



# Optimizing Marketing Strategy by Leveraging Social Media Platforms and Partnering with School Boards



**Acadium x TKS**

# Overview

Of Optimizing Marketing Strategy



## Intent

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To gain 100k students in under 6 months for less than 10 dollars per person.



## Recommendation

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Campaign using the 3 most popular social media platforms for the targeted demographic as well as partnering up with post-secondary institutions.



## Outcome

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Acadium will exceed their goal of acquiring 100k students within 6 months for under 10 dollars per person.



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# Intent

Current Problems with Acadium's Marketing strategy

## Social Media Presence

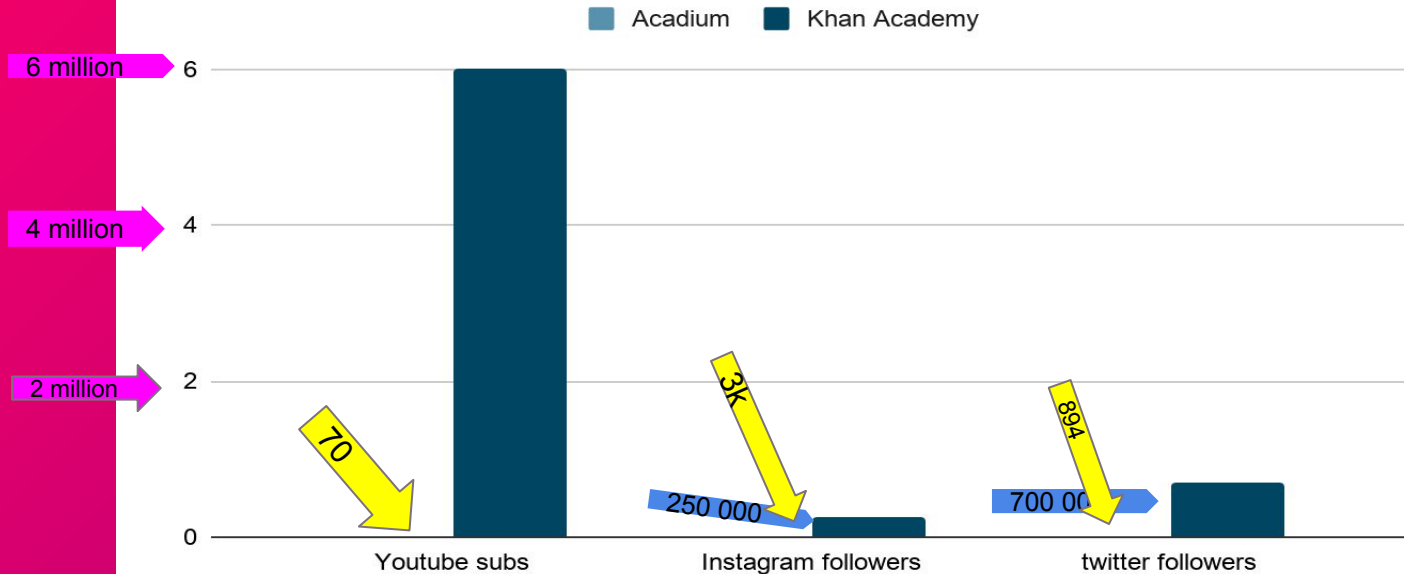
After thorough analysis of **Acadium's social media presence**, we discovered that Acadium is not well known within the online community. Acadium only has about **70 subscribers** on YouTube (an extremely popular platform that could be much better leveraged), **4 followers** on Tik Tok (one of the more recently emerging apps that is now among the most used in the world), **3k followers** on Instagram and around **894 followers** on twitter.

These platforms collectively add up to a **0.7% engagement rate**, which are quite disappointing numbers, considering that successful companies in Acadium's domain average approximately **1 - 3% engagement rate**.





## Acadium and Khan Academy



Acadium's social media presence is subpar compared to other companies in the education industry. Comparatively, Khan Academy is significantly more known in the social media world because they have chosen to invest and take advantage of advertising through in social media.



## Unappealing Ad Development

We also realized that Acadium **is inefficient in making proper, engaging advertisements that appeal to the targeted demographic.** Acadium has a tendency to post ineffective advertisements, such as unimportant “life stories” and bland poster ads. A study conducted by Jason Hsiao suggests that video ads are significantly much more effective than bland image ads, especially in targeting a younger population. Unfortunately, Acadium overuses the inferior advertisement method.



*“The video outperformed the image ... by a lot.”*

- Jason Hsiao

# Lack of In-person Advertisement

Almost no in-person advertisement is leveraged by Acadium. Effective usage of booths, awareness talks, and partnerships with school boards could better develop awareness of the program and its benefits.

In-person advertisement can be used primarily to bring awareness to Acadium, which can help them physically grab the attention of the targeted demographic, and additionally assist in clarifying the product (i.e. answering any questions or concerns from potential customers)



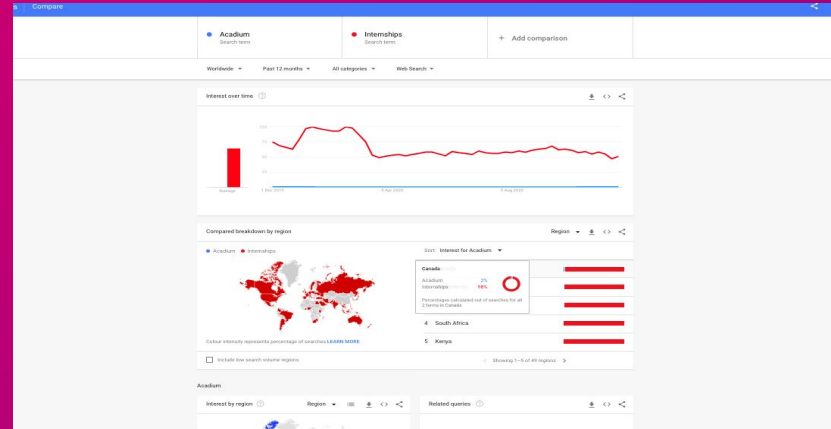


# Lack of Knowledge and Awareness



We did some research and we believe the issue is that no one knows about Acadium, and here are some key reasons why:

- According to Google Trends in Canada, there was 99% interest for internships and a <1% interest for Acadium out of all searches for the 2 terms.
- According to Google Trends, in the United States there was 99% interest for internships and a <1% interest for Acadium.
- There was demand for internships and there was supply but nobody knew about the supply available.

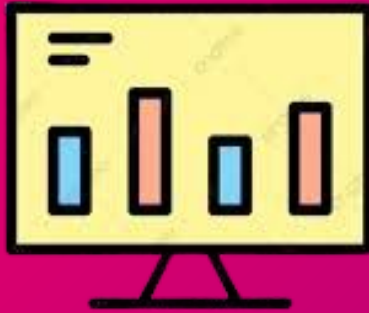


A photograph of a meeting room with a presenter standing at the front and several attendees seated around a large table with laptops. The image is overlaid with a semi-transparent purple filter.

# Our Recommendation

# Finding The Target Audience

# Importance of Interests and Demographics



The key  to a successful ad campaign is the audience it reaches

A study done by AdEspresso took the same exact ad, ran it to two different groups of people, using the same budget for each

Group 1 got 278 clicks while Group 2 got 1,103 clicks.  
**NEARLY 4X THE CLICKS!**



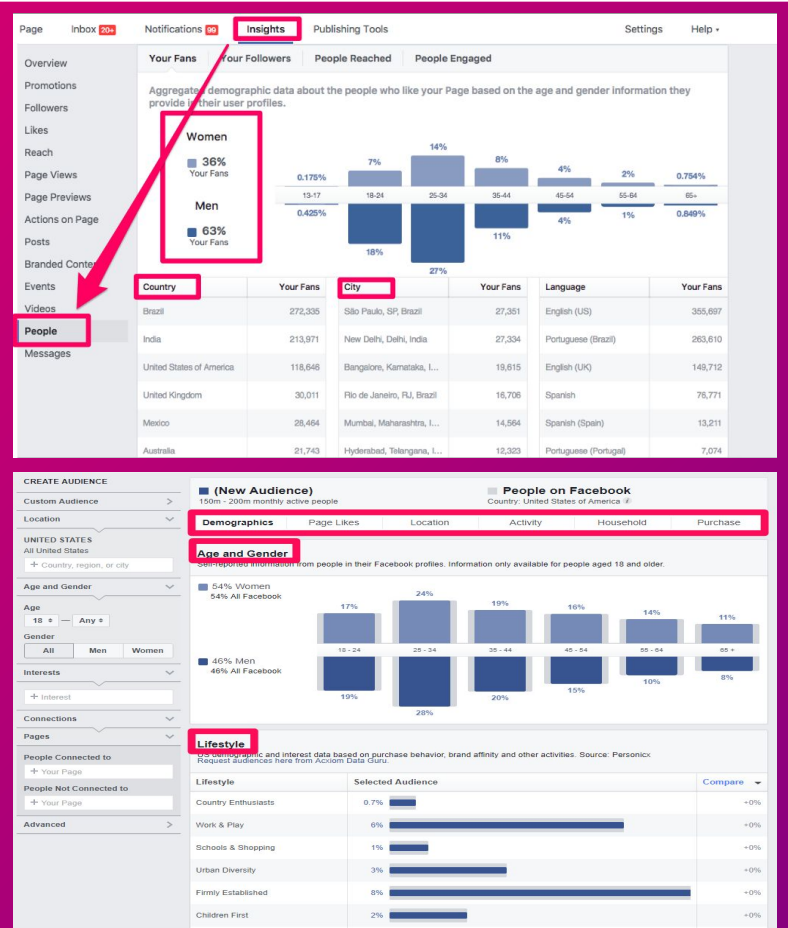
**The Only Difference the Second One Had Is A**  
**DETAILED & DEFINED**  
**Target Audience**

# Finding the Interests and Demographics

A sample ad campaign will be created with a lower budget and lower time frame (\$1000 and 1 week)

After the 1 week is over, we can look at the insights of the ad and see which demographics and what interests the people who engaged with the ad have.

The information can be found under the People section along with interests and demographics.



The image displays two screenshots from Facebook's analytics tools. The top screenshot is the 'Insights' page for a Facebook Page, showing demographic data for 'Your Fans'. A red box highlights the 'Insights' tab, and another red box highlights the 'People' section in the left-hand navigation menu. The main content area shows a bar chart for 'Women' (36% of fans) and 'Men' (63% of fans) across age groups: 13-17, 18-24, 25-34, 35-44, 45-54, 55-64, and 65+. Below the chart is a table with columns for 'Country', 'Your Fans', 'City', 'Your Fans', 'Language', and 'Your Fans'. The bottom screenshot is the 'CREATE AUDIENCE' interface in Audience Manager. It shows a 'New Audience' of 1,500+ monthly active people. A red box highlights the 'Demographics' tab, and another red box highlights the 'Age and Gender' section. The 'Age and Gender' section shows a bar chart for 'Women' (54% of the audience) and 'Men' (46% of the audience) across age groups: 18-24, 25-34, 35-44, 45-54, 55-64, and 65+. Below this is a 'Lifestyle' section with a table showing various lifestyle categories and their percentage of the audience.

Country	Your Fans	City	Your Fans	Language	Your Fans
Brazil	272,335	São Paulo, SP, Brazil	27,361	English (US)	355,697
India	213,971	New Delhi, Delhi, India	27,334	Portuguese (Brazil)	263,610
United States of America	118,648	Bangalore, Karnataka, L...	19,615	English (UK)	149,712
United Kingdom	30,011	Rio de Janeiro, RJ, Brazil	16,706	Spanish	78,771
Mexico	28,464	Mumbai, Maharashtra, L...	14,564	Spanish (Spain)	13,211
Australia	21,743	Hyderabad, Telangana, L...	12,323	Portuguese (Portugal)	7,074

Lifestyle	Selected Audience	Compare
Country Enthusiasts	0.7%	+0%
Work & Play	6%	+0%
Schools & Shopping	1%	+0%
Urban Diversity	3%	+0%
Firmly Established	8%	+0%
Children First	2%	+0%

# Implementation of the Interests and Demographics

The information of the interests and demographics will be gathered and compiled into a list.

Then all the information on interests, demographics etc. from the list is inputted into the form.

Finally, it will be time to create the ad.


**Audience**  
Who should see your ad?

**Smart Audience**   
Facebook will customize your audiences to reach more people who may be interested in your business.

**People you choose through targeting**

**Skyss Fashion**

**Acadium**

**Audience Details** 

Location - Living In Canada  
Age 15 - 30  
People Who Match Interests: Students' union, Apprenticeship, Adobe Students or Internship, Education Level: College grad or Some college

**Create New**

**Detailed Targeting**

Q Detailed Targeting

Demographics Interests Behaviors More Categories

Reach specific audiences by looking at their interests, activities, the Pages they have liked and closely related topics.

Business and industry

Entertainment

Family and relationships

Fitness and wellness

Food and drink

Hobbies and activities

Shopping and fashion

Sports and outdoors



# Making Impactful and Quality Advertisements



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# What Makes an Amazing Ad?

- 1. The advertisement must connect with the target audience  
(give them what they want)**
- 2. The advertisement must call the viewer to action  
(without it the advertisement won't get the intended results)**
- 3. Must have Compelling High resolution videos or pictures  
(depending on the target audience)**
- 4. Everything about the ad must be calculated  
(from the time of day it is posted, to what type of ad is actually used)**

# Ad Creation



The ad should be short and sweet since most people do not want to read a whole paragraph.

The ad should address these main points:

- What Acadium Does?
- Where to find Acadium?
- What is the price?

The sample ad was created using Canva for free.



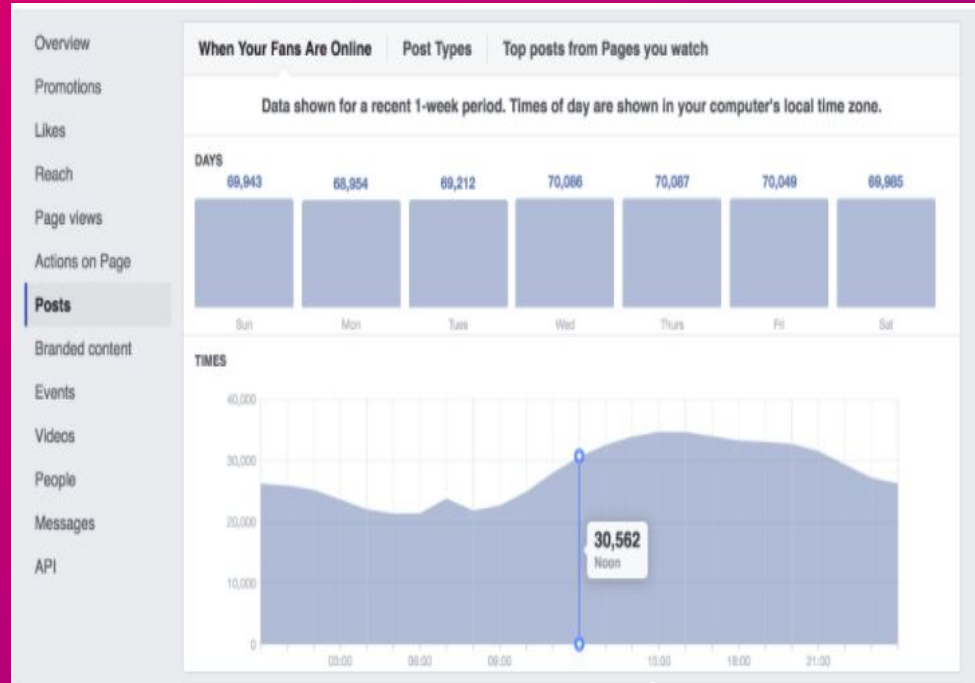
# Ad Timing



**From the sample ad campaign, the times for when to post the ads can be found easily.**

**From the insights, the times that consumers engaged with the most is when you would want to post the ads**

**After the ads have been posted you do not want to set an end date. If a campaign is going well and it ends, it would ruin the flow of the campaign.**





# Leveraging Social Media Platforms



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—\*—  
**Potential**

**Everyone is on social media these days.  
It's worldwide users total 3.484 billion, up  
9% in the last year.**

**According to Brandwatch:**

- **Facebook - whopping 2.375 billion daily users**
- **YouTube - 1.9 billion users**
- **Instagram - 1 billion users**
- **LinkedIn - 610 million users**
- **Twitter - 330 million users**
- **Snapchat - 190 million users**



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# Launching of the Ad Campaign



The ad campaign will be launched  
on 3 different social media  
platforms



**Instagram**



**Twitter**



**Facebook**

# Social Media User Stats



**75% of U.S. Adults Between  
the Ages of 18-24 Use  
Instagram**

**57% of U.S. Adults Between  
the Ages of 24-29 Use  
Instagram**

**43% of Instagram Users  
Have Higher Education**



**44% of U.S. Adults  
Between the Ages of 18-24  
Use Twitter**

**31% of U.S. Adults Between  
the Ages of 24-29 Use  
Twitter**

**28% of Twitter Users have  
Higher Education**



**76% of U.S. Adults  
Between the Ages of 18-24  
Use Facebook**

**84% of U.S. Adults  
Between the Ages of 24-29  
Use Facebook**

**75% of Facebook Users  
have Higher Education**

# Success Story

## Ad Campaigns

# Design Pickle



**Design Pickle is a Design-as-a-Service (DaaS) that offers unlimited graphic design for a flat monthly rate of \$370/user**

**The service completed roughly 10,000 design requests in total that first year**

**Growth is not an issue since they passed 10,000 in sales in just the first 4 months, and had topped \$89,000 in MRR (Monthly Recurring Revenue)**





## Why they needed Ads?



**They had a current 1:1 churn-to-acquisition rate, they had to actively go after leads to keep that number steady.**



**Their \$4500 investment  
netted \$5850 in MRR.**

**Nearly two years later, and Facebook Ads continues to  
be the engine that drives their growth.**



## Design Pickle's Solution



**Design Pickle spent about \$5000 per month on targeted Facebook Ads to either get people to sign up for a free weekly webinar, or to try out the service.**

**Design Pickle tried a few different ways and a few different monthly budgets**

**They created an offer that was - one free graphic design delivered within one business day**

**Design Pickle spent just over \$4500 on the Facebook Ad and generated nearly 500 leads, of which 30 became paying customers.**



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# Partnering with School Boards

# Collaborating With School Boards



In addition to advertising through Social Media, partnering with post-secondary institutions such as universities and colleges will increase the likelihood of reaching the intended target audience and providing opportunities for students.

We got in contact with a representative from UOttawa's Careers Department who told us that a partnership involving the university and Acadium would be possible, and that these kinds of partnerships are already in place.







This partnership could involve paying up to \$10,000 to have emails sent out to all of the students letting them know about the opportunities that Acadium could provide for them. This would not only bring Acadium significantly more students, but these students will likely fall perfectly into the target audience for this program.

- This kind of partnership could also be applied to other universities and colleges across not only Canada but eventually all over North America and beyond.
- In addition to reaching out to each student directly, we would also recommend setting up posters / billboards in key locations on campus as well as potentially bringing in representatives from Acadium to speak or run booths.

What is stopping Acadium from increasing their target audience?



reddit

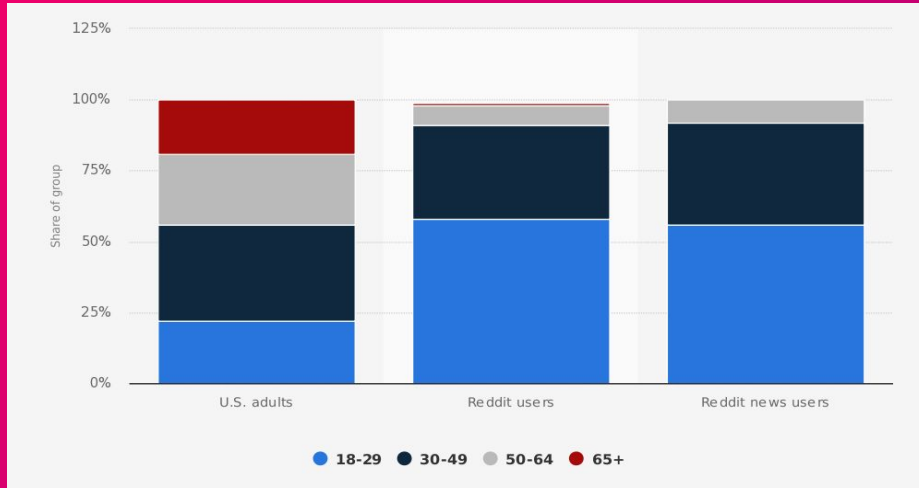


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# Reddit



## Distribution of Reddit Users in the U.S. States by Age Group



More than 65% of reddit users are largely inexperienced youth from ages 15-29 that are looking for opportunities to add to their resume.

How is Acadium doing on Reddit so far?

0%

Acadium Reddit activity over the years

0%

Acadium's response to Reddit complaints



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## There are multiple bad reviews on Reddit that Acadium has not bothered to address, let alone respond to.

↑ [deleted] 2 points · 10 months ago

↓ I'm reassured that you basically proved that they've been engaging in buying/writing fake reviews. The first thing I did after coming across their website (after seeing their FB ad) was Google them ..... and that was the first thing that came up. I was like WTF people aren't seeing through this?!

↑ Badiha 2 points · 10 months ago · *edited 10 months ago*

↓ Definitely looks like unpaid internships EXCEPT that the manager actually needs to train you for 10 hours a week. It literally never happens at any company. Would be curious to see if it actually happens on this website!

↑ beenyweenies 2 points · 10 months ago

↓ Apprenticeship, mentoring and internships are a normal and healthy part of career development for a LOT of industries.

Having said that, I'm pretty skeptical of this website and the offer in general. While mentoring can be valuable, interns/apprentices should ALWAYS be paid for their time, even if it's just minimum wage or some other arrangement. I would avoid this "offer."

Responding publicly to bad reviews shows your customers and potential customers that you are attentive and care about their experience and opinions.

Why should you care that you're attentive? Because it can lead to increased business. A study conducted by Cornell University revealed that responding to negative hotel reviews "appears positively related to the consumer's view of the hotel, as measured by increases in the TripAdvisor score."



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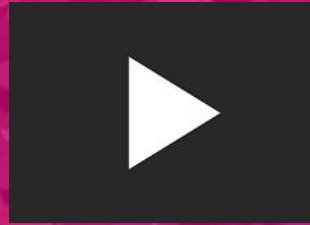
**On a different subreddit we can see two contrasting experiences with Acadium: one negative review followed by a positive review.**

- ↑ Hersheychocolatebar 3 points · 3 months ago  
↓ I did acadium and if youre just doing an internship, id stay away. Some "employers" on there are desperate looking for free work and some students are desperately looking for internships....
- This only results in NO mentorship and repetitive, useless tasks.
- A terrible match. I'd look local if I were you!
- ↑ RyanCarr6 3 points · 3 months ago  
↓ That's too bad that you had a bad experience. I'd be on the other side of that and say Acadium is definitely good for building marketing skills and finding a job. I did two Acadium apprenticeships right after I graduated and they taught me a ton about web design and Facebook ads. They then became freelance clients for my own little business and they've helped me find even more clients. I'm even doing another apprenticeship now because they may turn into a client after. I think it's a great way to get experience. You just have to be open when you talk to mentors and interview them the same way they'd interview you. Find the mentors who want to help you grow, not just the ones that want cheap, free labour.

**As such, we propose that Acadium have its customers write up an optional review about their experience with the company of choice and with Acadium's services in order to obtain a certificate with the company.**

**Review Form**





# Increasing Social Media Presence



reddit



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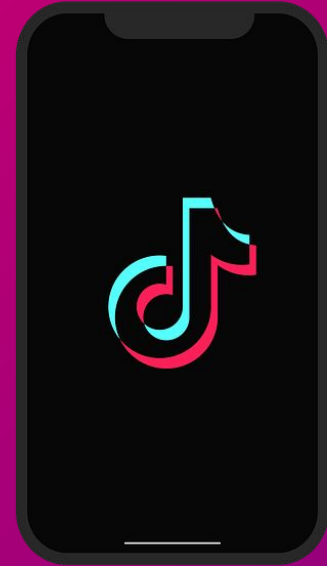
# How?



**Acadium needs to increase frequency of posts made on all accounts. Ex. A trend on Tik Tok**

**Engaging with consumers in comments. Ex. liking the comment, commenting back and reacting to comments**

**Teaming up with creators to get heard. Boosting the following that they have on the accounts.**



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# Success Story

## Quality Content Creation

# Manscaped



**Manscaped is a company that sells men's trimmers.**

**Manscaped recently blew up due to their presence on Tik Tok, they used Tik Tok trends, comedic skits, and giveaways to get a following on their accounts.**

**Acadium can learn from Manscaped and boost their following by posting more, doing trends and more.**

**MANSCAPED**

- REFINING THE GENTLEMAN -



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# Outcome What Will Happen

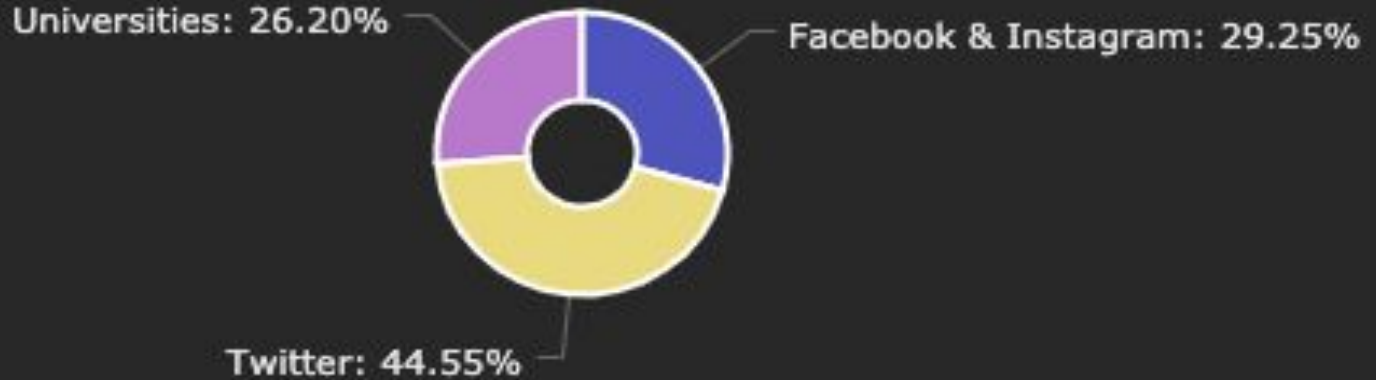


# Student Acquisition Stats



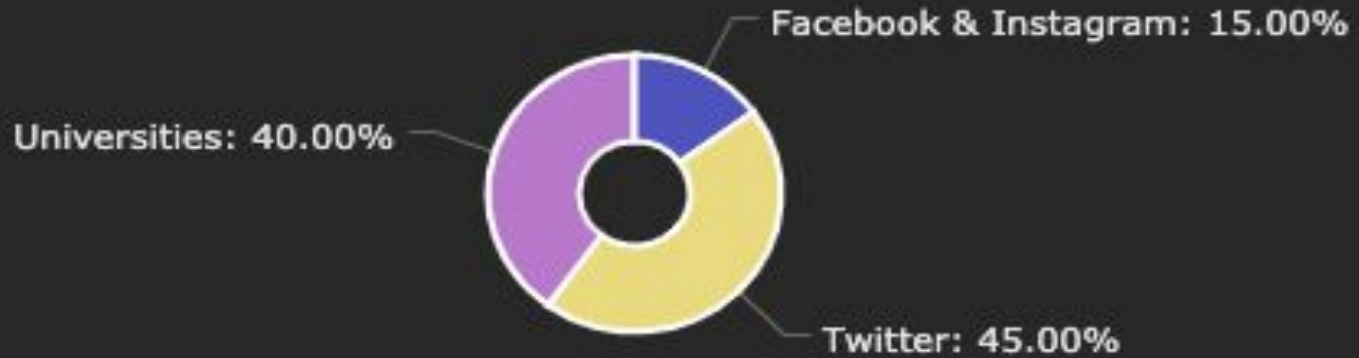
- **Given Acadium's current conversion rates, we need 2.6 Million website visits to guarantee at least 100,000 new students.**
- **The percentage and cost breakdown provided will total \$1,000,000 for 100,000 students, equaling \$10 per student**
- **Twitter:**
  - 0.77% ad click rate
  - Average CPC (cost per click) = \$0.38
  - Total Cost (45%) = \$445,5000
- **Instagram:**
  - 1.08% ad click rate
  - Average CPC = \$0.75
  - Total Cost (15%) = \$292,500
- **Universities:**
  - \$10,000 / School
  - Remaining money spent on posters / booths
  - Total Cost (40%) = \$262,000

# Cost Breakdown



 Facebook & Instagram	292,500	 Twitter	445,500
 Universities	262,000		

# Student Signup Breakdown



 Facebook & Instagram	15,000	 Twitter	45,000
 Universities	40,000		



**We Expect at Least 100 000 Students To  
Sign Up in Under 6 Months**

To Moe Abbas and the entire Acadium team,



Thank you for letting us participate in this incredible opportunity. We hope that our recommendation has provided value for you and your company, and that we have participated in your inevitable success. We wish you and your company well, and hope that we cross paths again soon.

Thank you!

We would love to stay in touch:



Abbas Salami



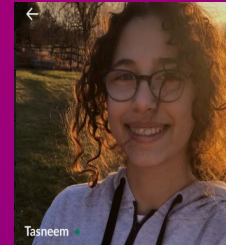
Sharaphaajan Sivapalan



Milind Kumar



Michael Larson



Tasneem Alnahhas