



SCALING ACADIUM

Accelerating Growth Through a Multifaceted Approach



Executive Summary

Problem

Low Brand Awareness

Apprentices are extremely satisfied with their experience (96% saying they would recommend to a friend or colleague). Millions of students are looking to gain experience but Acadium has not been able to reach them.

Opportunity

SEO, Partnerships With Professors, Referral Marketing, and Videos

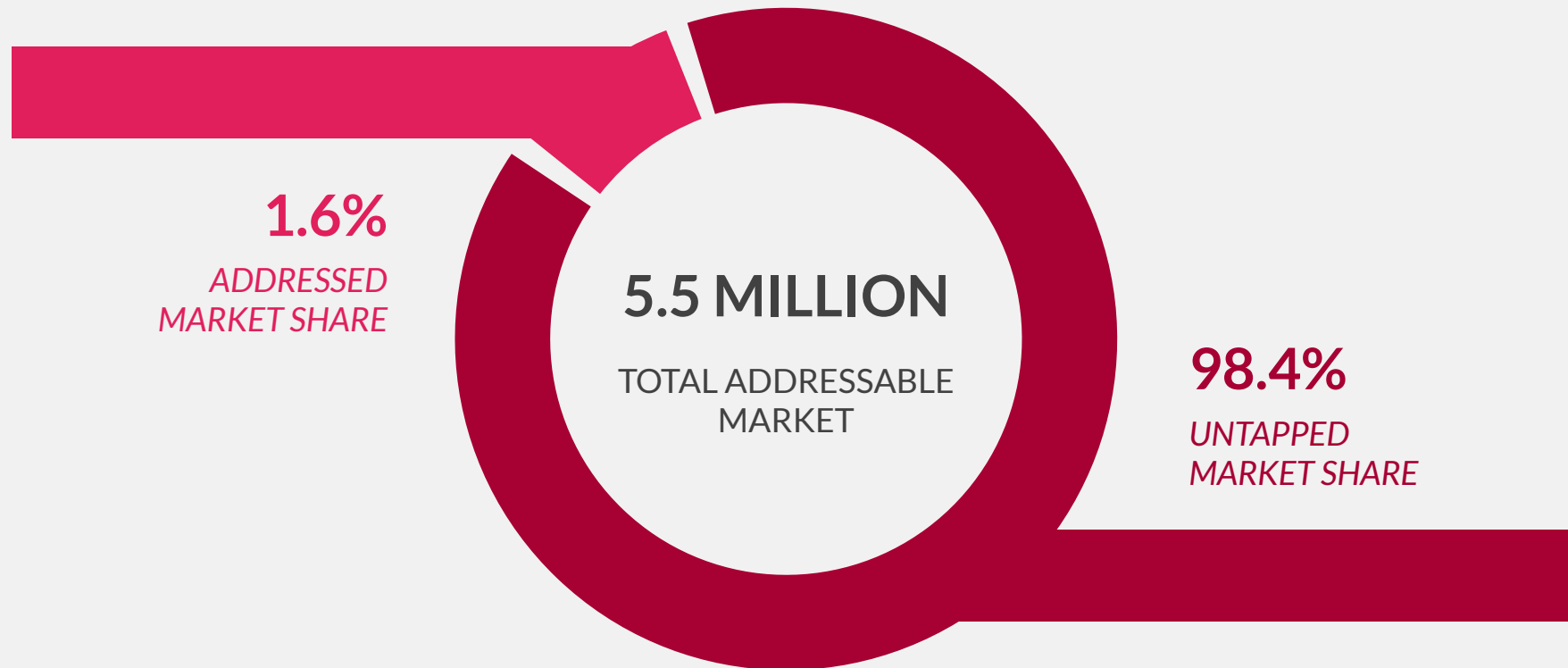
Our solution involves SEO, marketing via professors, viral referral marketing, and an explainer video with testimonials. Acadium will be able to tap into search traffic, leverage existing apprentices, and optimize conversions for a young demographic.

Results

200,495 New Apprentices

Acadium will acquire 200,495 new apprentices in the marketplace, with a CAC of \$7.15 in under 6 months. Acadium will establish a strong brand and build trust with their apprentices, allowing for consistent long-term growth.

Acadium's Total Market for Potential Apprentices



Currently, Acadium occupies 1.6% of the 5.5 million global market share of the target demographic. 98.4% of the market is untapped, or 5,410,000 potential apprentices.



Jane D'Souza

Jane is in her last year of university for digital marketing with no real-world experience. She tried to find work, but she was rejected multiple times for having no experience. All of her friends who have graduated with the same degree as her cannot find jobs.

Understanding the Perfect Customer

“ My friends who have already graduated are not getting job offers because they do not have any experience. I am worried for what I will do when I graduate. ”

- Jane

Trust in Family and Friends

95%

Trust in Professors

90%

Trust in Videos

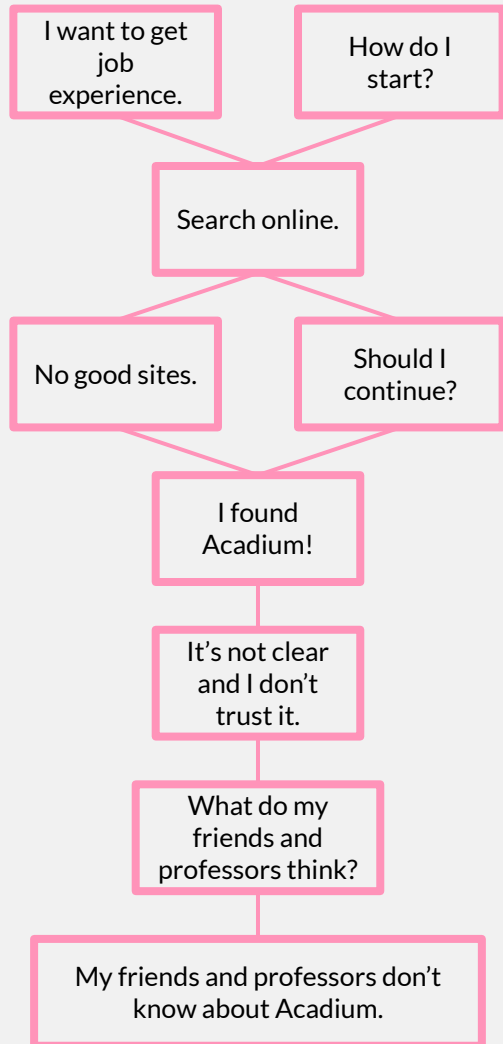
80%

Jane will graduate later this year with a digital marketing degree. She often talks to her friends, families, and professors about marketing and trying to get work experience. Jane has never gotten a job in digital marketing before since she has no experience, not even an internship. She is extremely worried about her future of getting a job in the marketing sector and desperately wants to find employment but is told time after time that she needs experience. This is where Acadium comes in.

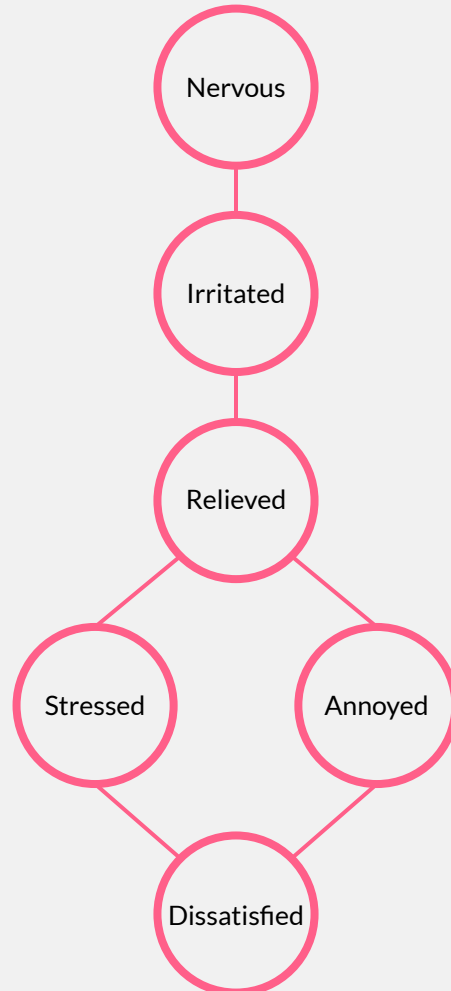
Understanding the Customer's Journey

5

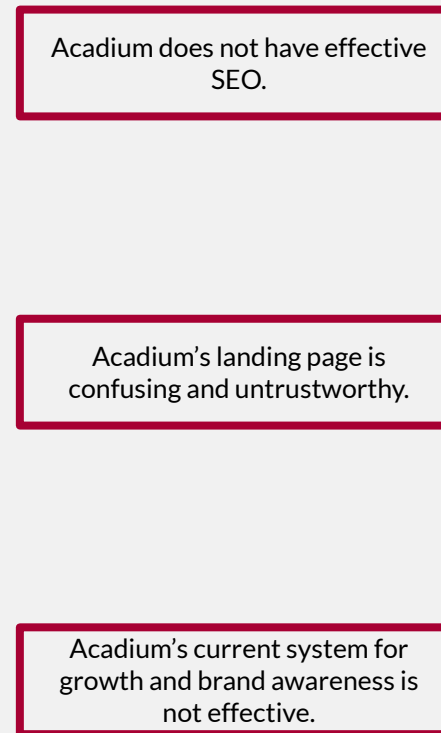
What are they thinking?



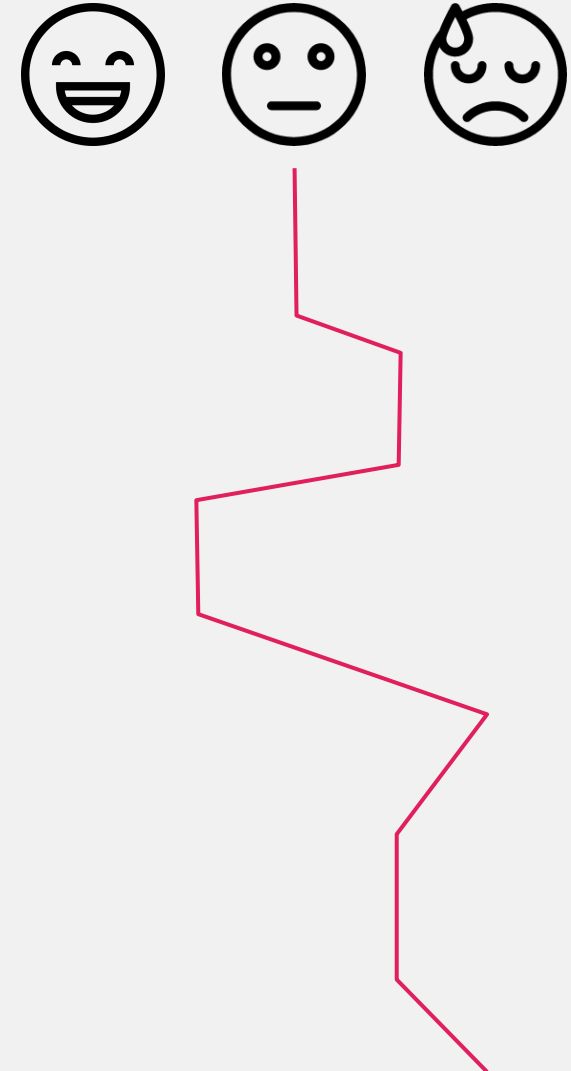
How do they feel?



Where are the pain points?



Feeling Chart



A photograph of three people (two women and one man) sitting around a wooden table, smiling and looking at laptops. The image is dimmed and serves as a background for the text. There are white L-shaped decorative lines in the top right and bottom left corners.

HIGH-LEVEL OVERVIEW

WHAT ARE THE MAIN PROBLEMS WE'RE SOLVING?

Acadium has the right product but is not building a brand

The Problem



Lack of brand awareness

Acadium is not maximizing the impacts of keyword optimization for high traffic keywords such as *marketing internship*, *marketing experience*, and many others to drive traffic to the site, losing up to **2,600** potential apprentices a month.



Non-optimal conversion rates

Acadium's current conversion rate is 3.75%, meaning for every 100 people that go to the site less than 4 of them will become apprentices. Acadium would be able to increase the conversion rate by **80%** or more by adding an explainer video on the landing page.



Not using high customer rating for leads

Acadium is not leveraging the fact that **96%** of apprentices would recommend the program to a friend or colleague. As of December 1st 2020, Acadium had 2,705 apprentices on the marketplace. With a better referral system Acadium's number of apprentices can grow exponentially.

Addressing the obstacles that Acadium is facing in becoming a brand

Our Solutions

IMPROVE THE CONVERSION RATE OF THE WEBSITE USING AN EXPLAINER VIDEO & PEER TESTIMONIALS



Acadium can improve the conversion rate of their site by as much as **144%** through implementing a testimonial explainer video on the landing page. Testimonials that peers give from referrals can increase the conversion rate on the landing page by up to **80%**.



LEVERAGING THE 96% APPRENTICE RECOMMENDATION RATING OF ACADIUM

By implementing a viral referral marketing strategy, Acadium will tap into users that enjoyed their experience by incentivizing them to share Acadium with others. Together with giveaways, this referral program will incite up to **80%** of previous apprentices to promote Acadium, resulting in **142,000** new apprentices entering the marketplace.



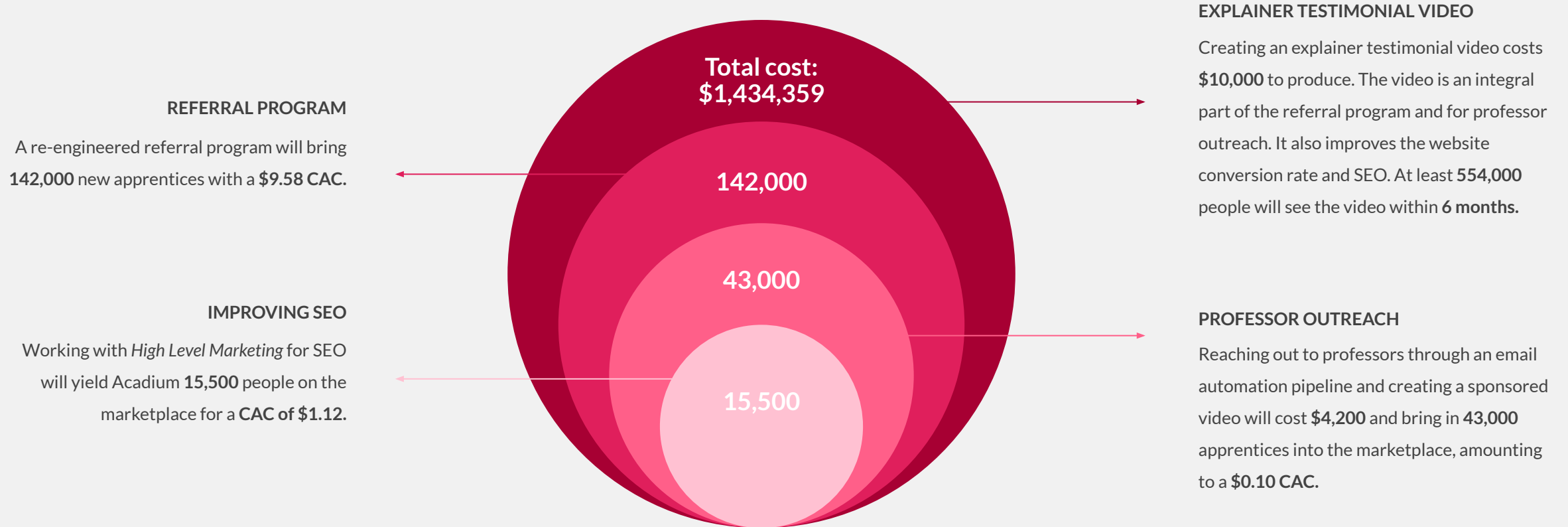
INCREASE AWARENESS ABOUT ACADIUM AMONG THE 20-30 YEAR OLD STUDENT DEMOGRAPHIC



Partnering with Canadian and American universities & colleges will bring Acadium to **42,700** marketing students' awareness. Using a video in combination with automated emails will allow more students to become apprentices, and a referral program will allow Acadium to maintain steady growth from spread through word-of-mouth.

What targeted outreach, SEO, a viral referral program, and an explainer testimonial video will yield

Results





VIDEO

EXPLAINER VIDEO WITH TESTIMONIALS AND A CALL TO ACTION



How the testimonial explainer video will bring apprentices to Acadium

Video & the Marketing Funnel

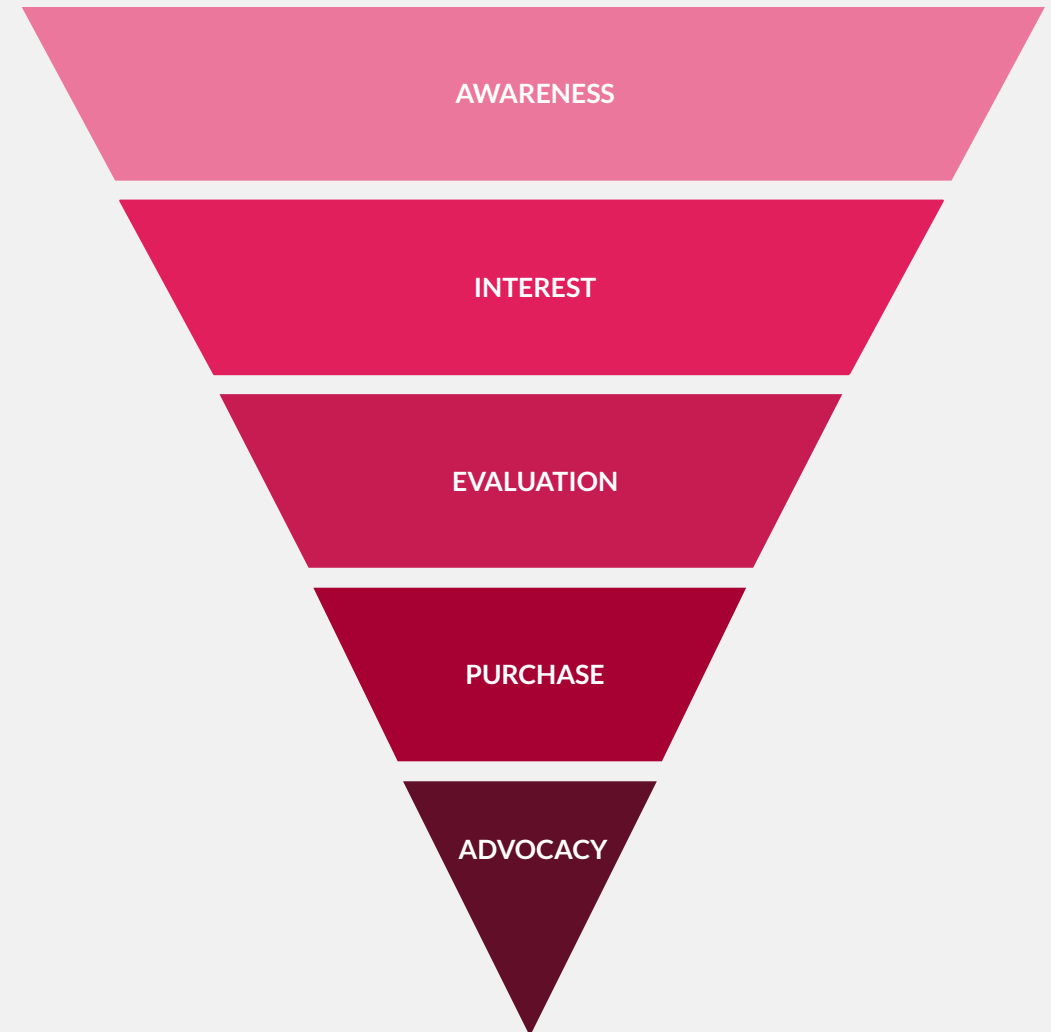
72% of customers would rather learn about a product or service by way of video and 97% of marketers say video has helped users gain a better understanding of their products and services. Video is the best medium to bring brand awareness to Acadium.

If a person doesn't recognize that they have a need that must be fulfilled, they're simply not going to use a service. Explainer videos must showcase the problems that digital marketing students face when trying to get job experience.

72% of consumers say positive testimonials and reviews increase their **trust** in a business. The video must have testimonials for the marketing funnel to work.

At this stage in the marketing funnel, potential customers will be brought to the landing page of the website via the video's call to action. Nearly eight out of every ten users have purchased a piece of software or app after having watched the brand's video. On a landing page, video can increase conversion by up to 80%.

Video generates **1200%** more shares than text and images combined.



Content in the 2 minute testimonial explainer video and why

Video Outline

TESTIMONIAL: STUDENT THAT IS IN THE PROGRAM NOW

88% of consumers say that they trusted reviews just as much as personal recommendations so having a student explain how the program works is very important for people to trust Acadium.



CALL TO ACTION (CTA)

64% of consumers purchase after watching branded social videos. At the end of the video have a CTA button that takes the user to Acadium's landing page.



60 sec

25 sec

25 sec

10 sec

EXPLAIN ACADIUM AND THE PERKS IT BRINGS TO STUDENTS

96% of people turn to videos to learn more about a particular product and/or service. An actor will explain what Acadium is and the benefits that the demographic we are targeting (20 to 30-year-olds) get from Acadium.



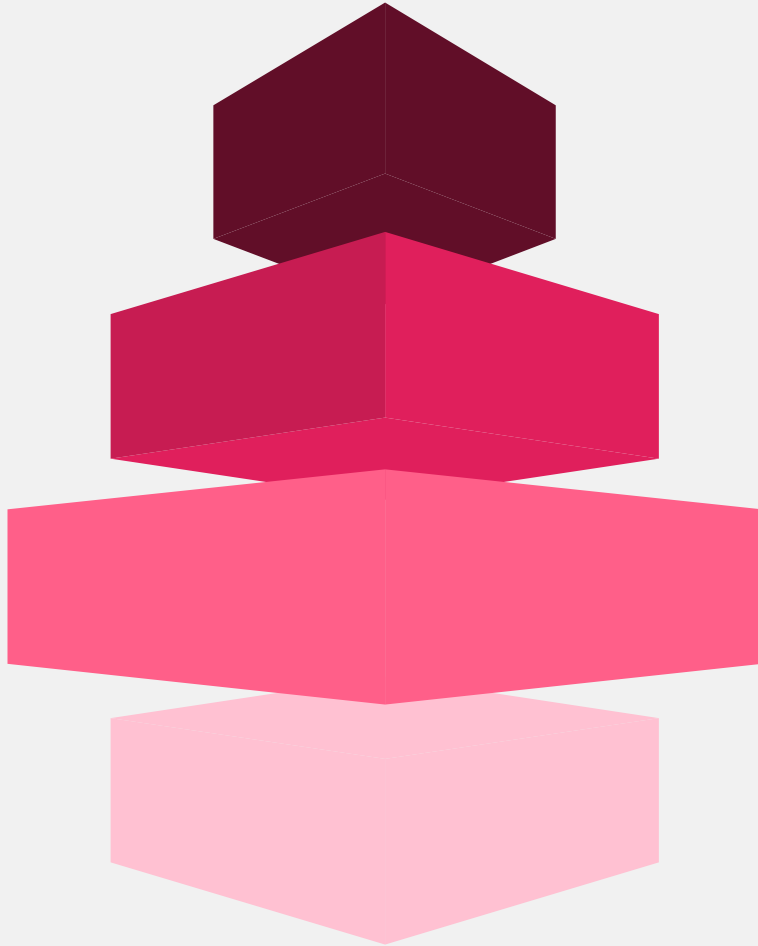
TESTIMONIAL: STUDENT THAT HAS COMPLETED THE PROGRAM

Stories of people overcoming problems are irresistible to our brains—and that's **exactly** what testimonials provide. Having alumni of Acadium explain the problems they were having finding a job or getting work experience and how Acadium helped them is important to capture people's interest.



Creating brand awareness, interest, user engagement, and trust

Impact of the Video



BRAND AWARENESS

After including an explainer video on websites, sites increase their conversion rates by as much as **144%**, and **four** times as many customers would rather watch a video to learn more about a product than read about it.

USER ENGAGEMENT

From videos, user engagement is **65%** and user acquisition is between **40%-70%**. The retention rate from watching videos is **95%** compared to 10% when reading text.

INTEREST

88% of customers say reviews influence their online purchasing decisions. 97% of customers said that testimonials and peer recommendations were the **most reliable** source of information when making decisions online.

TRUST

The vast majority of consumers trust online testimonials and reviews as much as recommendations from friends or family. Building trust is imperative as the Head of Growth at a similar company called Lamda School, a university that does not charge students until they have a job in software development, stated that, “*one of the **biggest** problems we have is convincing people that this isn't a scam. We get a lot of people that think this is too good to be true.*”

Integrating a call-to-action (CTA) at the end of the video

From Interest to the Marketplace

380%

How many more clicks a CTA gets than a sidebar on a website.

144%

The increase in conversions after watching an informational video on the service with a CTA.



Improving SEO & conversion rates

Adding a Video on the Landing Page

IMPROVE CONVERSION RATES BY

80%

GETTING THE USER FROM EVALUATION TO SIGN UP

An explainer video on a landing page allows users to **quickly** understand what the product is and what problems it can solve for them. Increasing the conversion rates will have incredible effects in combination with our other solutions, like SEO. The testimonials in the video also facilitate a sense of trust in the product or service a business is offering.

CHANCES OF REACHING THE FRONT PAGE OF GOOGLE

53x

HIGHER IF A VIDEO IS ON THE LANDING PAGE

It's crucial to have good SEO since 70% of buyers turn to Google at least 2-3 times when trying to find out more about their problems and businesses with potential solutions. Also, websites using testimonials saw a **45%** increase in traffic compared to those who didn't.

Time needed to make the explainer testimonial video

Video Roadmap



Total Cost: \$7k-13k

Total Time: 6-10 days

PRE-PRODUCTION: Storyboard + Planning

Together, Acadium and One Market Media will create a storyboard. It is vital to agree on the storyboard and messaging as that is what the video is based on.

PRODUCTION: Filming

Filming the video in Ottawa will allow for 2 full days of shooting. The producer will film in multiple locations (such as an office and coffee shop) to showcase that Acadium is a remote program and to keep users engaged. While on set the producer will also capture B-roll to use in the video.

POST-PRODUCTION: Editing

Along with standard video editing, One Market Media will add in 4-6 animations and a call to action by adding a button at the end of the video that takes the users to the Acadium landing page. They will also integrate data collection to track how many users are going to the website from the video.

The role of video in the marketing funnel

What Experts Are Saying

“

Testimonials are great! A video is the perfect medium for brand awareness with the demographic between ages 20 to 30.

”



Kaily Kay

Video producer & editor

Kaily Kay Strategy & Creatives

“

Video is the most effective marketing tool right now! Having good messaging brings people together to create a community behind the brand.

”



Jennifer Francis

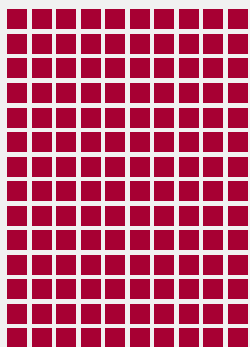
Technology advisor & angel investor

Cafe Noir Consulting

The ways people will see the video

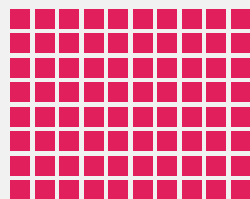
Who Will See the Video

316,522



316,522 students will see the video via viral referral marketing. Someone they know will share the video with them, increasing the degree of trustworthiness of the video and leading to higher conversion rates.

178,001



178,001 students will see the video in Canada and the USA through the professor outreach pipeline. This will bring awareness and interest to post-secondary institutions as well as social circles that have yet to hear of Acadium.

59,195



59,195 people will see the explainer testimonial video on the landing page from organic search and because of the video, they are 80% more likely to sign up to be apprentices.

An expert in making videos

Who to Contact to Make the Video

Jimm Fox

President @ One Market Media

jimm.fox@onemarketmedia.com

+1 (613) 263-9044



PREVIOUS EXPERIENCE IN VIDEOS FOR EDUCATION

Jimm has worked on multiple video campaigns for educational institutions such as the Boys and Girls Club, Queen's University, the Bader International Study Centre, and more.



30 YEARS OF EXPERIENCE

Jimm has driven measurable business results for his clients for 30 years: agency-side, client-side, and for the last 10 years, creating marketing videos that deliver results.



OTTAWA, CANADA

His video production company One Market Media is a video marketing agency based in Ottawa, Canada that develops marketing videos for clients throughout North America.



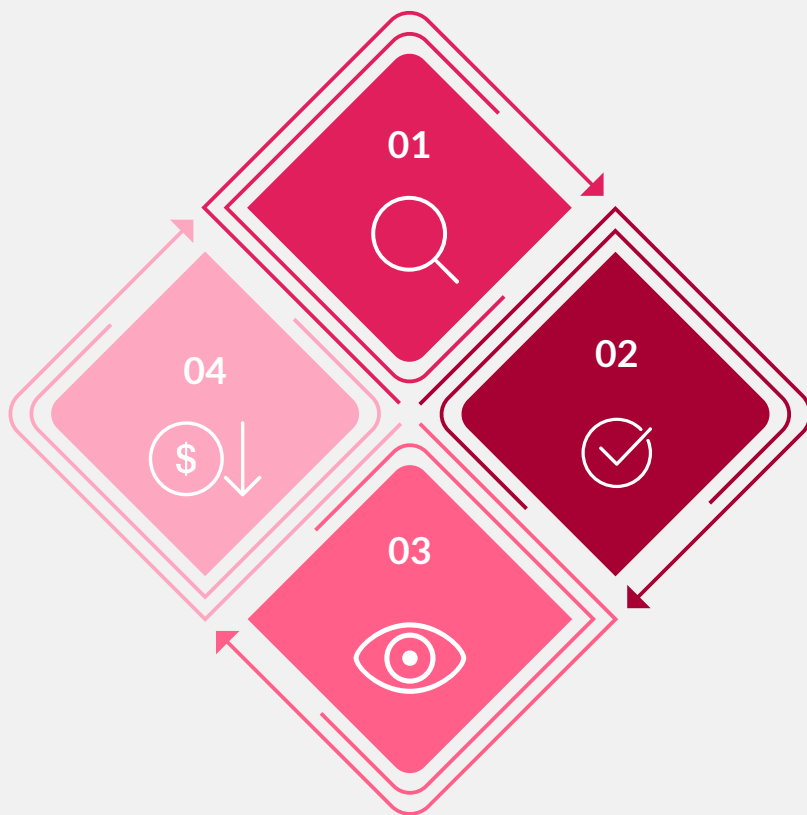
SEO

IMPROVING ACADIUM'S SEARCH ENGINE OPTIMIZATION



Why Acadium should improve their existing SEO model

Benefits of Using SEO



01

Increasing search traffic

Over 90% of search traffic goes to the first page of results.

02

Optimizing conversion rates

SEO leads have a 14.6% conversion rate.

03

Expanding brand awareness

At least 53% of all site traffic comes from SEO alone.

04

Extremely inexpensive

Monthly SEO rates only range from \$750-\$2,500.

Advantages of using High Level Marketing for Acadium's SEO

Company Spotlight: High Level Marketing



Brings you to the first page

High Level Marketing's SEO optimizes keywords to get on the first page and stay there.



Low cost

High Level Marketing's SEO services costs \$5,000 for the first month and \$2,500 per month afterwards.



Proved to work

High Level Marketing is the #1 trusted digital marketing agency with numerous case studies.

”

Our clients experience a 3-4x increase in traffic after a few months.

Vice President of Sales @ High Level Marketing

“

High Level Marketing will increase the traffic to Acadium's site by 2x in the first few months and 3-4x after that. This will allow Acadium to get more apprentices and increase brand awareness.

Results of using High Level Marketing

How Acadium Will Benefit From Improved SEO



15,556

New Apprentices

Average amount of new apprentices through High Level Marketing's SEO services.



\$17,500

Total Cost

The total cost of working with High Level Marketing for a 6-month timespan.



\$1.12

CAC

An inexpensive solution that uses only 1.26% of the total budget.

Experts in search engine optimization

Who to Contact With Questions About SEO



Eric Roberts

Web Strategist at WebFX

Eric has been working with WebFX for many years and is very experienced with working with companies to integrate SEO into their sites.

eric@webfx.com

+1 (717) 850-3234

Art Johnson

VP of Sales @ High Level Marketing

Art is very experienced in SEO and also how *High Level Marketing* works. He has been working with companies for an extremely long time.



art@highlevelmarketing.com

+1 (248) 406-2170



PARTNERSHIPS

WITH UNIVERSITY AND COLLEGE PROFESSORS



Increasing revenue, community presence, and brand awareness

Why Partnerships are Advantageous



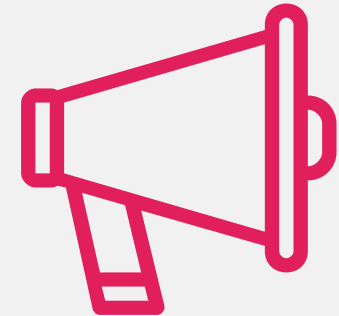
REVENUE

54% of companies say partnerships are responsible for more than **20%** of total company **revenue**. Sales activity will be increased and there will be an expansion of apprentices through partnerships.



COMMUNITY PRESENCE

Increased presence among students, parents, and school staff will create a **positive image** for Acadium. Functions related to a company's sense of responsibility towards the community make up **over 40%** of a company's reputation.



BRAND AWARENESS

68% of customers are able to make buying decisions before speaking to sales representatives after seeing co-marketed campaigns. Partnerships will help Acadium increase their brand exposure by breaking into new markets and adding more value to their services.

How many new apprentices Acadium can gain through university and college professor partnerships

Partnerships in Canada and the US

Canada

2,247

In Canada, Acadium will gain 1,403 new apprentices from universities and 844 from colleges for a total of 2,247 new apprentices.

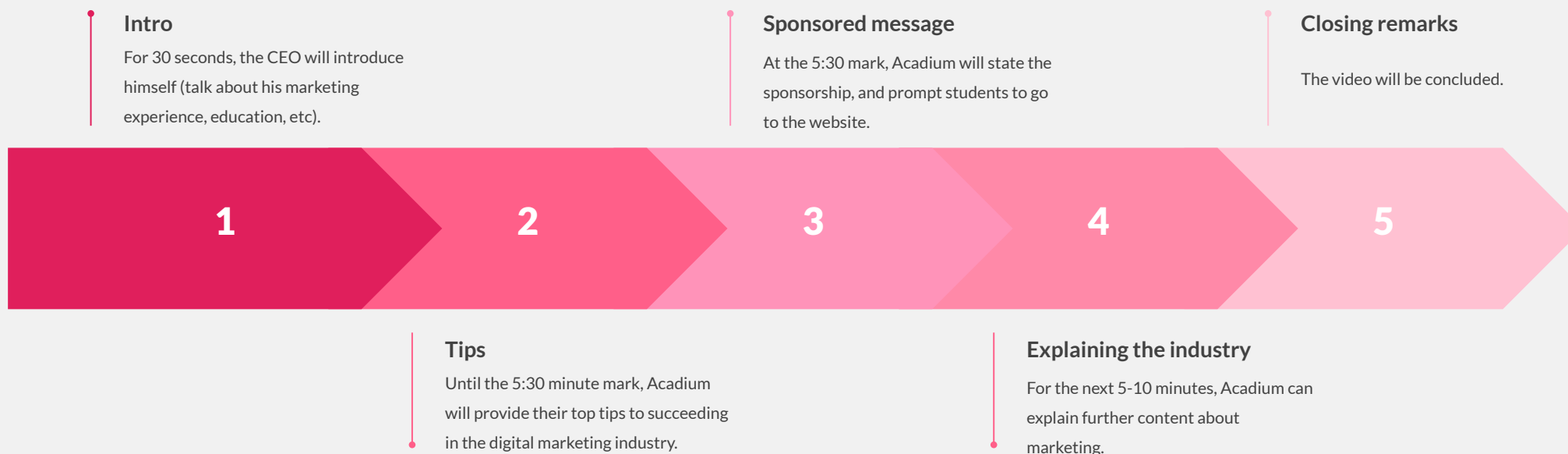
USA

40,473

In the US, Acadium will gain 33,034 new apprentices from universities and 7,439 from community colleges, equating to 40,473 new apprentices from the USA.

Bringing awareness of Acadium to university and college students through a sponsored video about marketing tips

Outline of the Sponsored Video



University professors are not allowed to share promotional content with students so Acadium will create a sponsored video instead. The average attention span is 10-15 minutes and the optimal video length is 6 minutes, so stating the sponsorship toward the beginning of the video.

The specifics for making Acadium's sponsored video

Timeline and Cost of Making the Video



Total Cost: \$1k-5k

Total Time: 4-8 days



1-3 ITERATIONS OF THE VIDEO

Acadium can ask for iterations on editing of the video up to 3 times.



EDITING BY ONE MARKET MEDIA

Include a call to action linking to Acadium's landing page, 2-4 animations and integrate data collection to track how many users are going to the website from the video.



FILMING THE VIDEO

Film the CEO of Acadium, Moe Abbas, discussing topics outlined on slide 28. Students will be interested to hear from Moe as he has achieved many awards and has tons of experience.



SESSION ON A CALL

Finalize on the details of the video. This includes the topics that will be covered in the video, where it will be shot and the details of lighting and sound.



EMAIL EXCHANGES

Discuss the storyboard for the video with 2-4 email exchanges.

What the partnerships will achieve

Analysing the Increase in Signups

| Type of School & Demographic | The Numbers | | | | | | | | | |
|--------------------------------|-----------------------------------|---------------------------------------|---|--|-----------------------|-------------------------------------|---|---|----------------------------------|---------------|
| | Number of unis and colleges | Marketing professors per school | Number of professors that will open the email | Number of professors that will share the email | Average class size | Average classes per professor | Students that will receive the email | Students that will watch the video | People that get to website | Signups |
| Canadian Universities | 163 | 5 | 249 | 37 | 56 | 3.5 | 7,308 | 5,846 | 4,677 | 1,403 |
| Canadian Colleges | 183 | 5 | 279 | 42 | 30 | 3.5 | 4,395 | 3,516 | 2,813 | 844 |
| American Universities | 4,298 | 7 | 9,176 | 1,376 | 25 | 7 | 172,054 | 137,643 | 11,0115 | 33,034 |
| American Community Colleges | 941 | 6 | 1,722 | 258 | 30 | 6 | 38,746 | 30,997 | 24,797 | 7,439 |

Partnerships result in 42,720 new apprentices for a CAC of just \$0.10

How to reach out to professors effectively using Mailchimp

Automating Partnerships



WHY AUTOMATION?

Automated emails get **119% higher click rates** than regular emails. Automation eliminates hours of repetitive tasks while reaching thousands of people in minutes and diminishing the risk of making errors in the email.



WHY MAILCHIMP?

Mailchimp is an automation platform and email marketing service. One fitness studio¹ saw a **250% increase in signups** from using Mailchimp over the span of a single year. Setting up preference centres for users will enable them to choose how often they receive company emails, decreasing the risk of subscribers marking our emails as spam.



COST

Acadium will be using their standard plan which provides data-driven automation and optimization tools that are perfect for businesses that want to expand their reach and grow their customer base. This plan costs \$200 per month for a total of **\$1,200** over 6 months.

Marketing universities and colleges within Canada and the USA

Post-Secondary Institutions to Contact

QUEENS
UNIVERSITY
of
CHARLOTTE

UNIVERSITY OF
NOTRE DAME

Oakton
Community College

GEORGE
BROWN
COLLEGE

Washington
University
in St. Louis

LEWIS
UNIVERSITY

THE UNIVERSITY OF
WINNIPEG

Lambton
College

HUMBER

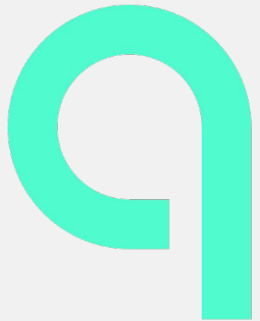
UNIVERSITY OF
CALGARY



VIRAL REFERRAL MARKETING



COMBINING REFERRAL MARKETING WITH VIRAL GROWTH



Dropbox, PayPal, Quip, and Airbnb all used referral marketing to achieve remarkable growth and overall long-term success.

We've analyzed half a dozen case studies to best apply referral marketing model to Acadium

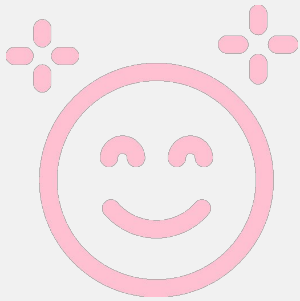
Dropbox implemented a referral system and grew by 3900% in 15 months

Referral marketing is a technique that empowers happy clients to refer their network to your company in exchange for rewards. Implemented correctly, it's a powerful way to achieve sustainable breakout growth. The most successful cases of referral marketing can be distilled into **two main features** for Acadium:

- 1 An ongoing direct referral program with **two-sided** rewards incentivizes not only the user to share with their network, but draws in those being referred. The reward best positioned to Acadium's demographic is cash.
- 2 The companies that achieved the highest growth—notably PayPal and Dropbox—made referral messages extremely **easy** to share. What's more, they also made it clear that people have to know their referral status. Referral messages must be optimized for copy/paste + social media and progress must be **visible** to the user on a dashboard.

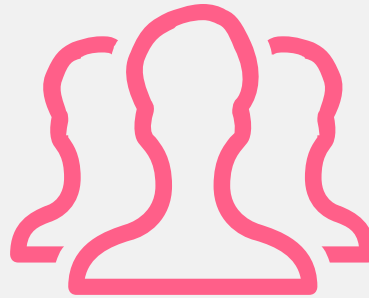
The key factors that lead us to recommend this type of marketing as your primary driver of growth

Why Referral Marketing Drives Growth



LEVERAGES HAPPY CUSTOMERS

96% of surveyed apprentices would recommend Acadium to a friend or colleague. Referral marketing turns those happy customers into promoters.



TAPS INTO NETWORK EFFECT

Instead of having to spend money on ads that don't target the appropriate demographic, the average referring customer invites an average of **3.25** people within their close network.



LEADS TO HIGHER CUSTOMER RETENTION

When referred by other customers, people have a **37%** higher retention rate along with a 59% higher lifetime value and a **71%** increase in conversion.

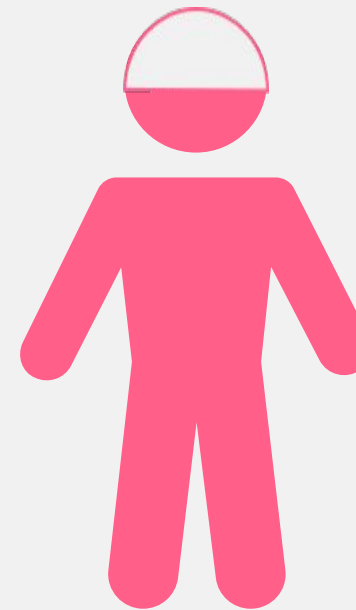
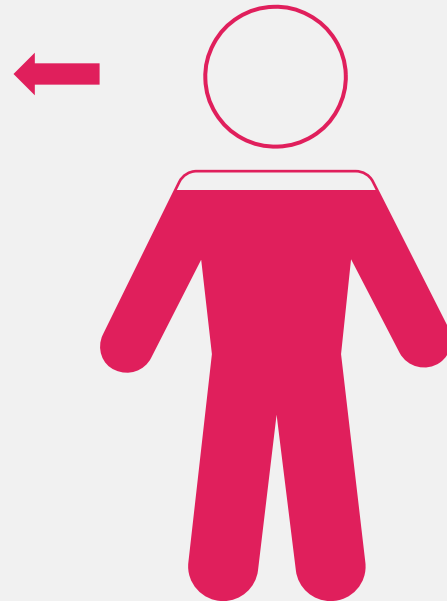
How referrals are extremely beneficial for Acadium

Referrals Lead to More Trust Among Apprentices

74%

consider word of mouth the primary factor in purchases

People generally trust people they know more than companies. Someone referred is much more likely to convert to an apprentice than any other method.



92%

of consumers trust referrals from people they know

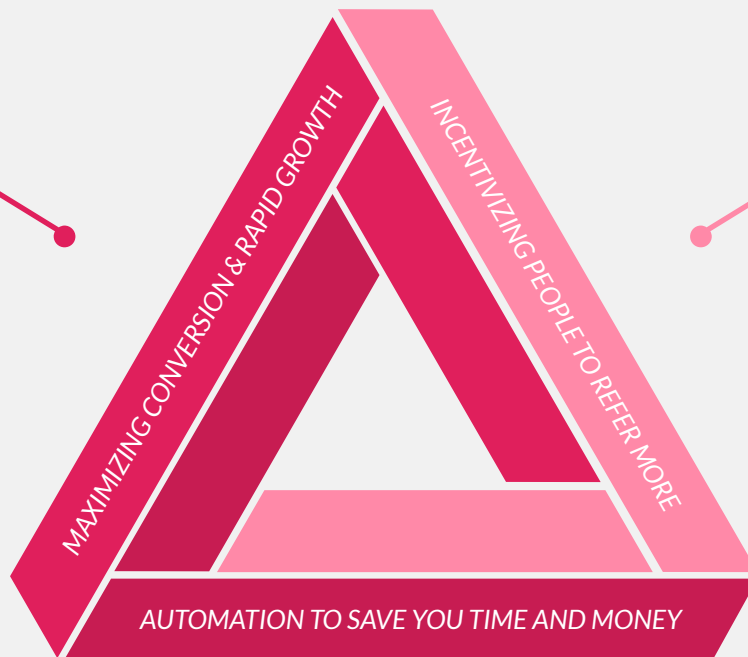
By leveraging existing customers, Acadium can gain more trust as a company and establish credibility through people referring their family and friends.

The three pillars of our re-engineered referral program

Aspects of the Program

TWO-WAY REWARDS

Both the referrer and the referred will earn \$5 via PayPal and milestone rewards along the way.¹



GIVEAWAYS

To drive continuous growth, implement tech giveaways.



INTEGRATE WITH CRM

We will integrate with Mailchimp, creating a seamless referral funnel.

Currently, Acadium's referral system has a CAC of \$12.50; the new program will have a CAC of \$9.86.

1. Zapier integration will automate the payout process.

An overview of what will happen each month with the referral system

What the Process Will Look Like



The referral program will bring a total of 142,219 apprentices.

We've made a live site to demonstrate how the referrals will take place

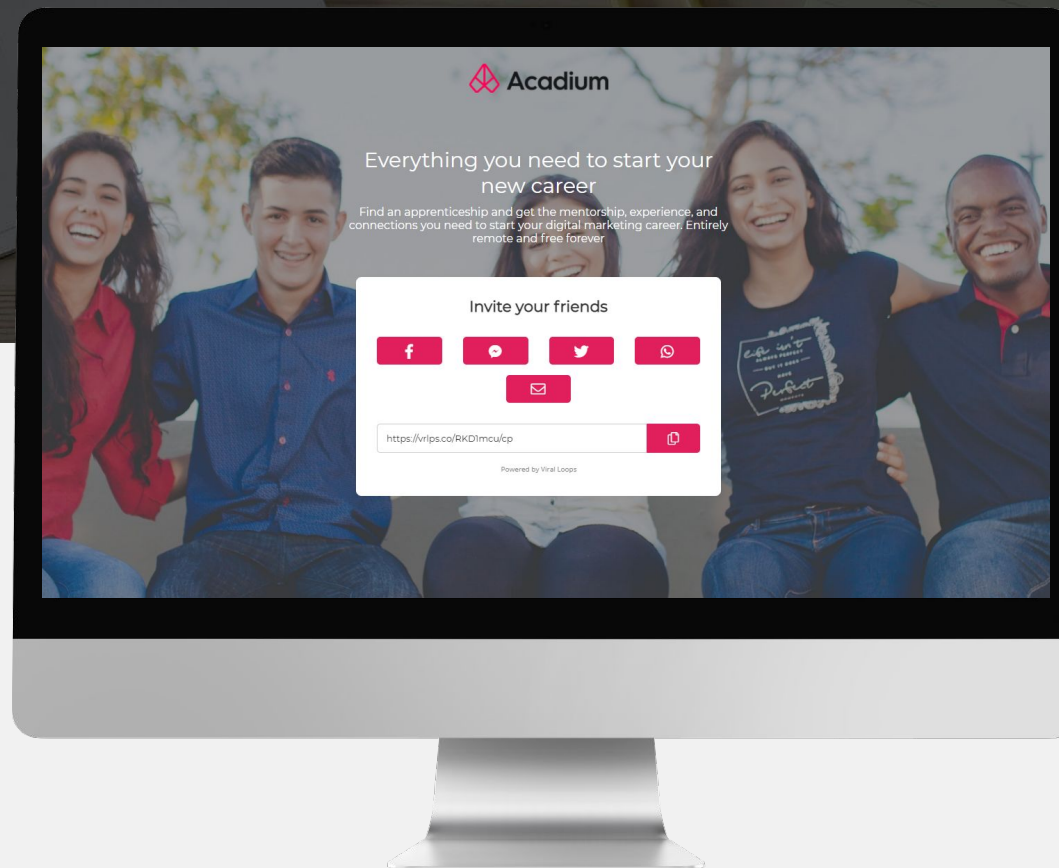
What the Integration Will Look Like

30%

Conversion rate when sales teams played a role in reaching out to customers as well as regularly asking for referrals.

69%

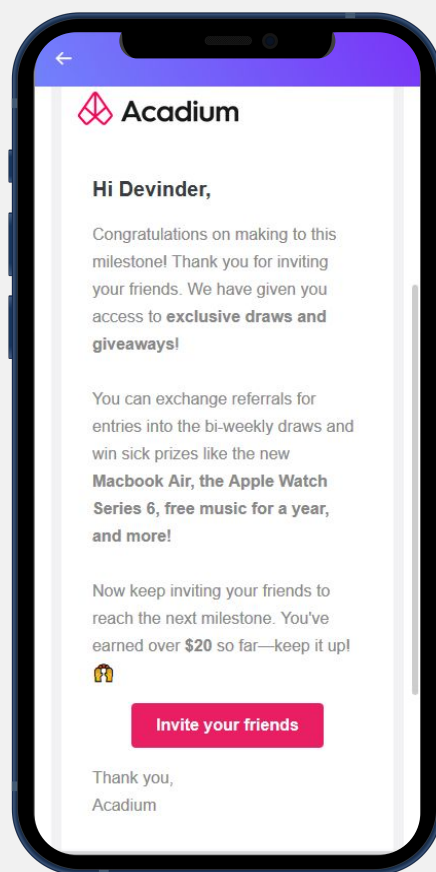
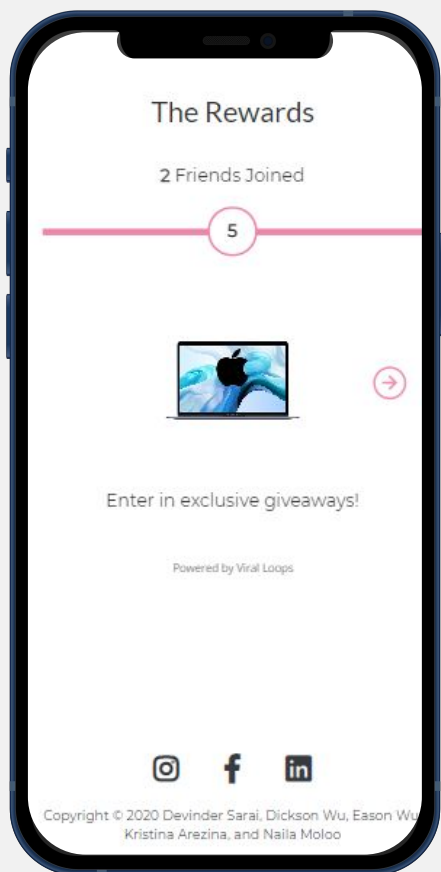
Customers are more likely to try a brand if the company gives rewards. Users will earn cash or prizes for each referral.



Live Demo

A referral system optimized for a younger mobile-oriented demographic

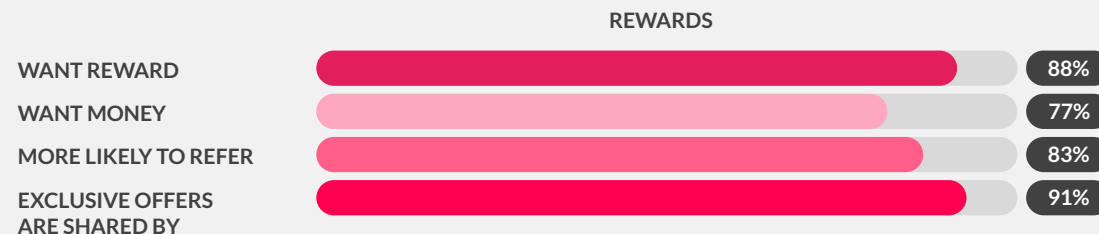
Mobile Referral System



Key Features of the Referrals Landing Page

Sharing is made seamless with a variety of options to choose from, such as email, copy/paste, and social media. This has been shown to increase the percentage of happy customers that refer to **83%**.

With emails to notify apprentices of a successful referrals along with reminders to refer their friends, we ensure that they're encouraged to share.



Note, the referral system will be integrated onto Acadium's website during implementation.



How we're able to deliver consistent growth

Adding a Viral Aspect to the Referral Process

Leveraging apprentices brought in through our other solutions, giveaways will introduce a scarcity factor to the referral system, bringing them to action and **increasing** the average amount of people a person will share to.

By varying the incentives, not only with milestone rewards but with two draws a month (running for 10 days with 5 days of break in between each), there will be a steady stream of referrals coming in every month that will only continue to grow. The total number of conversions per unique inviting user, the viral coefficient or k-factor, increases from 0.68 to **0.9** over six months.

The rewards for the exclusive draws that occur twice a month for those who reach 5 referrals

Referral Rewards From Draws



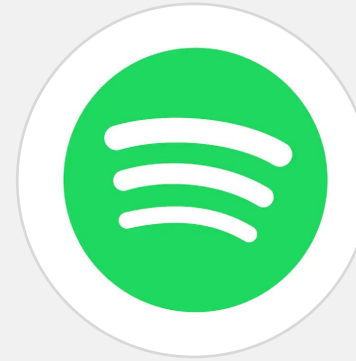
Macbook Air
\$999



Airpods Pro¹
\$249



iPhone 12, Mini & Pro
\$699 - \$999



Free Music for a Year^{1,2}
\$119



Apple Watch Series 6
\$499

1. Prizes awarded in conjunction.

2. Either Spotify or Apple Music (prices are the same).

Why building a customer base with referral marketing works

What People Are Saying

“

*Building your customer base this way
[with referral marketing] is a really
effective approach to scale fast.*

”



Kai Jia
Senior Consultant
EY Consulting

“

*I bought a MacBook for school recently,
which was worth about 4 months of
part-time work. The chance to get such a
great laptop just for referring a friend is
super enticing!*

”



Catriona Koenig
1st year Journalism & Marketing
Carleton University

Referral Marketing Experts

Who to Contact



Colin Malia

Account Executive @ Birdeye

Birdeye offers a suite of services from reviews to referrals and everything in-between. They are our backup option for the implementation.

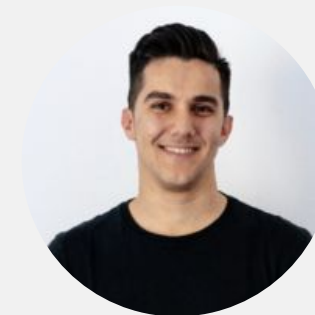
colin.malia@birdeye.com

+1 (972) 382-5785

Chris Kakolyris

Head of Sales @ Viral Loops

Viral Loops is an established industry-leader in referral marketing. They offer a comprehensive integration system that will cost \$3715.



chris@viral-loops.com

+1 (415) 367-1308

”

Referral marketing turns 1, 2, 3 happy customers into 7, 8, 9 into new customers. Companies often encounter breakout growth with this model.

“

”

Referral marketing is a great and cheap way to get new leads, sign ups, customers, and conversions. I strongly encourage you use it to grow your customer base.

“



Results

Putting It All Together

Table with the expenses, CAC, and apprentices gained

Overview of Recommendation Results

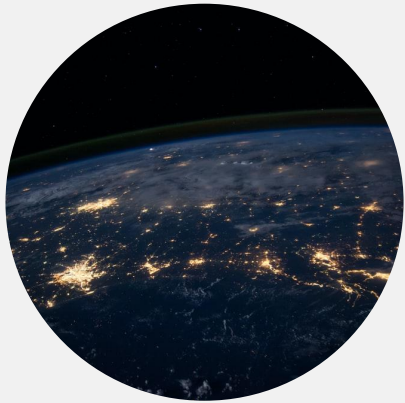
| | Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month 6 | Total ¹ |
|------------------------------------|----------|-----------|-----------|-----------|-----------|-----------|--------------------|
| CAC | \$2.58 | \$5.32 | \$6.89 | \$8.03 | \$8.79 | \$9.58 | \$7.15 |
| Video | \$10,000 | - | - | - | - | - | \$10,000 |
| SEO | \$5,000 | \$2,500 | \$2,500 | \$2,500 | \$2,500 | \$2,500 | \$17,500 |
| Partnerships | \$3,200 | \$200 | \$200 | \$200 | \$200 | \$200 | \$4,200 |
| Referral Marketing | \$46,372 | \$167,373 | \$246,414 | \$296,204 | \$318,039 | \$320,039 | \$1,402,659 |
| Total Expenses | \$64,572 | \$170,073 | \$249,114 | \$298,904 | \$320,739 | \$322,739 | \$1,434,359 |
| Total Apprentices per Month | 24,953 | 31,992 | 36,151 | 37,239 | 36,476 | 33,684 | 200,495 |
| Total Apprentices | 24,953 | 56,945 | 93,096 | 130,335 | 166,811 | 200,495 | |

**Surpass
100,000**

1. Includes the software-related cost of \$8218.

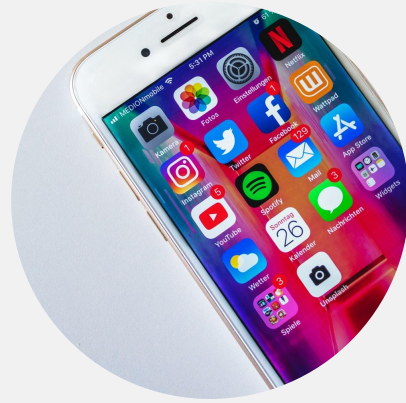
Avenues to pursue in the future

Future Ideas



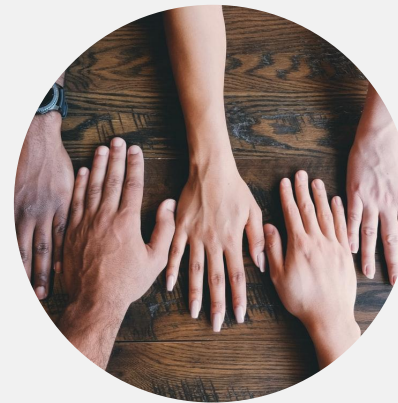
Global Expansion

A three-stage expansion to capture hundreds of thousands of students.



Social Media

Establishing Acadium's social media presence.



Community

Creating a community of apprentices to drive long-term growth.



Acadium Talks

Hosting webinars and fireside chats to increase brand awareness.

A roadmap of the steps Acadium will need to take for global expansion

Roadmap for Global Expansion

Step 1

Target English-speaking countries with existing Acadium presence, using our multi-pronged approach.

Step 3

Target countries with no Acadium establishment after translation and culture check.

Target large countries with some Acadium establishment. Translation and culture check will be needed.

Step 2

Creating a global brand with the potential to gain hundreds of thousands of apprentices internationally.

Results

Strengthen brand awareness and loyalty through social media and a strong community

Social Media & Community

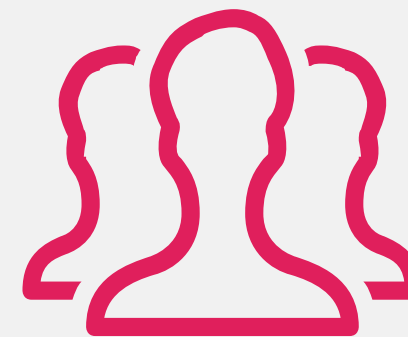


Social Media

Currently, Acadium's social media presence is relatively small compared to other brands. Acadium must gain more traction on social media platforms—notably Instagram, LinkedIn, Facebook, and TikTok—in order to gain credibility and brand awareness. This is done through consistent content production, cross promotions, optimization of the account, and content highlights.



Brand Awareness & Loyalty



Community

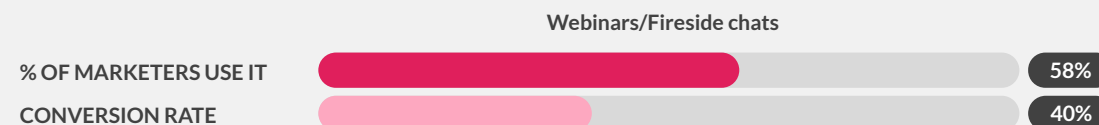
By establishing a strong community of apprentices, brand loyalty will increase drastically. The community will be a Facebook group as lots of students are on Facebook. Apprentices will interact, learn from each other, attend exclusive events, and provide value to the Acadium community.

Increasing trust and loyalty through fireside chats and webinars

Acadium Talks

Webinars and fireside chats are effective for increasing trust and brand awareness for Acadium. These two forms of content become Acadium Talks. By hosting webinars, Acadium will bring value to students and at the same time bring awareness to Acadium.

Fireside chats with well-known people allow Acadium to gain trust via association with those people or brands. Opportunities to ask questions can be given to members of the Acadium community.



All the Tiny Details You Might Need



What's the step-by-step process for making the videos?

[Video Plan](#)



What's the step-by-step process for SEO?

[SEO Plan](#)



What's the step-by-step process for partnerships?

[Partnership Plan](#)



What's the step-by-step process for the viral referral system?

[Referral System Plan](#)



Where can we find your spreadsheets and demos?

[Spreadsheets](#)



What other businesses have tried this before?

[Case Studies](#)



What sources did you use?

[Sources](#)



Where can we access all the playbooks?

[Recommendation Hub](#)

Questions you might still have

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We understand these solutions might seem too good to be true, but we think Acadium can do it by keeping these main barriers and ways to overcome them in mind.

1

Is this the best case, average, or worst case scenario for your solution?

When we were calculating the number of students acquired into the marketplace we took into consideration the range that could occur. Our solution is the average case scenario.

2

How do you plan on getting mentors for the amount of apprentices?

We've taken into account several case studies such as Uber and Tinder. These state that the quantity of one user (in this case apprentices) dictates the number of the other. By focusing our efforts on acquiring apprentices, there is a larger impact as over the long-term, the mentors will follow.

3

Once the market becomes saturated how are we planning on continuing to acquire apprentices?

After the American and Canadian markets are saturated we plan to expand to other countries. We will target English-speaking countries, with existing Acadium presence, using the same multifaceted approach.

4

What is the best and worst case scenario for your solution?

We've taken a conservative stance on the SEO and university numbers and by changing the referral parameters, the solution ranges from 101,101 to 293,842 apprentices.¹

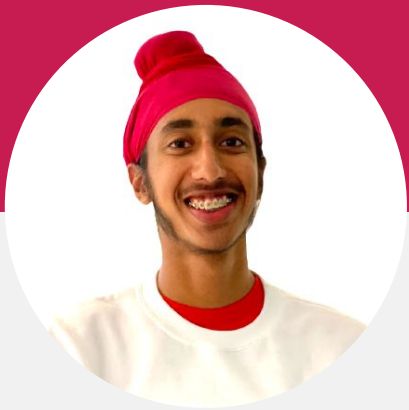
5

How are your solutions planning for long-term sustainable growth in apprentice acquisition?

SEO, the video, and the referral program are ongoing solutions while the targeting of professors increases the number of apprentices in the short term. All of our solutions ultimately increase the rate of natural growth for the long-term.

1. Full calculations [here](#).

Devinder Sarai



Dickson Wu



Eason Wu



Kristina Arezina



Naila Moloo



Thank you Acadium!

Acadium's work is incredibly empowering for young innovators like ourselves. This challenge is more than we could've ever wished for and we wanted to thank you for giving us this real-world learning experience. This opportunity has been awesome and has helped us all grow so much in the process! If you have any questions, feel free to reach out to any of us and we'd love to answer them. *Thanks again and let us know if you need any help in the future.*