

# Let's Get Ready

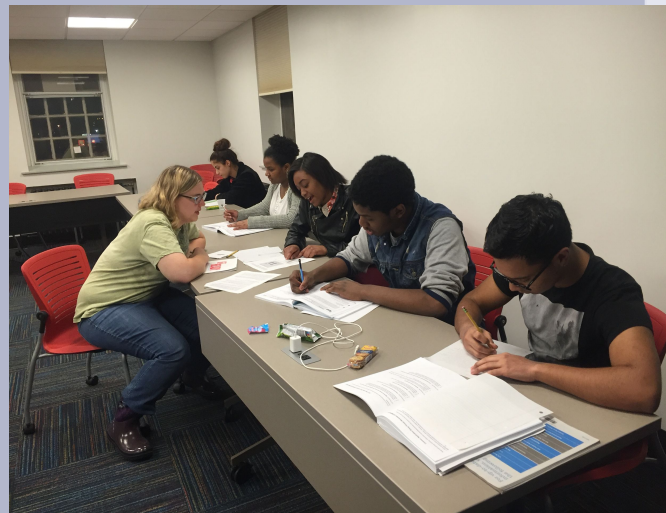
Consumer Behavior Marketing Plan

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# What is Let's Get Ready?

*Let's Get Ready is a peer driven, mentoring organization created to aid first generation college students in their preparation into college, and help once they are in college.*



# Background Information

## What is LGR?

Peer-driven, mentoring organization created to aid first generation college students

## What is its purpose?

Providing first generation college students from low-income backgrounds with free SAT prep, admissions counseling and mentoring for admission into and graduation from college

## Consumer Challenge?

Improve recruitment/marketing efforts to reach more high school students



# Executive Summary

The purpose of the marketing plan is to be able to educate more high schoolers about Let's Get Ready and its resources and the goal is to increase their current audience which will lead to increased recruitment.

The key strategies we want to employ are

- (1) LGR should provide materials to guidance counselors & market towards them.
- (2) LGR should continue to build out its social media presence and utilize a "virtual word of mouth" campaign on social media.
- (3) LGR should reframe its messaging from explanatory to impact-based/rhetoric-based messaging.
- (4) LGR should have a budget allocated to social media, materials for guidance counselor, and brand ambassador program



# Marketing Plan

*How do we plan to optimize Let's Get Ready's marketing methods to efficiently engage and recruit their target market?*



# Situational Analysis



# Industry & Environment

- ▶ Industry:
  - Educational Service Industry
    - College Counselling
- ▶ Competitors:
  - The Institute for Higher Educational Policy (IHEP)
  - iMentor
- ▶ Customers:
  - Non-profit, not necessarily customers
  - Target Demographic: First-gen, Low-income families, Students, Looking to expand education
- ▶ Area Demographics
  - 99% of the company's current students derive from six states
  - Most students live in urban areas



# Overview of Competition - IHEP

IHEP



Based in Washington DC

*"is a nonpartisan, nonprofit organization committed to promoting access to and success in higher education for all students."*

Mission to: *"improve college access and success in higher education for all students—with a special focus on underserved populations—by providing timely research to inform public policy decisions."*



# Overview of Competition – iMentor

iMentor



Based in New York City

A college preparation program that provides an emphasis towards diversity, equity, and inclusion, aimed towards students within low income communities

*Aim to “build mentoring relationships that empower first-generation students from low-income communities to graduate high school, succeed in college, and achieve their ambitions.”*

# SWOT Analysis

S

- Significant SEO presence in NY
- Strong word-of-mouth marketing
- Personal connections with students

W

- Lack of presence on social media
- Non-existent marketing & recruitment budget

O

- Untapped markets in other states
- Potential to expand into rural areas
- Shifting budget away from unnecessary activities

T

- Lack of college access communities in rural areas
- COVID-19 threatening SAT requirements

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# LGR's Competitive Advantage

- ▶ Key strength - highly personalised relationship between low-income students and coaches that form close relations between community members that leads to a great word of mouth campaign
- ▶ Key weakness - lack of social media presence leaves them unable to reach many potential students



# Key Student Traits, Thoughts, Attitudes, and Choices

- ▶ **Traits:** Transitioning educationally, low-income, lack of opportunities, typically first-generation college students, in search of information through social media
- ▶ **Thoughts:** Need based, assistance, support, motivations, excelling
- ▶ **Attitudes:** Motivated to attend college and further education, motivated to excel personally and professionally

# Marketing Goals & Strategy

# Our Plan

Goal: Help LGR improve recruitment and marketing efforts to reach more high school students and college students

Plan:

1. Utilize a “virtual word of mouth” campaign on social media
2. Rerame it’s messaging from explanatory to impact-based/rhetoric-based messaging
3. Provide materials to guidance counselors & market towards them
4. Allocate part of their SAT Prep Budget to social media, guidance counselors, and student ambassador program

# Marketing Activities

# LGR's Target Audience

**15 - 18** years old

Low-Income &

**First  
Generation**  
students

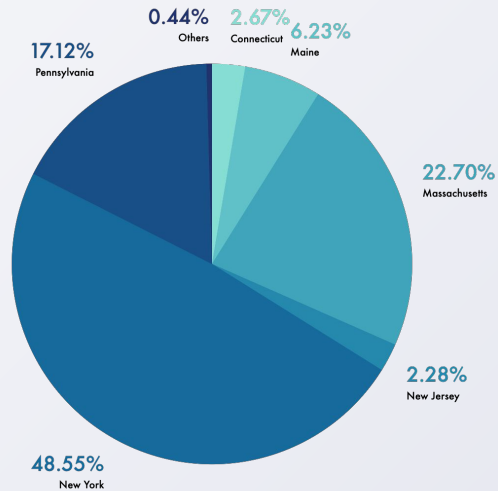
From the **New  
England &  
Mid Atlantic**  
Region





# Geographic Breakdown of Applicants

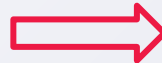
## LGR Applicants by Location



# Targeting & Positioning



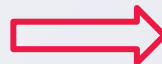
Targeting



Concentrated  
Target  
Marketing



Positioning



Personal  
relationships  
with students

## Shape Thoughts - Recruitment By Counselors

- ▶ 62% of LGR students surveyed learned about LGR through counselors or teachers
- ▶ LGR could create marketing materials specifically for counselors to use in conversations with students and solicit feedback
- ▶ Word of Mouth & co-creation increases personal investment, brand relevance, and community!

# Shape Thoughts - Vividness & Concreteness

- ▶ A pamphlet or flyer should use elements of vividness and concreteness
  - Vividness entails eliciting an emotional interest
  - Concreteness is solidified by using images
  
- ▶ Flyer should contain language that simply amplifies the breadth of college options available as well as the post-college benefits.
  - Use an image of an alumni with corresponding text to showcase their experience and outcomes from the program



# Shape Thoughts - Foot in the Door

Use a foot in the door technique would increase student engagement with the LGR programs

- ▶ A foot in the door technique is, “the tactic of starting with a little request in order to gain eventual compliance with related larger requests” (Cialdini, 2009, p.72).



# Shape Thoughts - Foot In the Door

- ▶ A method of the foot in door technique: handing out marketing materials (i.e. pamphlets or virtual flyers) to counselors
  - Counselors then can ask the student to show the flyer to a parent or to check out and or follow LGR's social media account for additional information
  - The goal - if a student is willing to commit to a smaller request about engaging with LGR marketing materials, they would be further inclined to join a program



# Influence Attitudes: Arguments & Persuasion

8 likes

Igrforcollege 📍 Now enrolling for our Spring 2019 College Access Programs, offering free SAT prep plus college selection and admissions mentoring for high school students! 📍 Programs are open to high school juniors and seniors at locations in Maine, Massachusetts, New Jersey, New York, and Pennsylvania. More locations to be announced! SPREAD THE WORD! Sign up at the link in our bio.

December 3, 2018



## THE NEED

Studies show that by 2020, 65% of job openings in the United States will require a postsecondary degree. Yet compared to their higher-income peers, students from low-income backgrounds are less than half as likely to attend college, or even apply to a well-matched one, and only one-fifth as likely to graduate. *Let's Get Ready's* peer-driven Program Model empowers our students to close that achievement gap.

**Let's Get Ready provides free SAT prep, admissions counseling, and post-enrollment mentoring to students from low-income backgrounds and who are first-generation-to-college. Our peer-driven program is administered by highly trained and highly effective college students who mentor younger students to and through college.**



**ACCESS**  
HIGH SCHOOL JUNIORS  
Near-peer led prep for SAT exam, personalized goal-setting and introduction to the college admissions and financial aid process.

**OUTCOMES**

- Increase SAT score
- Increase college knowledge and application preparedness



**TRANSITION: CORE**  
HIGH SCHOOL SENIORS  
College enrollment support through frequent, curriculum-based, two-way texting.

**TRANSITION: CORE+**  
HIGH SCHOOL SENIORS  
Virtual near-peer coaches provide personalized guidance around college applications, financial aid, college decisions, and combating "summer melt."

**OUTCOMES**

- Submit college and financial aid applications
- Enroll in college



**SUCCESS: CORE**  
COLLEGE STUDENTS  
College persistence support through frequent, curriculum-based, two-way texting.

**SUCCESS: CORE+**  
COLLEGE STUDENTS  
Virtual and on-campus, near-peer coaches provide personalized guidance and support to overcome barriers to college persistence.

**OUTCOMES**

- Identify and address barriers to ensure persistence semester over semester

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## Influence Attitudes: Utilizing Student Marketing

- ▶ Focusing on building a student ambassador program
  - Incentivizing students to get involved as an opportunity for a student to boost resume building .
  - Encourage peer-to-peer outreach to friends
- ▶ Ask Students to participate in Virtual Word of Mouth Campaign
  - Easy to get students to help (Reciprocity)
  - Ability to see and hear from other students in the program who come from similar backgrounds (Similarity)
  - Can visually see how their peers are using LGR on social media (Social Proof)



# Impacting Choices: Reframing Messaging

- 1) Reframing to Impact-based Messaging
  - LGR students are 19% more likely to enroll in college
  - And 16% more likely to remain in college
  - Consumers make snap judgements, this impact-basis positively affects student's decision-making

# Impacting Choices: Affect Hueristic

## 2) Utilize the Affect Heuristic

- Feelings guide people's decisions
- Include personal stories of students who fall victim to institutional inequities

# Impacting Choices: Planning Fallacy

## 3) Manage Expectations

- Students studying for the SAT tend to suffer from the planning fallacy and are overconfident in their rate of work
- LGR should include stats on the average amount of time taken to achieve high scores and common mistakes students make in preparing

# Implementation and Evaluation

# Key Metrics

- ▶ Collecting data from new students through surveys
  - Breakdown of urban vs. rural areas
  - Discovering LGR through social media vs. other mediums
- ▶ A/B Testing
  - Assesses engagement based on different messaging
- ▶ Social media metrics
  - Internal comparisons: reach, referral traffic
  - External comparisons: followers, likes, comments/follower

# Plan Limitations

- ▶ Lack of primary driven data
  - Limited amount of valid responses
  - Lack of direct communication with students
- ▶ Inability to interview or conduct focus groups with other alumni
- ▶ No precedent on marketing/recruitment budget
  - Difficulty in estimating budget required

# Timeline & Budget Estimates

Now

- Virtual Word of Mouth Campaign

Before Fall Program

- Launch Student Ambassador Program
- Send out materials to guidance counselors

Long term

- Reframing messaging .

Estimated budget

**\$0 - \$1,800**

# Thank you!

Any questions?



# Appendix

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# Survey Results & Statistics

99% of the company's current students derive from six states, which opens the door for the company to possibly take advantage of untapped markets in other states. (LGR Impact Report, 2020)

95% of students report having a positive relationship with their coach. (LGR Impact Report, 2020)

62% of students said that they learned about LGR initially from their counselors or teachers. Further utilizing their connections with counselors could be the most effective way of recruiting students. (Needham, 2008)

17% of students are unsure of which LGR program they are part of \*\*survey conducted by us

62% of students found out through school from a teacher or counselor, giving further reason to provide pamphlets and flyers to these guidance counselors in order for students to truly understand LGR's programs. \*\*survey conducted by us

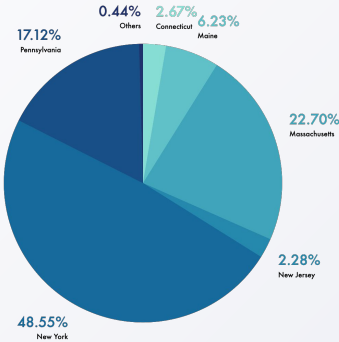
70% reported hearing about the program through their respective school or a friend (Wesley, 2020)

61% of applicants are first-generation college students and 63% of participants are first-generation college students (J. Wesley, 2020)

88% of its students enroll in college vs. the national average of 69%, and 90% of its students remain in college (LGR Impact Report, 2020) vs. the national average of 74%. Consumers tend to make snap judgements based on initial observations and early information (Halinan, 2020, p.43)

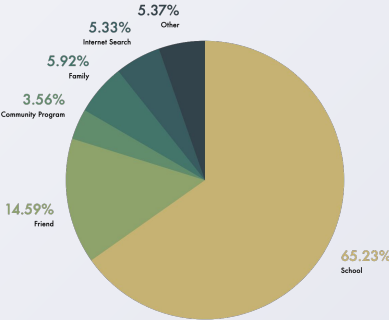
# Survey Results & Statistics

### LGR Applicants by Location



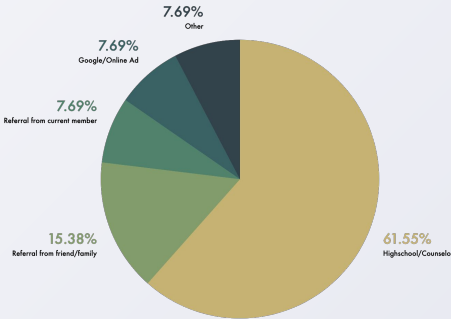
*\*Data through secondary research*

### How Applicants Discovered LGR



*\*Data through secondary research*

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*\*Data through primary research*