



MARKETING CAMPAIGN

for AGBU Innovation Studios

AGENDA

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PROGRAM INFO



About the Program

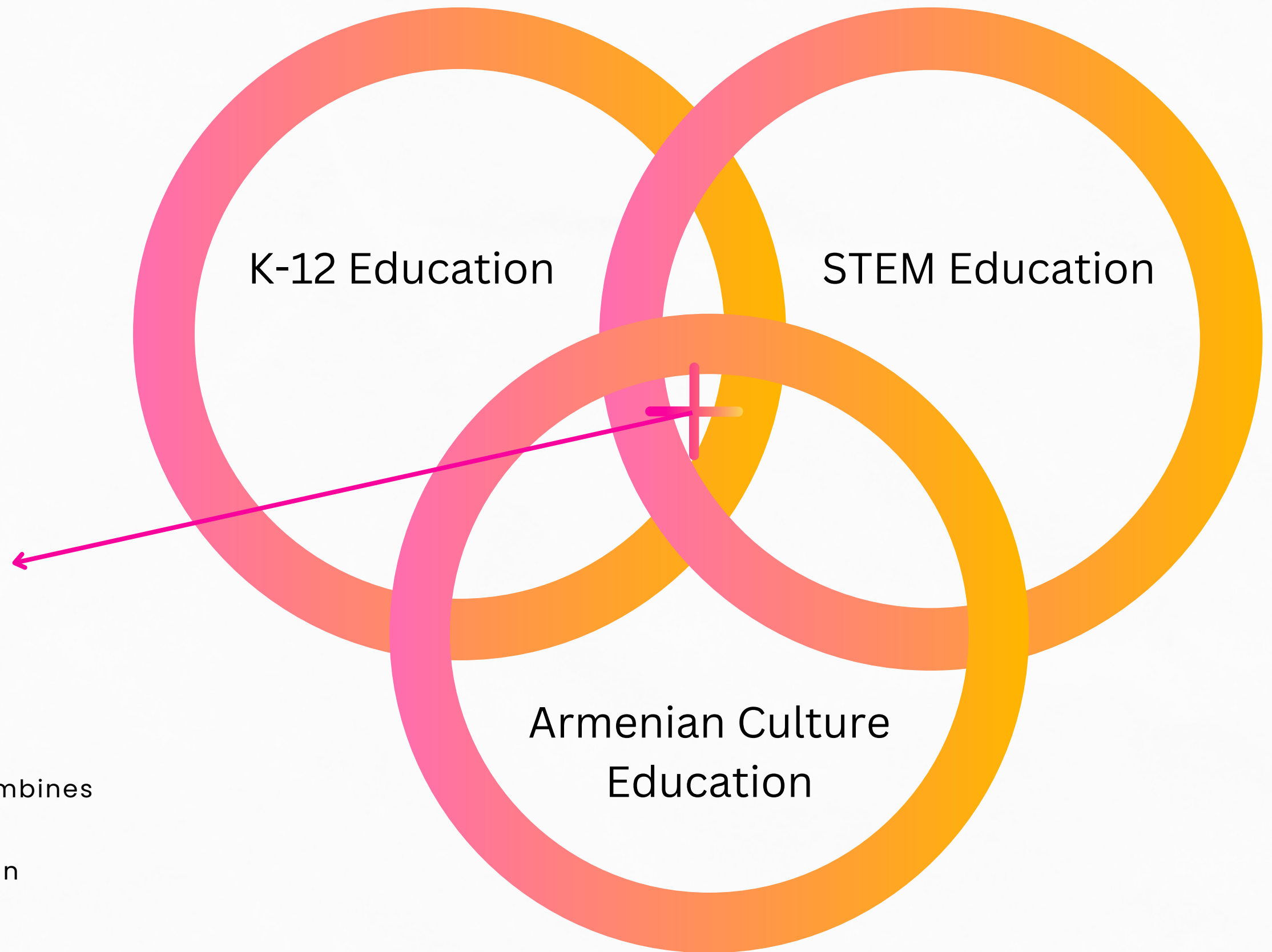
AGBU Innovation Studios is a project-based learning atmosphere that encourages critical thinking, problem-solving, and collaboration. It fosters the development of engaged and solution-oriented Armenians (Middle and High School Students) through creative curriculums including Architecture, Coding, Game Design, and Robotics.

Unique Selling Point (USP)

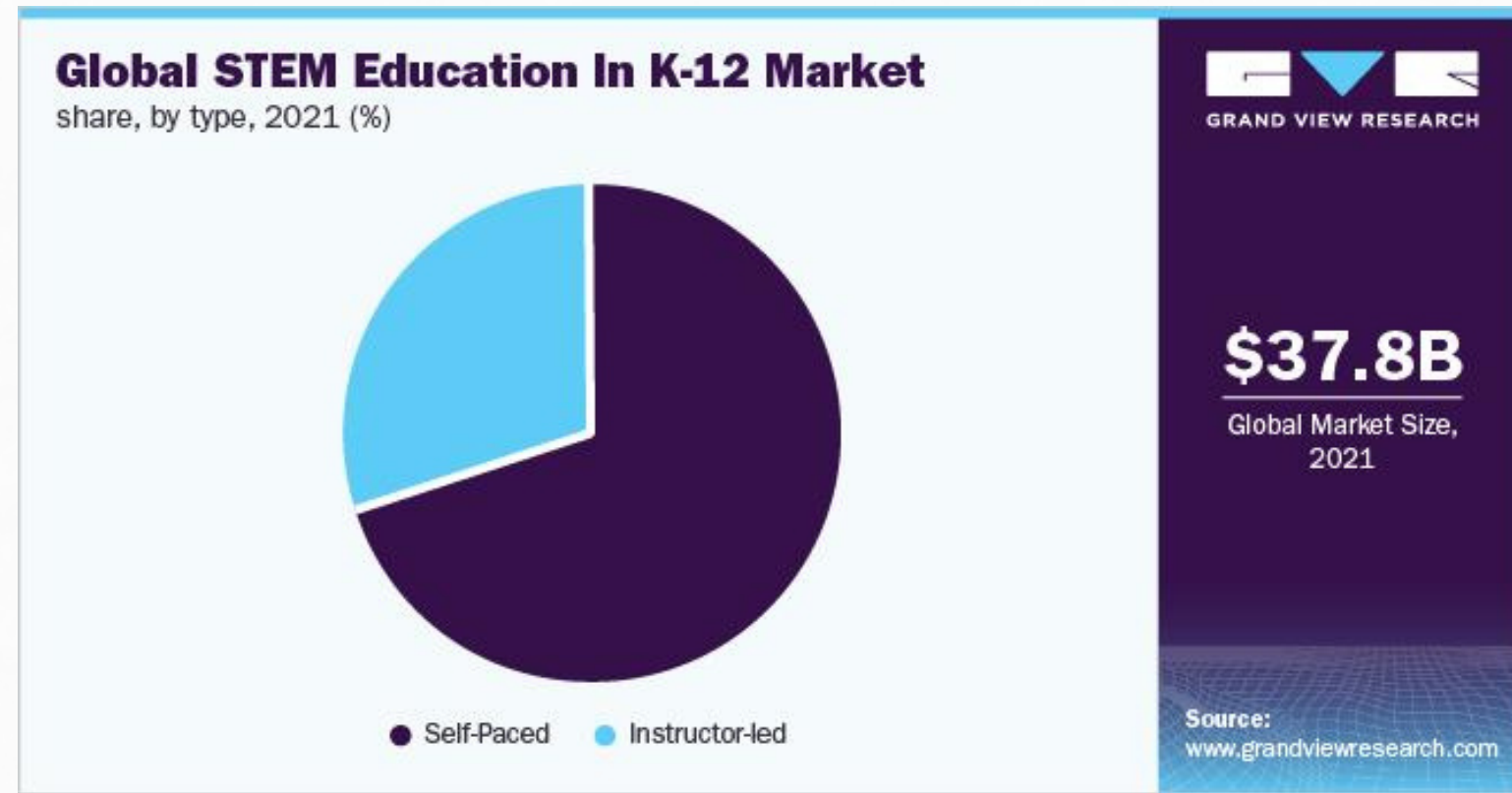
- Bridging STEM education with Armenian culture
- Developing Projects from ideas to the final product
- Building students' Portfolios for college application

CURRENT MARKET

AGBU Innovation Studios is in a market that combines K-12 Education, STEM(Science, Technology, Engineering, and Math) Education and Armenian Culture Education.

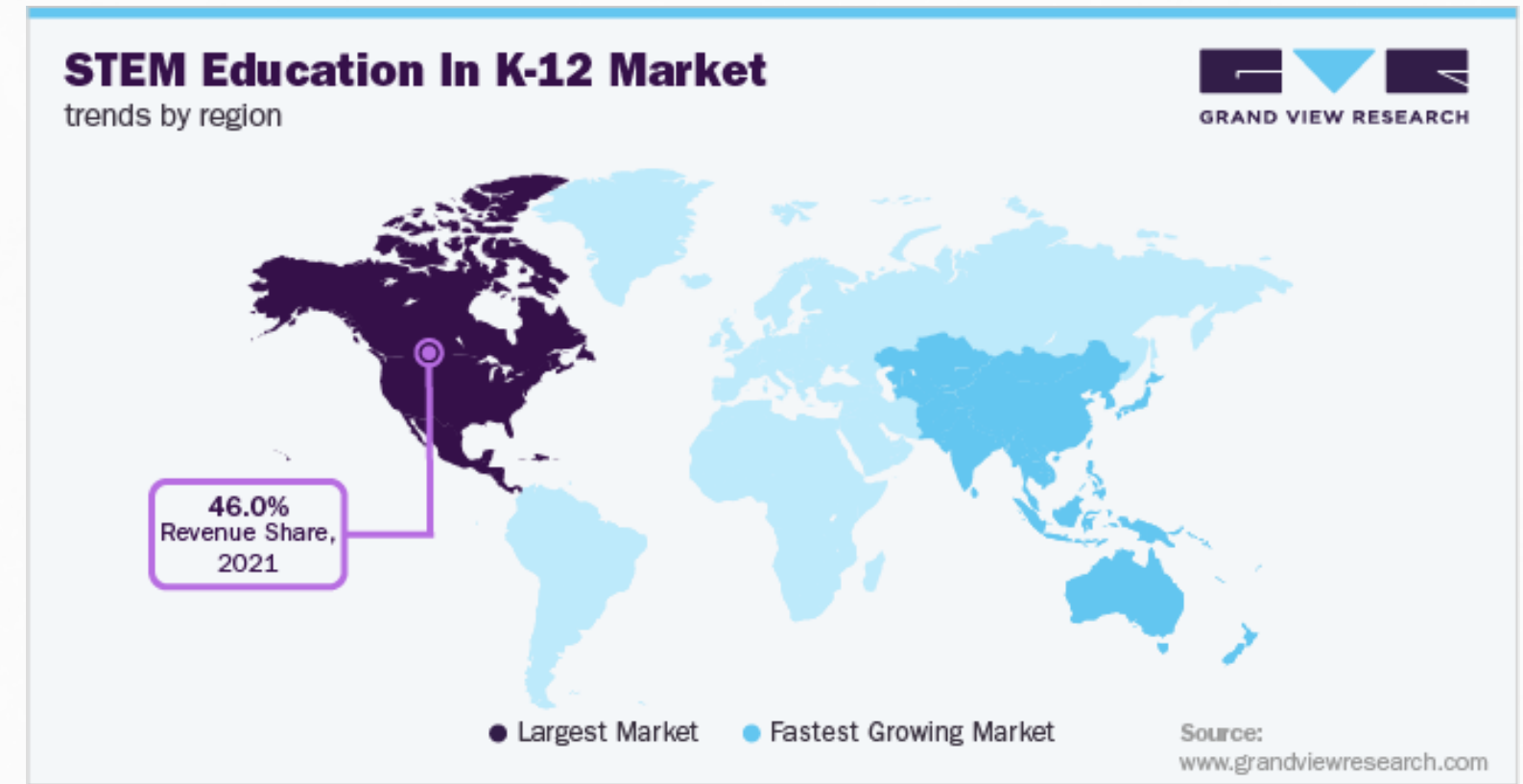


MARKET RESEARCH ON STEM EDUCATION IN K-12 MARKET



The global STEM education in K-12 market size was valued at USD 37.84 billion in 2021 and is expected to grow at a compound annual growth rate (CAGR) of 14.6% from 2022 to 2030.

The self-paced segment led the market in 2021, accounting for over 70% share of the global revenue. However, the instructor-led segment is predicted to foresee significant growth in the forecast years.



North America dominated the market in 2021, accounting for over 46% share of the global revenue.

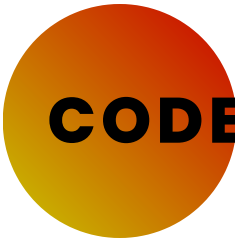
The U.S. will likely remain at the helm against bullish investments and favorable government policy. Besides schools and private organizations, policymakers have shown optimism about promoting STEM education among K-12 students.

COMPETITORS

ANALYSIS



**INNOVATION
STUDIOS**



CODE NINJAS



MAGIKIDLAB

Location	1 location in Los Angeles	35 locations in Los Angeles	10 locations in Los Angeles
Offerings	Diverse STEM curriculums including Architecture, Coding, Game Design, Robotics and etc.	Only coding courses	Engineering-oriented STEM course including Robotics and programming
Partners	NuVuX	Microsoft	NASA
Armenian Culture Related	Yes	No	Yes

COMPETITIVE ADVANTAGES



Advantage 1

AGBU Innovation Studios offers **diverse courses** in STEM Education, instead of only providing coding classes. Kids can discover more of their interests in different fields.



Advantage 2

AGBU Innovation Studios bridges **Armenian Culture** with STEM Education. Each class is infused with Armenian flavor, inspired by Armenian culture and connected to Armenian peer.



Advantage 3

AGBU Innovation Studios not only collaborate with NuVux to create advanced physical studio, but also directly work with **local Armenian schools.**

CHALLENGES

1. New Entrant to the K-12 education market where is already established.
2. Existing competitors have more locations, experience and resources.
3. Partnerships need to be expand.
4. Weak brand image and reputation because it's new.

SPARKING CREATIVITY, COLLABORATION & CONNECTION





MARKETING OBJECTIVES

Goal 1

Build up AGBU Innovation Studios Brand image.

Goal 3

Have 15 students to sign up for each course



Goal 2

Increase 50% engagement rate with Innovation Studios related social posts, Instagram reels and stories;

Lower than \$0.5 Cost Per Click of Advertisements for Innovation Studios



MARKETING STRATEGY OVERVIEW

Approach 1

The messaging is “Storytelling.” The program itself is a story that each student lives from beginning to end as they build upon a project. The student also has a story to tell: What is their field of interest and why they were inspired to join AGBU Innovation Studios.

Approach 2

Approach students and parents in a more practical way. Reveal the benefits of joining AGBU Innovation Studios, including building a portfolio for college application, developing creative and critical thinking skills to explore interests in future majors, and connecting with Armenian heritage.

STRATEGY STEPS

Strategy	Method	Outreach
Storytelling/ Testimonial	Testimonial videos from students. Videos of coaches telling their story	Create a few powerful videos
Community Outreach	Presentation	Connect w/ Vahe and send him talking points to present to other ASA presidents. Maria presents at next geenral meeting in August
Media Outreach	Interviews on Armenian TV and popular influencer platforms	Asbarez, Molorak Newspaper, Horizon TV, US Armenia, Armenian Mirror Spec
Instagram	IG Live w/ Nare	Create flyer to promote IG Live. Maria to interview

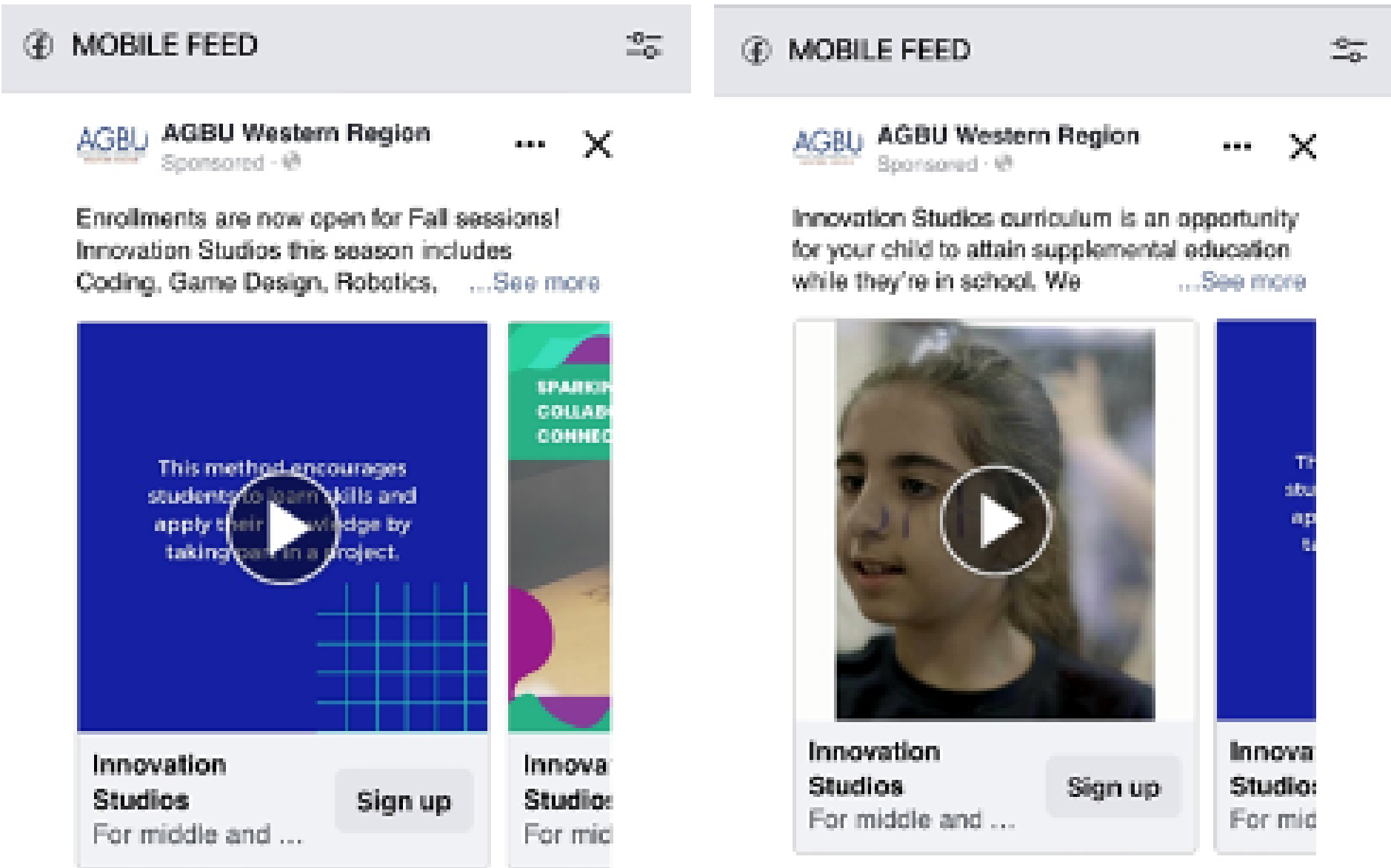
MARKETING TACTICS & TIMELINE

Year	2022									
Month	May			June				July		
Week	16	23	30	6	13	20	27	4	11	18
I REGION										
Innovation Studios		Meta ads	Meta /TikTok Ads	Meta /TikTok Ads	Meta /TikTok Ads	Meta /TikTok Ads	Meta /TikTok Ads	Meta /TikTok Ads	Meta /TikTok Ads	
		Print Ads -Posters & Pull up banner	YouTube Ads	YouTube Ads	YouTube Ads	YouTube Ads	YouTube Ads		Email Bundle with Camp Amaras	
		Interview Clips of Instructors	Community Events	Community Events	Community Events	Community Events	Community Events			
		Pontiac Banner Ads	Pontiac Banner Ads		Print Ads -California Courier	Print Ads -California Courier	Print& Digital Ads -California Courier -ASBAREZ	Print& Digital Ads -California Courier -ASBAREZ	Print& Digital Ads -California Courier -ASBAREZ	
		Global office eblast to CA emails announcing program launch	Tv Ads	Tv Ads	Name in Lights Ad (OOH)	Name in Lights Ad (OOH)	Global office eblast to CA emails - Deadline Reminder			
				Churches Outreach	Influencers Outreach					
		Social Post - • Western District • AYA Pasadena & San Fern Scouts • P-G Chapter • AGBU MDS • GenNext • Hye Geen • Choir	Email • WD • NDS Eblast • Scouts Eblasts • All programs in the age demo who have email lists should send an eblast	ASAs Outreach	WD Press Release(TBD) • Tech Industry • Arm Papers • Local LA Media	Social Post - • Western District • AYA Pasadena Scouts • P-G Chapter • AGBU MDS • GenNext • Hye Geen • Choir	Email • WD • NDS Eblast • Scouts Eblasts • All programs in the age demo who have email lists should send an eblast	WD Outreach • Influencers • Mommy Bloggers • Tech Bloggers	WD Outreach • Scholarship Alumni • AGBU Alumni • AGBU Members (Personal contacts)	



Combining both online and offline marketing efforts, Innovation Studios's marketing tactics reach digital channels and community events including paid ads, print ads, tv ads, email marketing, social media marketing, press release and etc.

Ads Preview:



Meta Ads (Placements on both Facebook and Instagram)

Target Audience:

1. Ad 1: Friends and Fans of AGBUWR pages
 2. Ad 2: LA Parents: 40-65+ All gender parents
- Who also match interests: Computer animation, Music, STEM fields, Sound recording and reproduction, Armenia, Robotics, Armenian language, Art & Photography, Music Production Center, Augmented reality, Photography or Educational robotics

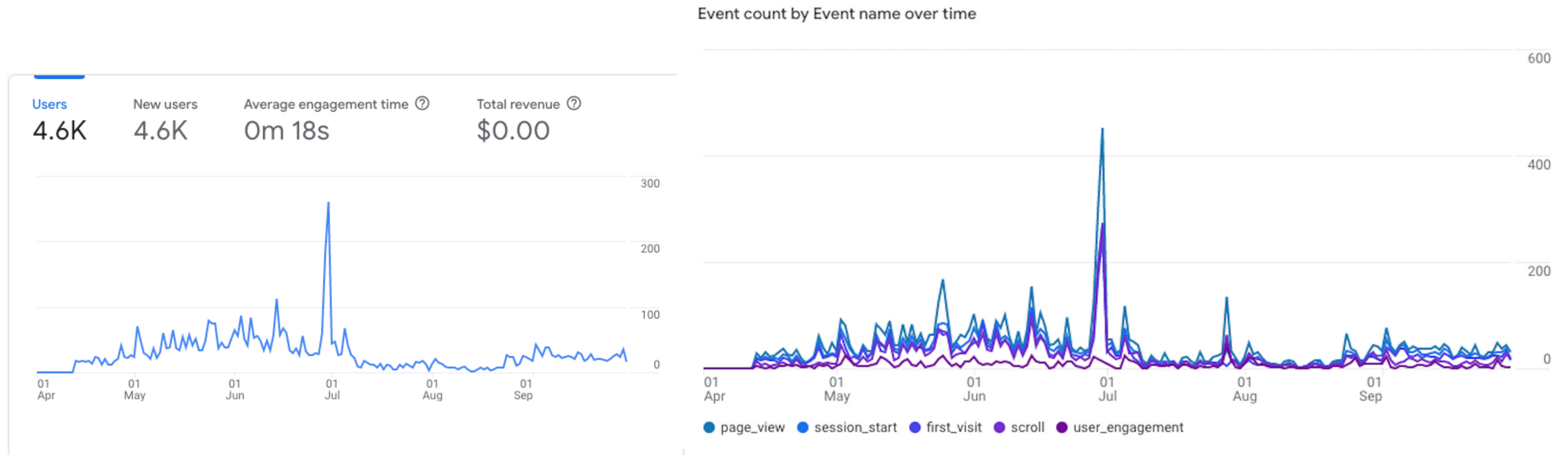
Geo Targeting: Burbank, Glendale, Pasadena, East Hollywood, Montebello, Sunland, La Cañada, Sun Valley



PAID ADS EXAMPLE

Run Paid Social Ads for AGBU Innovation Studios to increase brand exposure and attract more parents to register their kids.

CAMPAIGN REVIEW & ANALYSIS



Throughout the marketing campaign from late May to Early July, the marketing tactics kept driving users to AGBU Innovation Studios' website and spiked in late June before the deadline for registration. Total unique traffic (users) achieved 4.6k and the registration numbers were fully obtained by the marketing campaign.

The marketing campaign performed successfully.