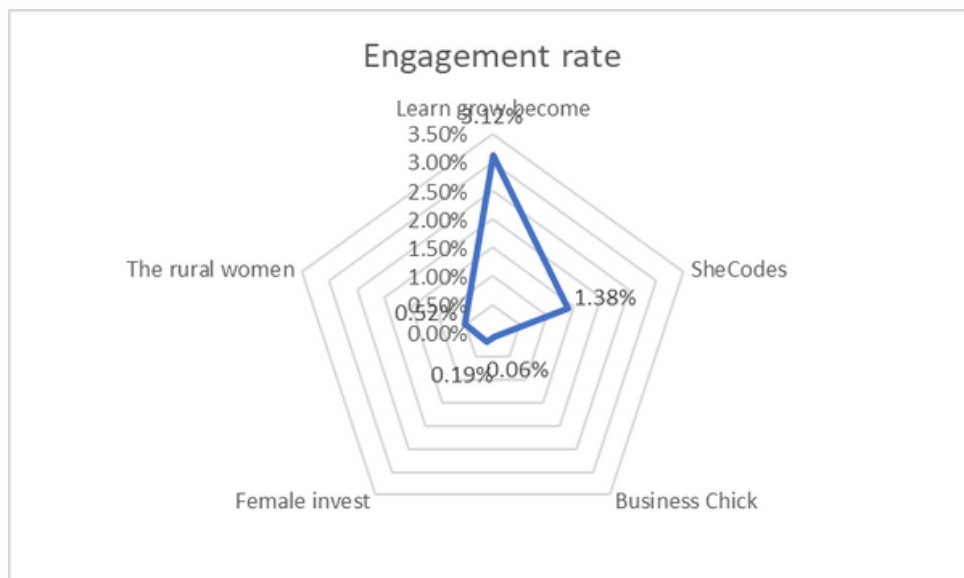
fig.update_layout(
    polar=dict(
        radialaxis=dict(
            visible=True,
            range=[0, 5]
        )),
    showlegend=True
)
```

```
In [10]: view_rate = list(df['view rate'])
comment_rate = list(df['comment rate'])
view_rate = view_rate[1:]
comment_rate = comment_rate[1:]
company = company[1:]
num = np.arange(len(company))

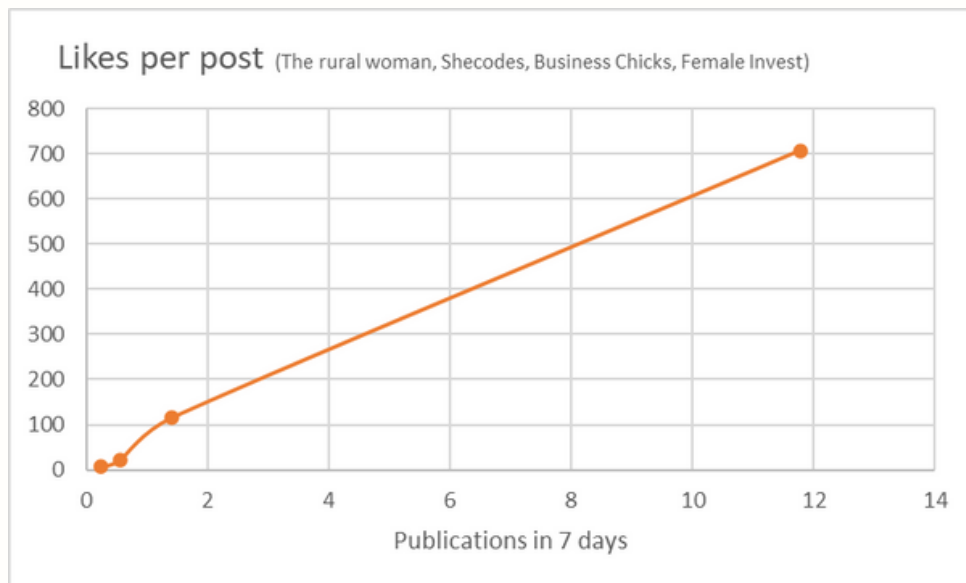
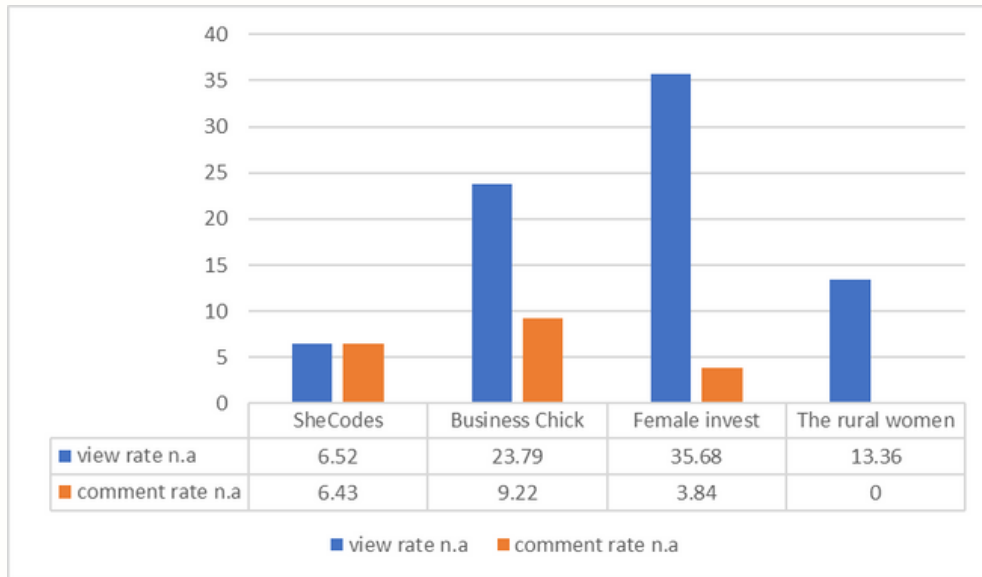
h = 0.3
# plt.figure(figsize=(9, 16))
plt.barh(num, view_rate, color='royalblue', label='view rate', height=0.3)
plt.barh(num+h, comment_rate, color='lightsalmon', label='comment rate', height=0.3)
plt.yticks(num+h/2, company)
plt.legend()
plt.show()
```

7.0 APPENDIX

Organization	Engagement rate	Follower	Follower growth rate	Likes per post	Comments per post	Views per video	Publications in 7 days
SheCodes	1.38%	2180	13.53%	22	1	163	0.56
Business Chick	0.06%	2790000	-0.19%	116	15	2.7k	1.41
Female invest	0.19%	258341	5.52%	707	15	25.2k	11.78
The rural women	0.52%	2483	2.56%	6	0	74	0.24



7.0 APPENDIX



Generation	Born year	Age at 2023	Female	Percentage
Gen Y	1983	40	192711	
Gen Y	1982	41	185647	
Gen Y	1981	42	180235	
Gen Y	1980	43	172979	
Gen Y		Sum=	731572	26.81%
Gen X	1979	44	167510	
Gen X	1978	45	163821	
Gen X	1977	46	161951	
Gen X	1976	47	162445	
Gen X	1975	48	162470	
Gen X	1974	49	166495	
Gen X	1973	50	169857	
Gen X	1972	51	175654	
Gen X	1971	52	178218	
Gen X	1970	53	166410	
Gen X	1969	54	164168	
Gen X	1968	55	158366	
Gen X		Sum=	1997365	73.19%
		Total=	2728937	

8.0 STATEMENT OF AI USE

STATEMENT OF AI USE

This statement emphasizes the significance of integrating AI tools into our analytics to achieve exceptional customer service. As highly advanced natural language processing technology, AI tools adeptly tackle customer concerns, provide tailored responses, and intelligently manage a large influx of queries. Consequently, this results in significant improvements in both customer satisfaction levels and brand value.

The integration of AI tools allows our team to efficiently meet customer needs and inquiries, optimizing operational efficiency. While the majority of our content remains original, we also employ AI to enhance our capabilities. ChatGPT serves as our primary technology for information retrieval, enabling targeted surveys. For instance, we successfully identified popular social media platforms favored by Australian women and examined pertinent Australian government support policies for women re-entering the workforce. This meticulous approach ensures the acquisition of accurate and relevant information, driving informed decision-making.

In a comprehensive assessment, the integration of ChatGPT into our business strategy emerges as a pivotal factor for our future success in the industry. ChatGPT's remarkable capability to deliver prompt and precise responses, combined with its ability to facilitate personalized interactive experiences, forms a robust foundation to achieve exceptional customer service and elevate customer satisfaction levels.