

Unimatch Capstone Project Summary

We are a start-up having only a MVP currently with target customer as students aged at 17-24 but without any other specific definition of customer. So, firstly we have to initiate our website by completing its content which will be crucial to lock down the audience, however, our target groups are students at the age 17-24 having random interest or preference (likes and dislikes), therefore we have few clues and insights on topics for content design. What's more, the target customers are flowing as every year the group will be different, so brand loyalty is not the key issue and we should carry out A/B tests on content shown on the website to see which really works. A certain amount of visitors to our website is a must to effectively conduct A/B tests on content designing campaign, hence, advertising campaign is the top priority to undertake and meanwhile clues on the ads and original website content can be drawn from our key competitors. Therefore, the work flow of the project comprises Competitor & SWOT Analysis, Key Content and Key Words Design, and Advertising Campaign.

Competitor & SWOT Analysis

SWOT	
Internal	Strengths
	<ul style="list-style-type: none"> • CEU based lab program • Executive expertise: 10+ year higher education, 15+ year venture business • Lower cost, highly cost-effective tuition and living expenses in CEE
External	Weaknesses
	<ul style="list-style-type: none"> • Start-up • Limited university contract • Unique selling point needs exploring
Internal	Opportunities
	<ul style="list-style-type: none"> • Geographic advantage of connecting CEE • Niche market • Well-regulated education in CEE
External	Threats
	<ul style="list-style-type: none"> • Easy-to-copy business mode • Low threshold for new entrant • Existent competitors

Dimension	Top ranking
A Audience	<ul style="list-style-type: none"> • Geography: US, India, UK, Canada, Australia, China • Age: 15-24, 25-34 • Interests: news&media, science&education, computer electronics
C Channels	<ul style="list-style-type: none"> • Searching engine: Google • Social media: Facebook, Youtube, Quora, LinkedIn, Whatsapp
R Referrings	<ul style="list-style-type: none"> • Categories: Universities, Colleges, Dictionaries, Encyclopedias, Education • Keywords: qs ranking, qs world university rankings, qs
V Visits	Topuniversities-Educators-Studyportals

1. Facebook and Google should be the first two ads arenas
2. Main target markets: Central-Eastern Europe, Western Europe, Middle-East, India, China.
3. Key words: qs ranking, best universities, top universities in CEE
4. Key topics: news and media, science and education

Advertising Campaign

Instructed by my supervisor Pro. Tibor Farkas, I get ideas and insights in ad design also from what I have learned in the CEU course of Digital Marketing and from online courses of Google Ads Fundamentals and The Essential Guide to Online Marketing.

Since we need traffic to conduct A/B tests, our choose flat rate as our ad fee which is fixed per month not by clicking rate.

Our ads aim to build brand awareness and create leads to our website. More importantly, tracking the traffic is a vital incentive of our advertising campaign, as we need data of the target audience to customize the content according to their needs and interests. Therefore Google analytics and Facebook pixel are applied on the website to collect information of the visitors like their geographic locations, their interests and hobbies, their needs and concerns, which enable us to pin down target groups and design content to lock their attention.

Our audience are supposed to be students aged at 17-24, who are millennial full of digital savvy and with strong immunity or even fatigue to social medial ads, therefore our ads have to be interactive and informative which can effectively lead them to the website and meanwhile the website content have to be helpful and actionable which are consistent to what we promote or promise in the ads. So, the ads can be funny videos, emotional stories or playful games and polls.

For Google, we adopt Google Search Network through which will release our ads in a group of websites and apps whenever our key words are in search, and what's more we can incorporate our competitors into our partner category which enables our ads to show on searching partner websites. We use Google Search Console to supervise our

website performance on searching activities so as to fine tune the content accordingly in time.

Among Facebook ads, we pick on Facebook lead Ads , Playable ads and Video poll ads. Once someone clicks on Facebook lead ads , there be a form pop up a form with pre-filled Facebook profile and designed questions, from which we can collect data and know the audience better. Playable ads will offer a game encourage the player to interact with the creative content. Video polls is proved to be more effective in raising brand awareness than regular videos. What's more the video ad can also be trailer and preview of a video which will be shown in its fullness on the website. In all of these ads, the viral marketing method can be applied, such ad “send to a friend” and “collect 20 likes” for a reward.

Some other points should have been incorporated are:

- 1.As shown in ‘device of traffic’ of the competitor analysis, the mobile is the major access for the audience to surf online, therefore, our website shall be with mobile-friendliness, quick-loading pages and general accessibility.
- 2.The effectiveness of the ads should be measurable and quantifiable so as to be modified accordingly to generate more traffic to the website, therefore, the key performance indicators shall be connected to the number of visitors the ads create.
3. Interview of alumni can be a influential and convincing showcase to attract target audience.
4. As based in CEU ilab, we can also register our business in online local listings so it will be easily found on Google map or other directories, which will enhance our brand image as well-founded and trustworthy.

