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Marketing Communications Campaign

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Executive Summary

Clevr is a Canadian platform designed for school districts to centrally manage forms and workflows, securely online. The company was founded in 2006 by a former K-12 administrator who struggled and lost many hours trying to collect school data located in siloed systems. Therefore, the company's primary goal was to develop a trusted web-based platform to make it easier for educators to find reliable and consistent information when they need it. Today, their platform is the leading provider of cloud-based data collection and workflow solutions for education in Canada.

According to the client, the purpose of this marketing campaign is to expand Clevr's operations in the United States, since the company already has a good market share in Canada and growth must occur organically.

In this document we will delve into the company's marketing background, and the analysis of two main competitors in the United States. Then, we will carry out a Product and Brand Analysis including a complete SWOT Analysis to finally delve into the Marketing Communication Plan.

For this campaign, we worked with two advertising objectives: awareness and consideration. These objectives will make it possible for the Clevr brand to become better known in the United States, in addition to generating traffic to the company's website and increasing the number of opportunities generated in this market.

We present in this document a complete Advertising Plan that includes a Creative Brief with the proposed big idea: "One platform, all your schools' data", the Media Plan, the Online Plan, and other proposed IMC Activities. Finally, we will detail the Marketing Communications Calendar, the estimated budget of the campaign and the Metrics that will be used for the results evaluation.

Marketing Background

Market Analysis

The global K-12 Education Technology market is projected to reach US$ 72 billion by 2028 from an estimated US$ 19 billion in 2022. Valuates Reports (2022). But this is a very broad market, with many types of products and services that do not compete with Clevr.

Regarding the specific market of solutions for School Districts in the United States, we have the following scenario:
• Very competitive market
• Entry of large companies into the market. School Dude was recently acquired by Siemens
• Large quantity of School Districts (3,517 only in the 7 states that are Clevr´s priority)

Making an analysis of Clevr's market, we observed some external factors that influence the company's strategy.

A very important factor is the Socio-Cultural, since Clevr is a Canadian company that operates in different states of the United States. Each State or Region uses a different language, so the company needs to develop different communication campaigns for each location.

Another external factor that has a strong influence on Clevr's strategies is Technology. It is a technology company that offers solutions to enable the digital transformation of its customers. Technological issues are part of the company's DNA.

Other issues that must be observed are the legal factors. The company works a lot with email marketing and should pay attention to what regulatory agencies says about the use of email lists and how they can obtain this type of information. In addition, for legal reasons, the company needs to maintain a database in the United States and Canada in order to operate in both markets.

Economic aspects also influence Clevr's strategies. Which are the biggest markets, which ones have a greater amount of School Districts and which are the regions where School Districts have a bigger budget are issues that influence the company's strategies, as it directs where it should focus its greatest efforts. The American market, for example, is much larger than the Canadian market, with a much higher number of School Districts. That's why this is one of the company's priority markets.

Competitor Analysis

Clevr is the Canadian market leader in providing cloud-based data collection and workflow solutions for education, but faces great competition in the United States.

Clevr's main competitors are companies based in the US. However, none of them offers a solution as complete as Clevr's. Some competitors are unable to integrate their solutions with existing School Districts systems, other players do not have a focus on the K-12 market and some other companies do not offer solutions for certain processes that are part of the clients' activities.

And these are exactly Clevr's main differentials: in addition to having loyal customers, who have worked with the company for many years, its solutions involve all the processes that are part of the School Districts' routine, they manage to integrate all information and processes, in addition to be specialists in the K-12 segment.

An important point about Clevr's competitors is that some of them cannot operate in Canada, as they do not have a database in the country. And the law dictates that this is necessary.

Relative to its competitors, Clevr's solutions are neither the most expensive nor the cheapest. The company charges a one-time fee per year, regardless of the amount of documents made available by the School District. Some competitors have a pricing policy based on the amount of documents they will work with.

List of some of Clevr's main competitors: PowerSchool, Frontline Education, Informed K12, Script App, KissFlow and SchoolDude. SchoolDude was recently acquired by Siemens and renamed Brightly.

On the next pages we will analyze 2 of these competitors, PowerSchool and Frontline.

PowerSchool

About
PowerSchool's software enables schools to manage curriculum maps at the school district level, teacher lesson plans, and student assessment data. Its cloud-based K-12 software help improves student outcomes, increase educator effectiveness, and enhance operational efficiency. Schools that use their solutions are easily able to collect, manage and analyze K-12 data.

Target Customers
School districts (K-12) in North America (US and Canada)

Market Share
- 15,000 school districts in North America on their platform.
- Claim its products and solutions directly serve 75% of K-12 students in North America (Canada & US).
- Software is used by over 45 million students in North America (Canada& US)

Marketing Strategy
- Content Marketing
  - Blog posts related to the use of technology in education.
  - Video content highlighting the benefits schools have achieved using its software solutions.
  - Publish ebooks and whitepapers highlighting the benefits of its solutions.
  - Product demonstrations.

- Events
  - An annual customer event known as the PowerSchool Edge where a community of educators, thought leaders, and experts who are passionate about education learn and share best practices for its products. The next event is scheduled for July 2023.

- Case studies
  - Publish detailed and in-depth studies on specific school districts using its products to demonstrate the advantages of PowerSchool's technology.

Competitive Advantage
- PowerSchool has a large market share of K-12 school districts as clients. As of November 2022, figures published on the PowerSchool website state that they have 15,000 school districts as clients in North America.

Frontline Education

About

Frontline Education is based in Malvern, Pennsylvania in the US. The company state that it provides state-of-the-art analytics solutions to help district leaders tap into their data to be able to make informed decisions for the benefit of their students and communities. Their software solution is primarily focused on K-12 school administration.

Target Customers

School districts (K-12) in the US.

Market Share

- There is no publication of the total market figures by Frontline Education on its website, however, Enlyft, (link) a software marketing website estimates the company has 1,338 clients in the US.

Marketing Strategy

- Content Marketing
  - Blog posts related to teacher-student engagements, enrolment, education leadership and others.
  - Product demonstrations.

- Events
  - Regular workshops and certification programs are organized to build the capacity of educators.

- Webinars
  - Frontline Education has published webinars on its website that aim to highlight its product offering and its benefits.

- Case studies
  - Publish detailed and in-depth studies on the advantages of PowerSchool's technology.

Competitive Advantage

- Frontline Education solely operates in the US and so it is not preoccupied with country-specific business regulatory and compliance issues as its competitors such as Clevr who operate in the US and Canada.

Product and Brand Analysis

Clevr is the Canadian market leader in providing cloud-based data collection and workflow solutions for education, but it does not occupy that position in the American States that we will focus our campaign on.

The company offers the most flexible Data-Capture and Data-Sharing solutions on the market, with a unique focus on the K-12 community. The company's main objective is to enable the digital transformation of School Districts.

Clevr's main competitive advantages are: District-Driven Customization, Integration and k-12 expertise.

The company positions itself as the leading brand in its market, in addition to reinforcing the image of being the company that has the best products for its customers.

Clevr is well known in Canada within its market, in some Provinces it has all the School Districts as customers. The company does a good job of networking at the fairs and conferences it attends every year. But the company does not occupy the same position in the United States. Clevr needs to work on awareness and consideration to make the company better known and make potential customers more aware of its products in the American market, where competition is higher.

The brand is well positioned in the market of technological solutions for the educational sector, since it has several differentials if compared to its competitors. This can be demonstrated by the loyalty of its customers, who have generally been with Clevr for many years. It can also be proven by the leadership that the company holds in the Canadian market. But again, they do not hold the same position in the US market.

However, despite their solutions not being the most expensive on the market, as they offer a product whose price is only charged once a year and the value does not change depending on the amount of documents, some potential customers have a first impression that the brand is expensive, especially for School Districts that have very limited and committed budgets. The company needs to have the opportunity to explain its solutions in more detail and the many benefits and differentials they offer in order to change this perception. As Mihaela said: "The product is good. The challenge is to convince the client to pay the amount charged by Clevr".

When we analyze Clever's Brand Voice, we noticed a more serious and technical tone. This makes sense because the profile of their customers requires more formal communication. Clevr's main customers are public School Districts, which are run by experienced people who have had a long career in the education sector. This profile requires more serious, direct, short and simple communication. That's why Clevr adopts this tone of voice in its communications via email, on its website and on the social network LinkedIn.

About Brand Idea, the primary attributes and benefits that Clevr delivers to its customers are: Flexibility, Customization and Expertise.

SWOT Analysis

BRAND STRENGTHS

- Product is good: flexible and customizable
- Expertise in K-12 community
- Good reputation among its customers
- Loyal clients

BRAND WEAKNESSES

- Not very well known in the United States
- Messaging seems to be unclear with the U.S. market

SWOT Analysis

MARKETING OPPORTUNITIES

- Carry out marketing campaigns in priority US States to make the brand better known
- Send a clearer message, highlighting why Clevr is the best option on the market
- Show that the company has the best cost-benefit solutions

THREATS

- Large amount of competitors in the United States
- Entry of giant players in the market (Siemens)
- Competitors with high marketing budgets

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Marketing Communications Plan

Target Market

According to the briefing we received from Mihaela, our focus is on expanding Clevr's operations in the United States, given that in Canada the company already has a good market share and growth should happen organically.

Therefore, the focus of our Marketing Plan will be on the following US States: New York, Ohio, Illinois, Indiana, West Virginia, Pennsylvania and Missouri.

US States that will be the focus of our Marketing Campaign
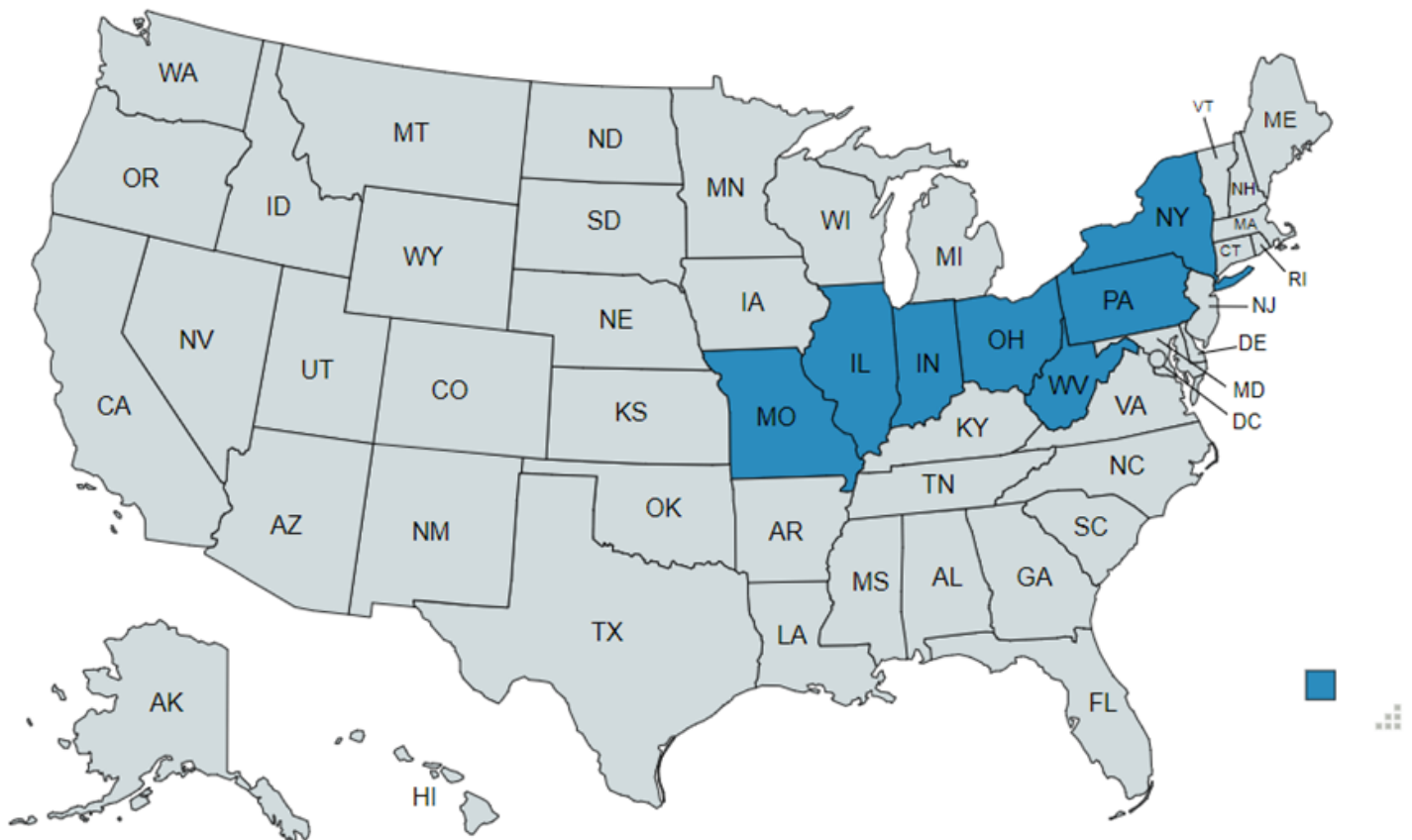
Market Size

These states represent great potential for growth in the number of customers for Clevr.

Adding the number of School Districts in this region, we have a total of 3,517 potential customers, distributed as follows among the states:

State	Number of k-12 School Districts
New York	686
Ohio	615
Illinois	853
Indiana	291
West Virginia	55
Pennsylvania	499
Missouri	518
Total	**3,517**

3,517 School Districts

If we consider the Directors, Superintendents, and some Managers who have influence in purchasing power, we could foresee an average of 12 executives per School District, which would represent **a total of 42,204 people to be reached.**

Source: US Census Bureau (2020)

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Target Market Profile

Clevr provides solutions for the k-12 School Districts. These are the organizations that buy the company's products.

Within these School Districts, the people who decide or influence the process of purchasing Clevr solutions are the CEO and the Heads of Student Services, Human Resources and Information Technology. In addition, managers in these areas also influence the purchase decision.

We can describe this target market as male and female, over 50 years, from the upper middle class. Geographically, they live in the following US States: New York, Ohio, Illinois, Indiana, West Virginia, Pennsylvania and Missouri.

Making a psychographic analysis of Clevr's target market, we can define it as more reserved people, who listen more than they speak, like to stay at home with their family, in addition to receiving close friends in their homes. They like to read books, go to museums, have interest in education, knowledge, culture, and technological innovations. They are lifelong learners with communications skills, leadership qualities, patience, and empathetic to others.
They think that education is very important in people's lives and they agree that they would pay any price to guarantee the best possible knowledge for their children.

They are people who have a lot of professional experience, they have had a whole career working in the education sector.

We created a Target Persona for Clevr, which can be found in the Appendix of this Strategic Plan.

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Advertising Objectives

In this campaign we will work with 2 advertising objectives: awareness and consideration.
We will simply call Executives the Directors, Superintendents and Managers who have decision-making power or who participate in the purchasing process for the type of solution offered by Clevr. We are estimating, as mentioned earlier, a universe of 42,204 of people in these 7 States.

We detail below what these objectives will be:

- Reach 30% of the executives during the 3 months of campaign, which represents a total of 12,660 people.
- Get 20% of the executives reached to visit Clevr´s website, which represents 2,532 new visitors during the 3 months.
- Get 5% of this audience who visit the site watch Clevr´s webinar or schedule a demo, which means 126 people considering Clevr solutions during the 3 months. That's approximately 10 new opportunities per week.

These objectives will make it possible for the Clevr brand to become better known in the United States, in addition to generating traffic to the company's website and increasing the number of opportunities generated in this market.

Positioning Strategy and Positioning Strategy Statement

Clevr seeks to position itself as the one-stop provider of innovative cloud-based technology for K-12 school districts in the USA. The education sector is one of the areas that constantly need to adapt modern technology to facilitate efficient teaching and learning in schools. And with such growing technology demand, Clevr is well placed to capitalize on the demand by proving functional digital platforms that help schools run more efficiently.

That said, our communication plan for Clevr will be based on 3 positioning strategies: Product differentiation, brand leadership and innovation.

Product Differentiation: Clevr's solutions are unique in the market because they are flexible, allow integration with other systems used by School Districts and are focused on the K-12 community. In our communication we will explore these product differentials, which no competitor can provide.

Brand Leadership: Clevr is the leader of cloud-based data collection and workflow solutions for education in Canada, and we will highlight this fact in our communication plan. The leadership of a brand is an achievement and we believe it is important to call attention to this in our positioning.

Innovation: Clevr is a technology company that offers solutions to enable the digital transformation of its customers. That's why it's important to highlight how innovative the company is in our positioning strategy.

Having defined the Positioning Strategy, we have the following Positioning Strategy Statement for Clevr:

"For the K-12 school districts in the United States that need innovative digital solutions, Clevr is a leading cloud-based platform that enables educators to manage school forms and workflows. Unlike our competitors, our product offers a unified data capture and data sharing platform that makes it possible for educators to make data-informed decisions and achieve digital transformation".

Advertising Plan

Creative Brief

The creative strategy will be defined by the agency, but the idea for the campaign is to have a positive appeal, highlighting the advantages of using Clevr's flexible data sharing solutions. We will also use a comparative appeal to highlight the advantages of adopting a single and integrated platform.
Tone and Style: All messages will be clear and easy to understand. The target audience is people who don't necessarily understand technology, so we have to pass on an easy-to-understand message, without technical jargon.

Big Idea: "One platform, all your schools' data"

The strategy must be suitable for both print and digital formats.

Media Plan

Following our briefing meeting with Mihaela, Clevr's Marketing Director, and seeking to achieve the advertising objectives defined in section 3.3, we had some insights:
- Clevr's sales process is long, the purchase decision does not happen based on an advertisement published in traditional media.
- The main objectives of our Advertising Plan is to publicize the Clevr brand among its potential customers in the US, make more decision-makers in the School Districts aware of the company and the differentials of its products, get those prospects to visit the company's website, watch the webinars or schedule a demo.
- The budget made available by the client does not allow working with a wide variety of traditional media, we must focus on extremely segmented options that speak directly to Clevr's target audience.
- For this reason, we decided not to use mass media, where there is a very large dispersion of allocated funds.

That said, we decided to work only with specialized publications in the K-12 community. After thorough research, we chose to place Clevr ads in the following 2 education industry magazines:
- K12 Digest
- EdTech: Focus on K-12

K-12 Digest

K-12 Digest is a monthly digital publication, and our idea is to publish 1 ad in each month of the campaign, totaling 3 1-page ads.

The objective of working with an advertisement in the digital magazine K-12 Digest is to increase awareness of the Clevr brand in the United States, in addition to contributing to the generation of traffic to the company's website.

As we did not get a response from the publication about the prices practiced, we considered the value of the 1-page ad according to Canadian parameters: CAD$ 1,000 per ad.

The magazine is free and to receive it you need to subscribe in the website. Unfortunately, we do not have access to the number of people who receive the publication monthly.

EdTech: Focus on K-12

EdTech magazine, on the other hand, has a quarterly publication, so we will work with 2 1-page ads during our campaign.

Unlike the K-12 Digest, this publication has a printed version, which is interesting because it remains within the School Districts for some time and can be read by different people at different times.

The objective of working with this publication is the same: to increase brand awareness and generate traffic to the website.

We also had no response from the publication about the prices practiced, so we are considering the same value as the K-12 Digest.

The publication is also free and to receive it is necessary to subscribe in the magazine's website.

All advertisements will have a QR code so that they can generate traffic to the website and so that the company can measure their effectiveness.

We share on the next page the layout of one of our advertisements for magazines.

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Welcome to the school districts data management
REVOLUTION

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School

Students

Teachers

Notifications

Technology

Folders

Inquiries

clevr unifies all the information that schools use for their daily operations

Grades

Records
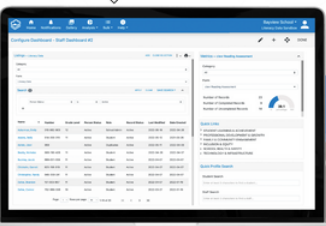
Events

Compatible with other platforms for automatic data update

100% customizable, clevr is the most flexible data management platform

Classes

Graduations

Restricted access to information only accessible to authorized users

Used to collect, store, and analyze student data quickly

Scores

Exclusive platform for K-12 school districts

Accessible on all devices for users
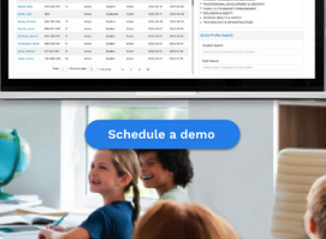
140+ Districts use our platform

one platform

all your schools' data
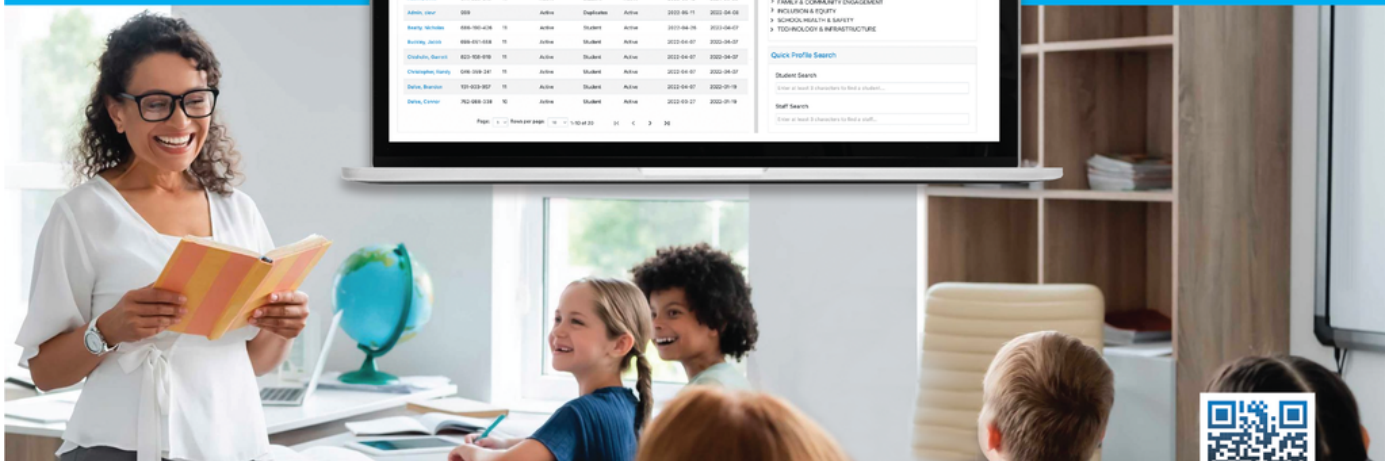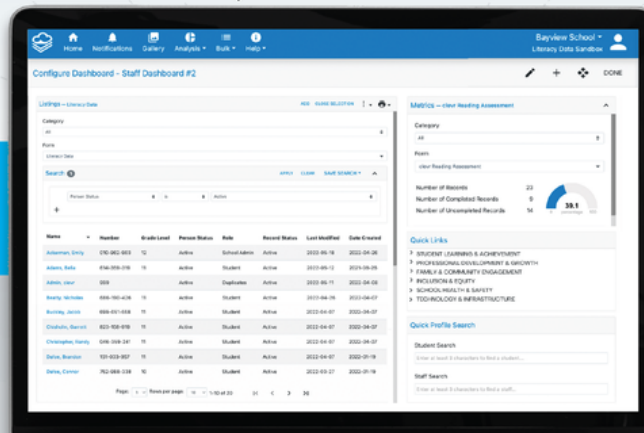
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Online Plan

We will use online media to achieve the following objectives:
- To increase brand awareness among school district office administrators
- To associate Clevr as a k-12 school's data platform
- To generate traffic to Clevr´s website
- To increase the number of people who attend the webinar and schedule a demo

Strategy

A combination that involves banner ads, social media and the website redesign will build awareness and increase consideration among the community and will help associate the platform with school districts and data management.

Banner Ads

We will work with banner ads on the following websites specialized in K-12 and technology:
- K-12 Digest - https://www.k12digest.com/
- EdTech: Focus on K-12 - https://edtechmagazine.com/k12/
- THE Journal - https://thejournal.com/Home.aspx

The idea is to use two banner formats, leaderboard and rectangle, both for desktop and mobile, during the 3 months of the campaign.

Examples:

Taking data from THE Journal website as a reference, each of these portals has more than 340,000 page views per month. Audience profile: again, using THE Journal as a reference, we have the following audience profile on these specialized sites:

Primary Job Function
- Superintendent/Asst Superintendent 9%
- Principal/Assistant Principal 35%
- Information Technology 20%
- Program/Curriculum Dir/Manager 14%
- Technology-using Educator 18%
- Librarian/Media Specialist 4%

Level of Education
- District office 53%
- Elementary School 18%
- Jr High/Middle School 12%
- High School 13%
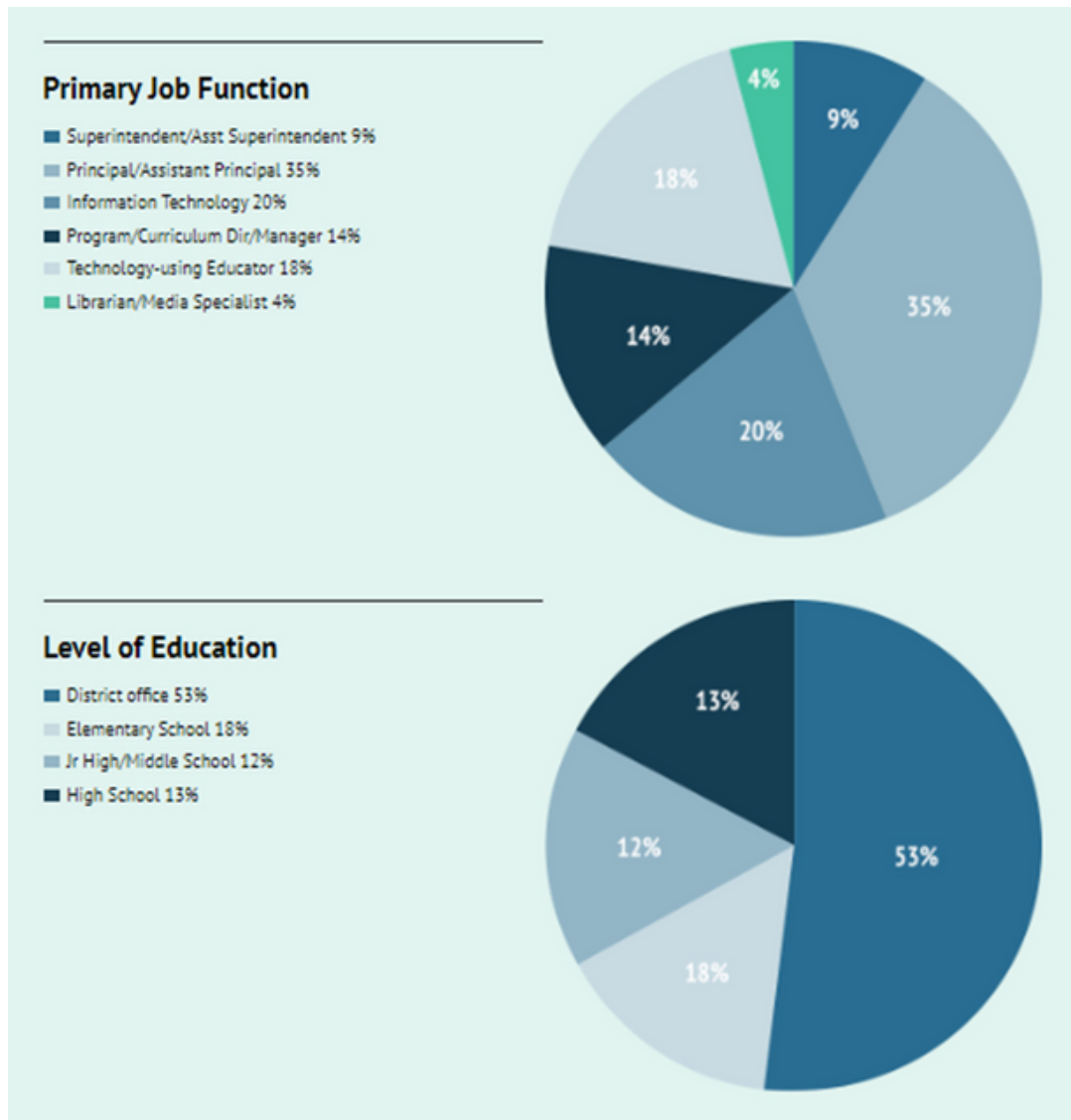
Source: THE Journal

It is an extremely segmented and qualified audience: more than half of the users work in School District offices.

By using banner ads on the sites of these 3 publications, we will be impacting exactly the target audience that Clevr wants and needs to reach.

As digital media allow for greater segmentation, we will only deliver ads to people who are in the 7 US states defined in our strategy.

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Our goal with banner ads is to bring 2,500 potential customers to Clevr´s website, who work in School Districts and who participate in the decision-making process for purchasing technology solutions. Considering that half of the audience does not work in the School Districts, and that we will also be bringing people who are not involved in the decision-making process for buying Clevr solutions, the idea is to bring 10,000 different people to the company's website.

Based on Google Ads data, the average cost per click for the education industry in the display format is US$ 0.47.
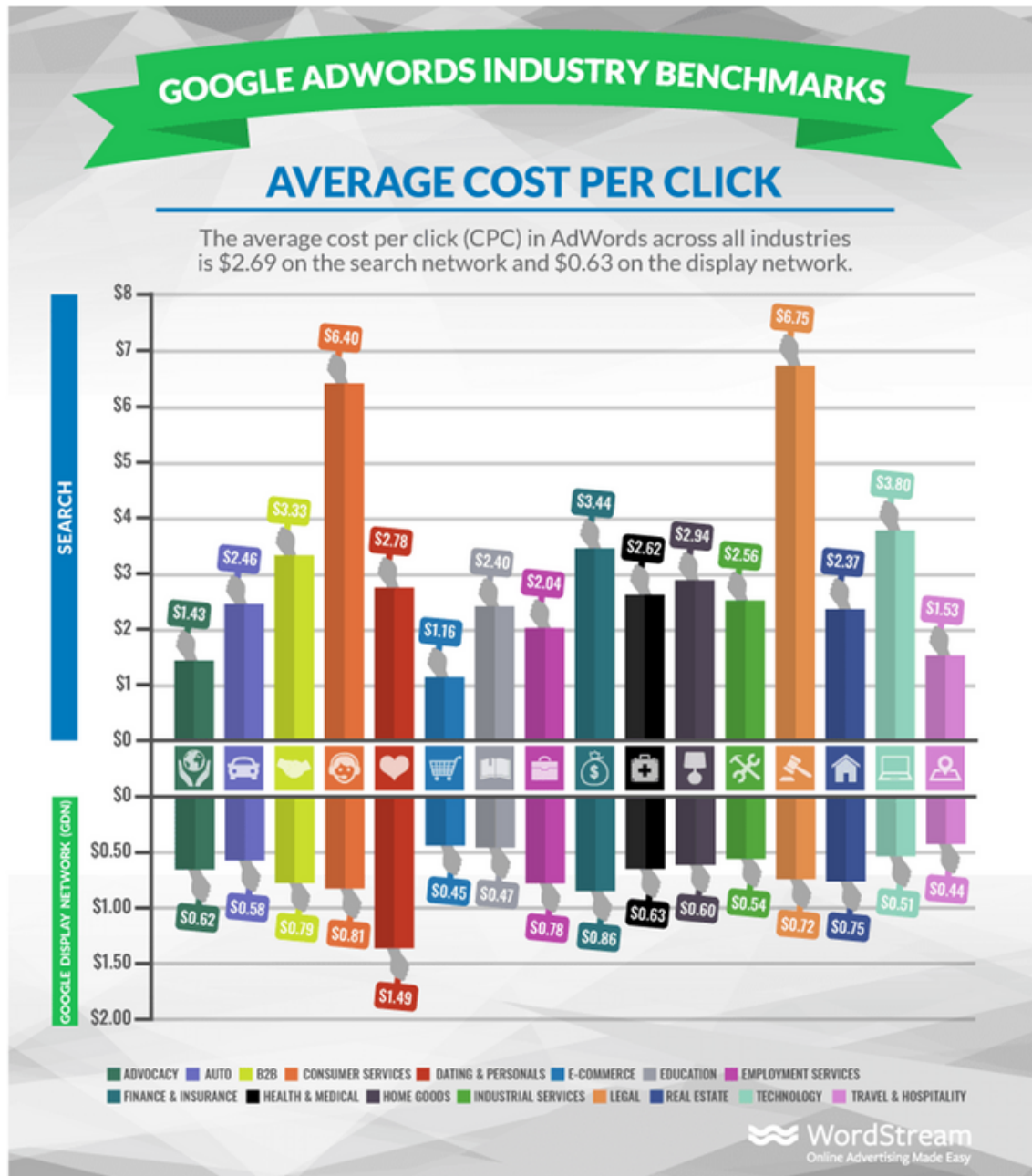
Source: Wordstream.com

That way, the 10,000 clicks would cost US$4,700 or CAD$6,400 for the 3 months.

Social Media

As Clevr has other organization as clients (B2B) and needs to reach the main executives of School Districts, in specific departments and functions, we decided to focus our planning on the LinkedIn social network.

Some LinkedIn numbers that justify our decision:
- LinkedIn has over 185 million users in the United States
- 48.5% of users in the US use LinkedIn at least once a month
- Brands have seen a 33% increase in purchase intent resulting from ad exposure on LinkedIn
- Marketers see up to 2x higher conversion rates on LinkedIn
- 40% of B2B marketers surveyed indicated LinkedIn as the most effective channel for driving high-quality leads.

Source: Hootsuite (2022)

At LinkedIn, we're going to work with the consideration objective, to drive visits to Clevr´s website.

Regarding segmentation, we will use the following filters to define our target audience on the platform:
- Locations: New York, Ohio, Illinois, Indiana, West Virginia, Pennsylvania, Missouri
Language: English
- Company Industries: Primary and Secondary Education
- Age: 35+
- Job Functions: Administrative, Information Technology, Education, Human Resources
- Job Seniorities: Senior, Manager, Director, VP

As a format, we will use the Single Image Ad that will show up in the news feed.

Budget: CAD$100 per day or CAD$ 3,000 per month.

Results in 3 months:

Total Impressions	640,000
CTR	0,52%
Total Clicks	3,200
Total Cost per Click	CAD$ 3.70

Assuming that the 2% of people who click on the ad watch the webinar or schedule the demo, that would be a total of 64 people during 90 days, or approximately 5 per week.

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Content Plan

Based on the attribute we want to highlight, we have categorized our content ideas into five topics:

- Institutional (strengthen the brand)
- Flexibility
- K-12 Expertise
- District-driven customization
- School District Digital Transformation

The idea is to publish the ads from Monday to Friday, when people are more focused on professional matters.

About schedules, the idea is to publish twice a day, at 7am and 8pm, before and after the daily working day.

The following is our proposal for June Content Calendar 2023 with its topics per day:

SOCIAL MEDIA CALENDAR

TWENTY TWENTY THREE

06. JUN

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	31	01 7AM: CUSTOMIZATION 8PM: CUSTOMIZATION	02 7AM: DIG TRANSFORM 8PM: DIG TRANSFORM	03
04	05 7AM: INSTITUTIONAL 8PM: INSTITUTIONAL	06 7AM: FLEXIBILITY 8PM: FLEXIBILITY	07 7AM: K-12 EXPERTISE 8PM: K-12 EXPERTISE	08 7AM: CUSTOMIZATION 8PM: CUSTOMIZATION	09 7AM: DIG TRANSFORM 8PM: DIG TRANSFORM	10
11	12 7AM: INSTITUTIONAL 8PM: INSTITUTIONAL	13 7AM: FLEXIBILITY 8PM: FLEXIBILITY	14 7AM: K-12 EXPERTISE 8PM: K-12 EXPERTISE	15 7AM: CUSTOMIZATION 8PM: CUSTOMIZATION	16 7AM: DIG TRANSFORM 8PM: DIG TRANSFORM	17
18	19 7AM: INSTITUTIONAL 8PM: INSTITUTIONAL	20 7AM: FLEXIBILITY 8PM: FLEXIBILITY	21 7AM: K-12 EXPERTISE 8PM: K-12 EXPERTISE	22 7AM: CUSTOMIZATION 8PM: CUSTOMIZATION	23 7AM: DIG TRANSFORM 8PM: DIG TRANSFORM	24
25	26 7AM: INSTITUTIONAL 8PM: INSTITUTIONAL	27 7AM: FLEXIBILITY 8PM: FLEXIBILITY	28 7AM: K-12 EXPERTISE 8PM: K-12 EXPERTISE	29 7AM: CUSTOMIZATION 8PM: CUSTOMIZATION	30 7AM: DIG TRANSFORM 8PM: DIG TRANSFORM	01

SOCIAL MEDIA

LINKEDIN

NOTES

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LinkedIn Ad Example:

Website Audit and SEO

Summary

weareclevr.com is a business website that meets the brand's online presence. The website was developed in WordPress and its principal purpose is to showcase the benefits of the software.

URL: https://weareclevr.com/
Title Tag: Top Rated Data Sharing Platform for K-12 | clevr
Meta description: Clevr is a unified data capture and data sharing platform, used by school districts, to enable digital transformation, on demand.
Header: The Most Data Sharing Platform for K-12

Website traffic sources

The website has direct and organic traffic from Google. With less than 5,000 total monthly visits on average, organic traffic reports keyword searches mentioning the name of the company, so it can be concluded that 100% of the traffic is direct. Regarding the devices, 10% of the visits are reported from desktop computers and 90% from mobile devices approximately. This report was generated by the free tool similarweb.com but the actual data is not publicly available.
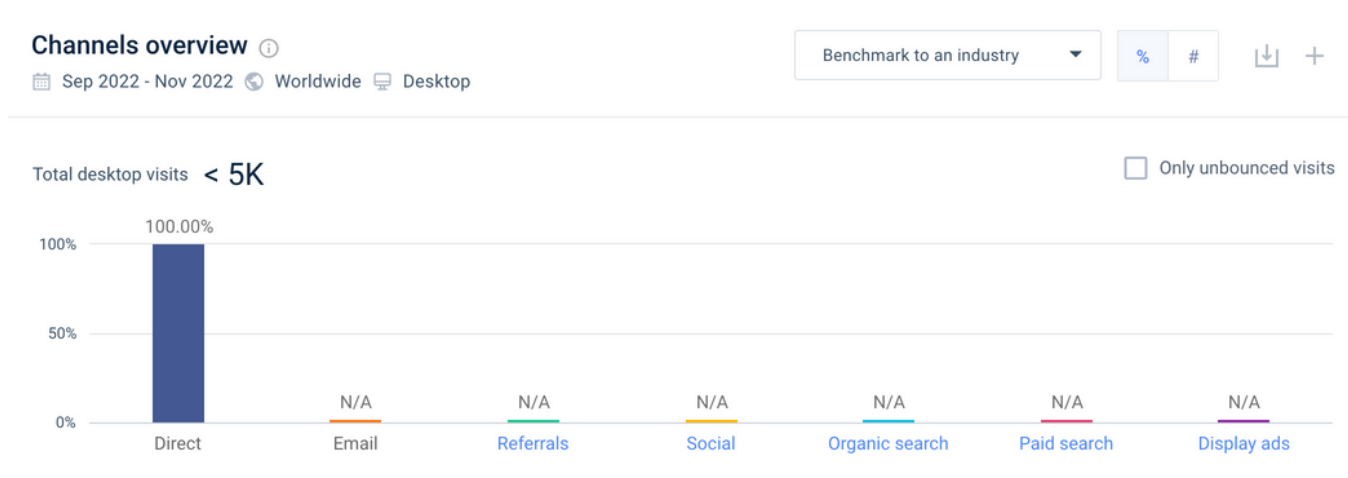
Google Analytics

The website runs Google Tag Manager.

Methods of conversion of the website

This website is categorized as Lead Generation. The primary conversion is to lead a phone call and the secondary conversion is to schedule a demo.

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Recommendations:

Although the website contains SEO elements such as Google Analytics code, Title Tag, Meta Description, Alt Text for images and correctly uses Header Tags, the texts are quite confusing as they use a programming jargon that is not easy for the average user to understand. Considering the above, it is advisable to carry out a usability study with target users in order to determine the appropriate vocabulary and position the right keywords for the business.

Regarding conversions, we propose to add a subscription form for a newsletter to collect emails from potential new customers, but we will go into more details later.

We also propose to reduce the size of the content on the home page because it can be overwhelming for the first-time visitor. For this reason, the home page should present a short introduction to the platform, the main features and some customer testimonials. All additional content can be consulted navigating through the main menu.

In the home wireframe below, we propose to graphically describe what "school data" includes, the potential information that can be found in the platform and clevr's flexibility to adapt to the needs of each school district.

Other IMC Activities

Direct Response

Another recommendation that we make is to use Direct Response. As the available budget is limited, this is one of the most economical forms of communication, with an excellent cost-benefit ratio, and which makes it possible to speak directly with the target audience, whether current clients or potential new customers.

The idea is to work with e-mail marketing, by sending a monthly Newsletter with relevant content for current and potential customers. As Clevr already sends out a newsletter, our focus will be to improve this communication and suggest ways to reach School Districts in US who are not yet customers.

The newsletter will be sent to the following emails:
- Current list of emails available at the company from US School Districts, from current customers or prospects who somehow provided this information to Clevr.
- An email list of potential customers that we will develop.

How we will get new emails to send the newsletter? The idea is to provide a call to action on the company's website, encouraging people who are browsing to subscribe to receive the newsletter in a consented manner. Our proposal is to do the same on the company's profile on LinkedIn.

The ads that we will create for magazines, LinkedIn and banner ads will generate traffic to the site, and we want to take advantage of this increase in the number of visits to get these potential new consumers to subscribe to receive Clevr's Newsletter.

Contents that will be available in the Newsletter:
- Testimonials from actual clients
- Good practices of platform usage
- Webinars
- Call to action to schedule a Demo
- Industry news
- Interesting researches
- Case studies

Newsletter frequency: monthly

Budget: the production and sending of the newsletter will not generate costs for the company, as it will be created internally by the marketing team, and this communication will be sent through the current CRM platform used by Clevr. We will also have no costs with regard to the list of emails that will receive the Newsletter (current emails available and new ones received through free subscription).

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Newsletter template

clevr newsletter

one platform
all your schools data

Contact us

We love sharing district success stories!

❝ *We worked for about 2 years to bring in an e-forms and workflow solution. Through an RFP process we selected clevr. They are Education Law 2-d compliant and we're pleased to launch clevr as one of our new services.* ❞

Jeffrey Luks, Manager, Student Services
NERIC

Location: New York State
Districts Served: 202

Challenge

Capital Region BOCES was seeking proposals for Forms and Workflow Software as requested by the Northeast Regional Information Center (NERIC). The BOCES sought to procure a robust, easy to configure and use software solution that can create forms and workflows to automate processes, notifications and approvals to increase efficiencies in various business processes of the BOCES and school districts served by NERIC. Security and protection of personally identifiable information and safeguards associated with industry standards and best practices, was of the utmost importance.

Solution

clevr, a vendor-hosted (cloud) solution was awarded the bid for Forms and Workflow Software. Among the system requirements included: the ability to create a repository for forms and workflow templates to share regionally, and ensure security for staff and student sensitive PII data. The Northeastern Regional Information Center (NERIC), a division of BOCES, is a consortium of school districts as well as a computer systems integrator for approximately 137 public and over 65 non-public K-12 school districts in northeastern New York State. clevr is the exclusive partner to supply Forms and Workflow Software to these districts on a renewable contract.

View our client stories

Join our next webinars

Early Literacy Screeners
Hosted by Darryl Denyes, Dave Giroux

Bring the Science of Reading & Structured Literacy into every Classroom. In this 20-minute overview and demo, CEO Darryl Denyes, will show you how you can use clevr to provide universal...

Register now

Electronic Case Management
Hosted by Darryl Denyes

Supporting service providers in effectively responding to and monitoring students' needs. In this 20-minute overview and demo, CEO, Darryl Denyes, will show you how you can us...

Register now

Need help with you configuration?
Visit our Help Center
We are committed to working collaboratively with our K-12 community.

Submit a ticket

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Desired Response

We have 2 distinct objectives with the Newsletter:
Current Customers: maintain constant communication with current clients, always showing Clevr news. It is important to always be close to customers.
Potential Customers: show the advantages of Clevr's solutions, success stories, testimonials from current customers, to encourage these prospects to schedule the Demo or watch the Webinars. By doing so, they will be paving the way to conquer these new consumers.

For customers who schedule the Demo or attend the Webinars, we suggest mobilizing the sales team to schedule a meeting and present the company in more detail.

Marketing Communications Calendar

According to Mihaela's briefing, we have some important points to consider when defining the 3 months of our campaign:

· Most Scholl Districts receive their budget in Q2, usually in June.
· From the end of June until the end of August people working in education are on vacation.
· The month of September is quite busy due to the beginning of the school year in schools.

Considering the above issues, we decided to plan Clevr's communication campaign in the months of June, October and November. In June we will begin the campaign to reach School District executives at the time they would be receiving their annual budget. In October and November, we would impact these decision-makers after the beginning of the school year. That is the most difficult time of the year, then they will be eager for solutions that can facilitate their work and improve the efficiency of the district.

Calendar with the distribution of the campaign throughout the year:

Activity	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Magazine									
K-12 Digest			1				1	1	
EdTech		1						1	
Direct Mkt									
Newsletter	1	1	1	1	1	1	1	1	1
Online									
LinkedIn Ads			■				■	■	
Banner Ads			■				■	■	
Website Audit			■						
SEO			■						

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Budget

Below is a breakdown of the budget for marketing planning for the year 2023:

Month/Activity	Quantity	Investment
June		
Magazine – K-12 Digest	1	1,000.00
Magazine – EdTech	1	1,000.00
Online – LinkedIn	1,066 clicks	3,000.00
Online – Banner Ads	3,750 clicks	2,400.00
Online – Website Audit and SEO	1	2,000.00
Total June		**9,400.00**
October		
Magazine – K-12 Digest	1	1,000.00
Magazine – EdTech	1	1,000.00
Online – LinkedIn	1,066 clicks	3,000.00
Online – Banner Ads	3,125 clicks	2,000.00
Total October		**7,000.00**
November		
Magazine – K-12 Digest	1	1,000.00
Online – LinkedIn	1,066 clicks	3,000.00
Online – Banner Ads	3,125 clicks	2,000.00
Total November		**6,000.00**
Total Final		**22,400.00**

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Metrics and Evaluation

Magazine

The first media that we will evaluate from our Marketing Plan are advertisements in magazines.

Unfortunately, we did not have access to the number of people who signed up to receive the 2 publications, but for the purposes of this project, we will assume that each magazine is read by 20% of our target audience, which would represent 700 people. And that among those who read it, 20% visit Clevr´s website, which would represent 140 individuals.

Keeping the percentage outlined in our objective, let's consider that 5% of potential customers who visited the site will register to watch the webinar or schedule a Demo, which would represent 7 people considering Clevr's solutions per magazine. As a conclusion, we would have the following result at the end of the 3 months:

	Reach	Prospect Clicks	Webinar or Demo
K-12 Digest	700	140	7
EdTech: Focus on K-12	700	140	7

We will evaluate the result of this media through 2 different ways:
- As the print advertisements will have a QR Code, we will analyze how many people reached the Clevr website from these magazines. This analysis is possible using Google Analytics.
- To register for the webinar, there is a question about how the person found out about Clevr. It would be one more way of checking how many potential clients mention the magazine medium.

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Banner Ads

Regarding the banner ads that we will publish on the K-12 Digest, EdTech sites; Focus on K-12 and THE Journal, the idea is using the PPC buying model, as we want to work on the brand consideration objective.

We are going to buy 10,000 clicks during the 3 months of the campaign, and excluding people who are not potential customers, our idea is to bring 2,500 prospects to Clevr´s website.

Assuming that 5% of these prospects attend a webinar or schedule a demo, we would have 125 new opportunities at the end of the 3-month campaign.

Results:

	Prospect Clicks	Webinar or Demo
Banner Ad	2,500	125

We will measure the result of banner ads through Google Analytics, where we will be able to identify how many people arrived at Clevr´s website, attended the webinar or scheduled the demo through these ads.

Social Media

In the case of LinkedIn, we will already hire the media with a forecast of the expected results.

As the filter is less targeted than magazine ads and banner ads, let's assume that 2% of people who click on the ad attend the webinar or schedule a demo.

Results in 3 months:

	Total Clicks	Webinar or Demo
LinkedIn Ad	3,200	64

To analyze the results obtained with LinkedIn ads we will use Google Analytics, which will tell us how many people visited the site and considered Clevr's solutions through the social media.

We will also evaluate the results through the report provided by the social network itself, which will indicate the number of impressions, clicks, CTR and CPC of the campaign.

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Website Audit and SEO

The website audit and SEO will help make navigation more pleasant, in addition to contributing to better ranking on search engines.

Through Google Analytics, we will monitor the evolution of the number of people arriving at Clevr´s website through Google searches. In addition, we will analyze the number of people who access the site and sign up to watch a webinar or schedule a demo, and compare it with numbers prior to improvement.

Direct Response

Our goal is to triple the number of people who receive Clevr´s Newsletter, as we will send it not only to current customers but also to prospects. In addition, we will create a call to action on the company's home page encouraging people to subscribe to receive the newsletter.

According to Hubspot, the average email open rates in the education industry is 25%. Our goal for Clevr´s Newsletter is to reach at least this percentage.

Average Email Open Rates by Industry

What Open Rate Is: The percentage of email recipients who open a given email.
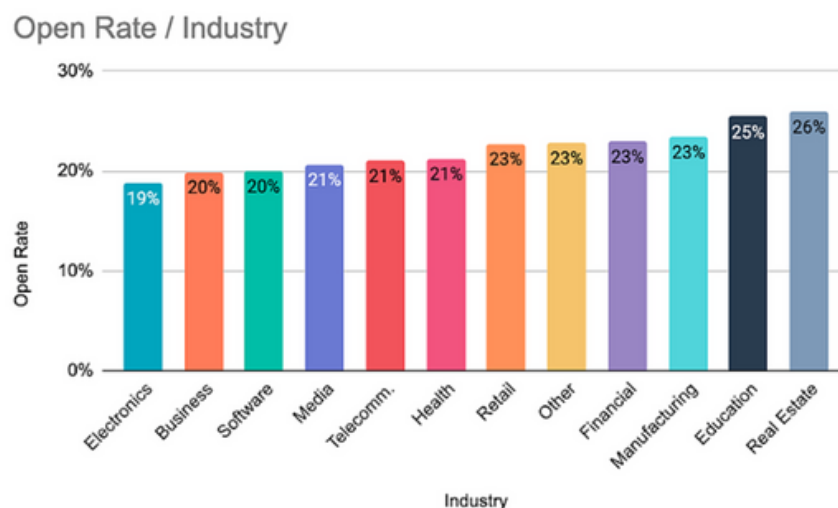
Source: Hubspot (2021)

The average CTR for email marketing in the education industry is 7.49%. Our goal is to achieve at least this rate.

Average Email Click-Through Rates by Industry

What Click-Through Rate Is: The percentage of people who clicked a link in your email out of the people who opened your email.
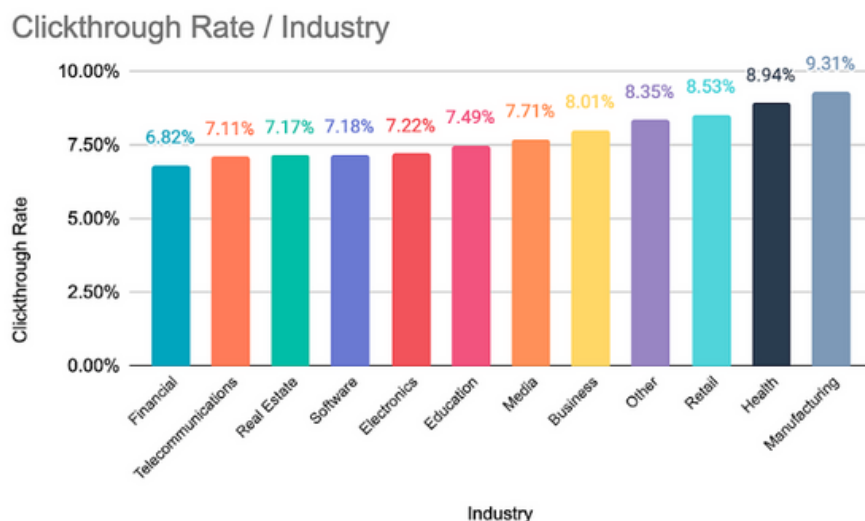
Source: Hubspot (2021)

To measure the result and performance of our email marketing actions (newsletter) we will use the Mailchimp tool, which monitors and provides all these indicators when we utilize the platform.

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Final Results

As a final and accumulated result of all our marketing actions after 3 months, we have the summary below:

Media	Reach	Prospect Clicks	Webinar or Demo
Magazine K-12 Digest	700	140	7
Magazine EdTech: Focus on K-12	700	140	7
Banner Ads		2,500	125
LinkedIn Ads	640,000	3,200	64
Total	641,400	5,980	203

There would be **more than 15 people watching the webinar or scheduling a demo per week**, which means **3 times the goal set by our client** (5 new opportunities/week).

Recalling the objectives of our Marketing Plan:

- Reach 30% of the executives during the 3 months of campaign, which represents a total of 12,660 people.
- Get 20% of the executives reached to visit Clevr´s website, which represents 2,532 new visitors during the 3 months.
- Get 5% of this audience who visit the site watch Clevr´s webinar or schedule a demo, which means 126 people considering Clevr solutions during the 3 months. That's approximately 10 new opportunities per week.

It is estimated that our campaign not only achieves but exceeds the objectives we are setting.
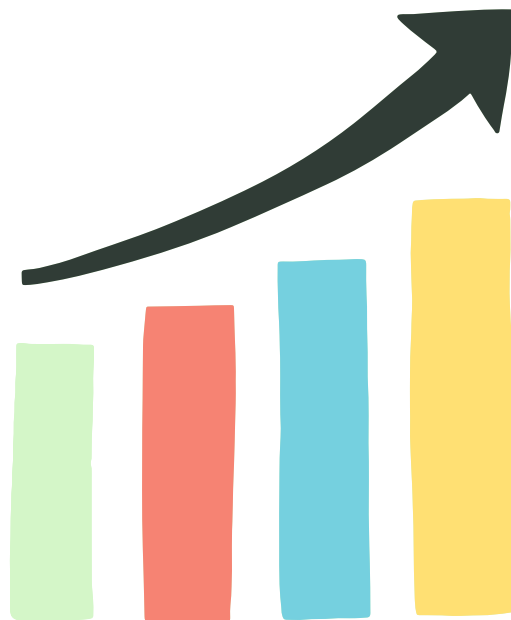
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Appendix

Target Persona

Target Persona: Liam Anderson

Liam is an experienced executive, having worked for several years in the education industry. He is married, father of 2 children and has a very busy life. In his free time, he enjoys reading books and doing cultural activities with his family. His work routine is very demanding, because as a School District CEO he has to deal with the management of several schools. He needs Clevr solutions to make his day-to-day work easier and to be able to focus his time on more strategic issues.

Personal Information:

Age: 55 Years old
Gender: Male
Marital Status: Married
Location: Albany (NY)
Occupation: CEO
Income: $ 120.000/year
Leisure Activities: Reading books and specialized magazines, going to the museum, theater and outdoor activities
Education: PhD

Influences:

- What are the other School Districts doing
- What do industry experts recommend
- What do expert influencers in the K-12 community say and think
- Who are the suppliers from other School Districts that he admires
- Magazines specializing in the k-12 community
- Lectures promoted at industry conferences

Goal:
Reduce the stress produced by operational issues at work and thus promote better mental health for him and for the School District staff.

Needs:
- Promote the School District´s digital transformation
- Have flexible technological solutions that facilitate data capture and sharing
- Have partners who understand his business
- Promote a better working environment for School District employees
- Increase School District productivity

Pain Points:
- Bad work environment
- Finding time to focus on more strategic issues
- Busy and stressful routine
- Feeling that School District employees waste too much time on activities that could be automated

Social Media Activity:
Not a very active user of social networks. The only one that spends a little more time is Linkedin, where it looks for information about the education market.

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Magazines