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**Marketing Plan**

1. **Business Information**

AssignmentsToGo is an online education community created by The Alpha Kani Projectto promote academic, personal, and community development and success**.** Our platform not only provides a space for teaching and learning, but also for partnering with other educators, parent groups, academic institutions, corporations, municipal agencies, and civic organizations.

**We provide** a vehicle to connect students with academic, community, and career resources such as mentoring, socio-emotional maintenance, and tutoring opportunities.

1. **Goal**

Our goal is to increase sign up and to build a loyal community of users and to obtain feedback from these users in an effort to improve the platform and expand its reach. It is also our goal to build brand awareness around AssignmentsToGo while creating a reliable platform for educators and students.

1. **Competitive Analysis**

Users across our competitors have some of the same complaints, some of which include issues with user interface, user friendliness, software integration, document sharing and uploading, inactive and/or broken features and the layout and/or design.

1. **SWOT Analysis (TBD)**
2. **Target Market**

The target market for AssignmentsToGo users are high school teachers, students, extracurricular leaders and programs that support these students. These leaders include coaches, mentors and faculty/administrators that coordinate groups, clubs and organizations.

1. **Buying Cycle (TBD)**
2. **Unique Selling Proposition**

We welcome and encourage positive and productive non- academic social groups to enrich the greater community. We offer mentoring, tutoring and career resources and many of our features are offered at no cost to the instructor and are always free for students.

1. **Website**

TBD

1. **Marketing Channels**
	1. **Content –** Attending conferences and meetings of mutual interest for educators and administrative faculty to introduce the brand to using printed marketing materials.
	2. **Social Media –** Promote the platform with the use of Facebook, Twitter and Instagram. Organizing and updating follower lists to expand reach.
	3. **Email –** Manually compile an email list of contacts within the education system that would benefit from use or referral of the platform and encourage users to sign up to the subscription list.
2. **Marketing Strategy**
	1. The first phase of the marketing strategy includes manually compiling an email list of contacts within the education system to introduce them to the AssignmentsToGo platform and briefly explain its use and benefits. After successfully onboarding new users, we want to urge them to utilize the platform regularly in lieu of or in addition to their existing systems. Following the first 15 days if use, we will follow up with users to receive feedback on the platform to examine any improvements or missed areas of opportunity and encourage any committed or interested users to sign up to our subscription list.
	2. The second phase of the marketing strategy consists of attending various educational and specialty [youth] related conferences to obtain new interest while using printed marketing materials. We will encourage these new contacts to subscribe to our email list to keep them up to date and to conduct feedback.