

SITalk

Teach English Online

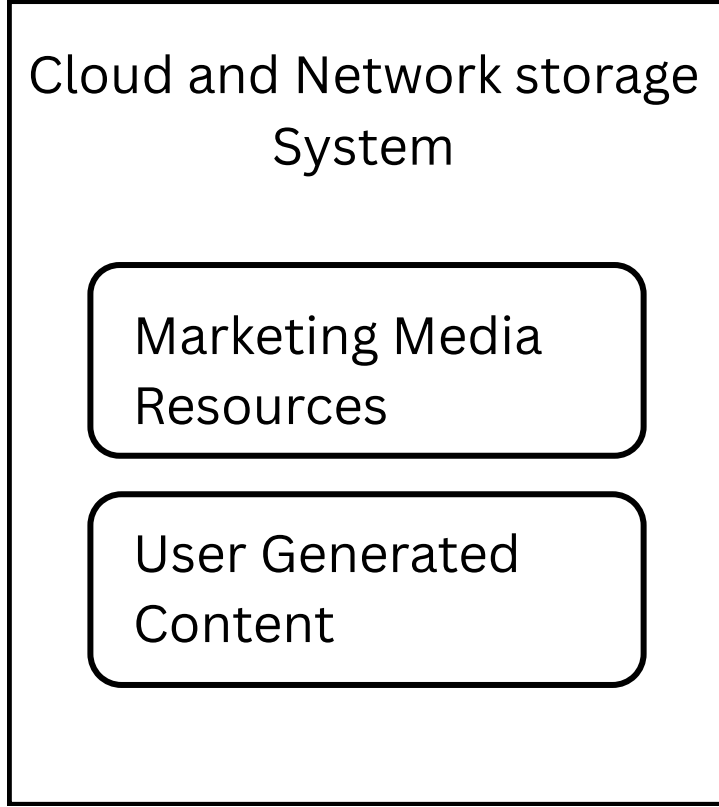
INTEGRATED 360 MARKETING PROPOSAL

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SITalk
Teach English Online

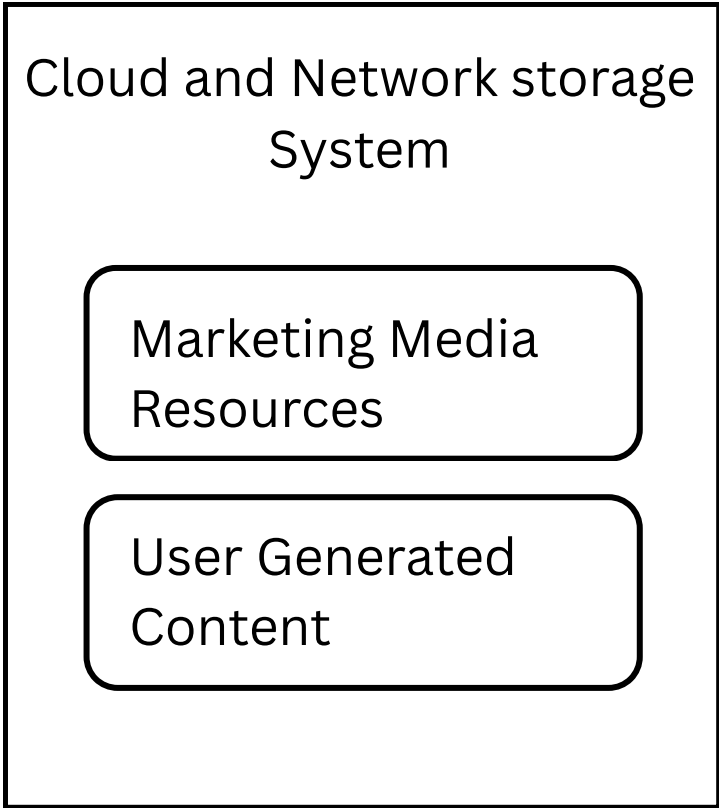


**Strategic 360 IMC
Planning and
campaigns**

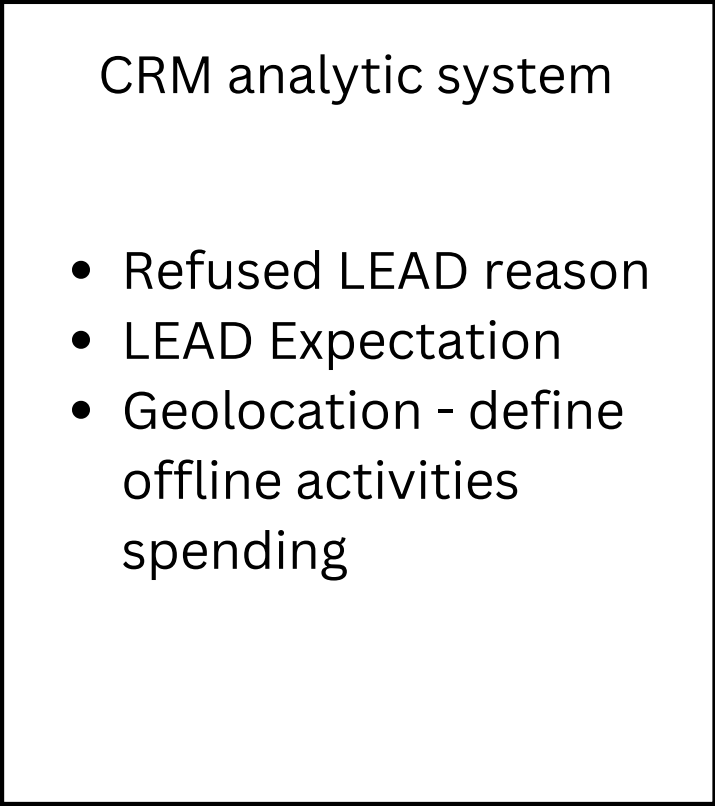


**Marketing content
generation**

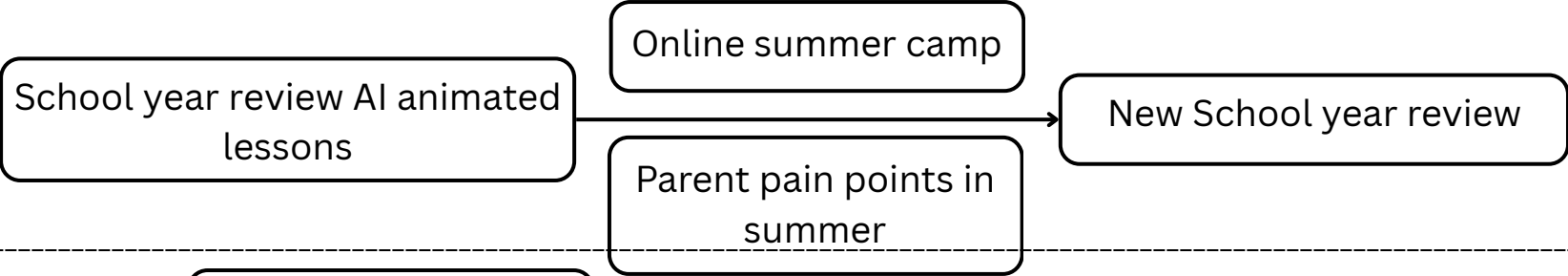
- Always on content pillars
- Campaigns



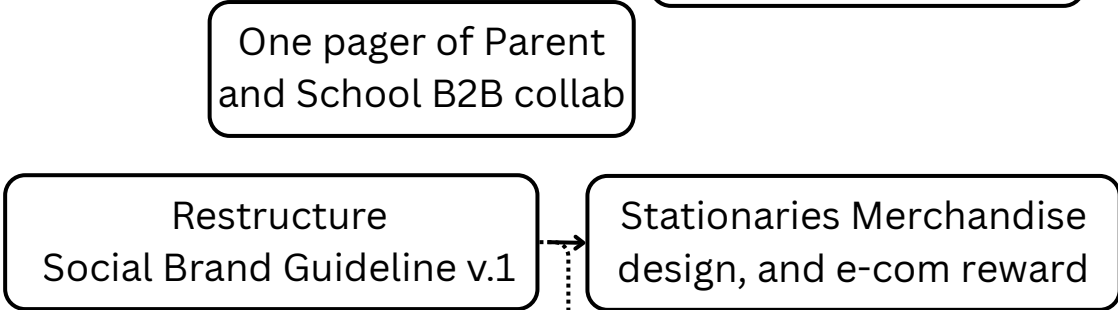
**Marketing metric /
analytic dashboard**



Online Education content



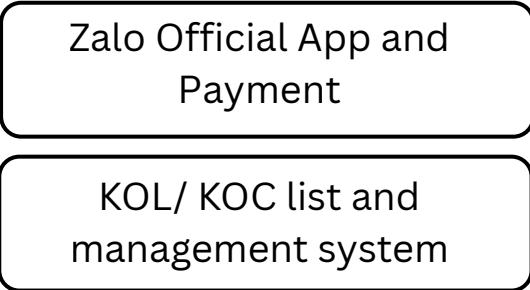
Brand Awareness



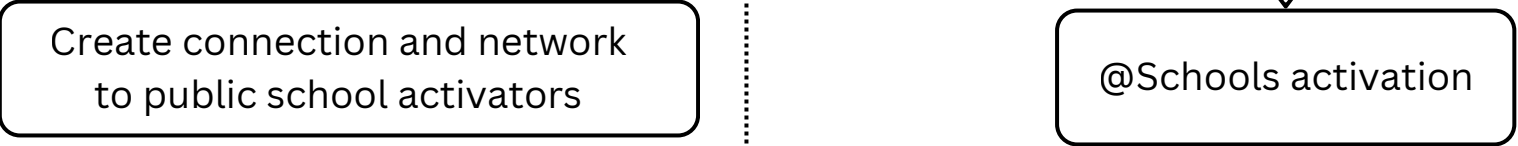
Timeline



Social Network Expansion



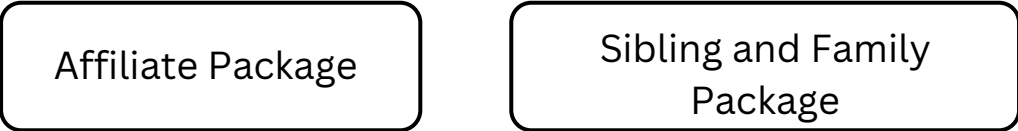
B2B approach



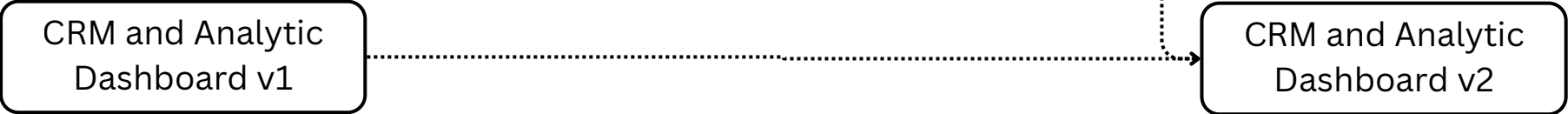
Offline Channel

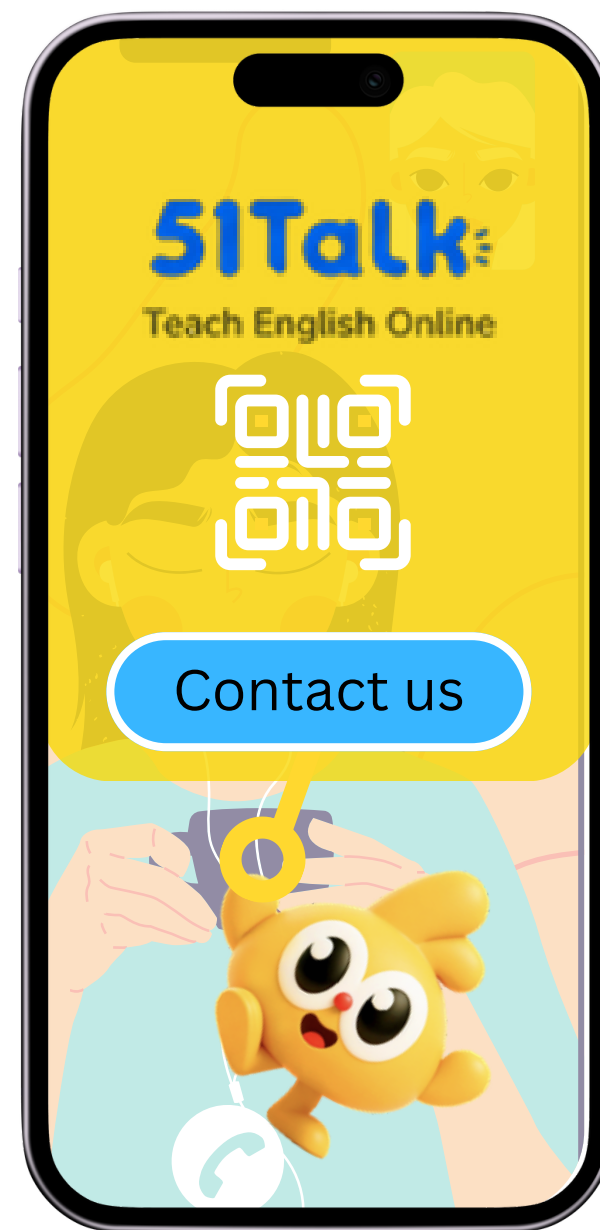


Promotion and package



Management and Data Analysis





Social Video Outro + CTA



Social post template sample

Zalo Stickers



Online AI generated avatar & reward



Merchandise and ecommerce

Setup e-commerce for merchandise with pricing merchandises and sticker with trend. Convert price merchandised products to reward for student registration.

Give extra hour reward for user generated content (video, photo) shot and composed with brand mascot

Offline merchandise and stickers



Kid Cafe Collab Popup booth

Can Relocate Popup booth can reduce investment cost and re-usable from large-city to smaller area

Reward by hour of trial class and merchandises

Target Audience: Parent and children 5-11

Traffic: 250-500 student/day

Est convert rate: 10% -20%

Est inv: \$20.000

ROI: 2.5-3+

Execution duration: 12 months

Number of booth: 9 - rotated national wide



Residence Building Elevator OOH

CTA: App registration /
Competition

Reward by hour of trial class and
merchandises

Target Audience: Parent and
children 5-11

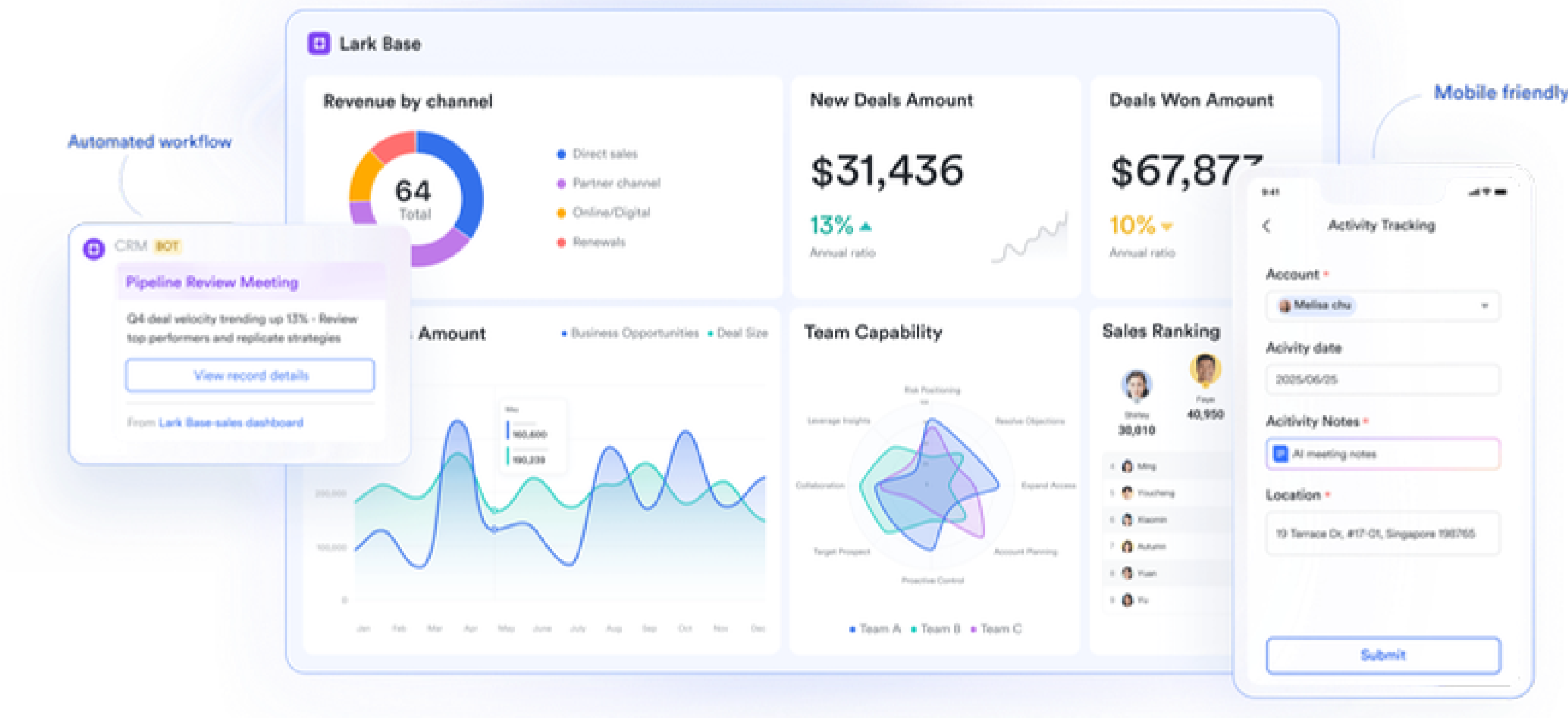
Traffic: 1500 residents/day
1 month/ building

Est convert rate: 5%-10%

Investment: \$10,000
Duration: 3 months

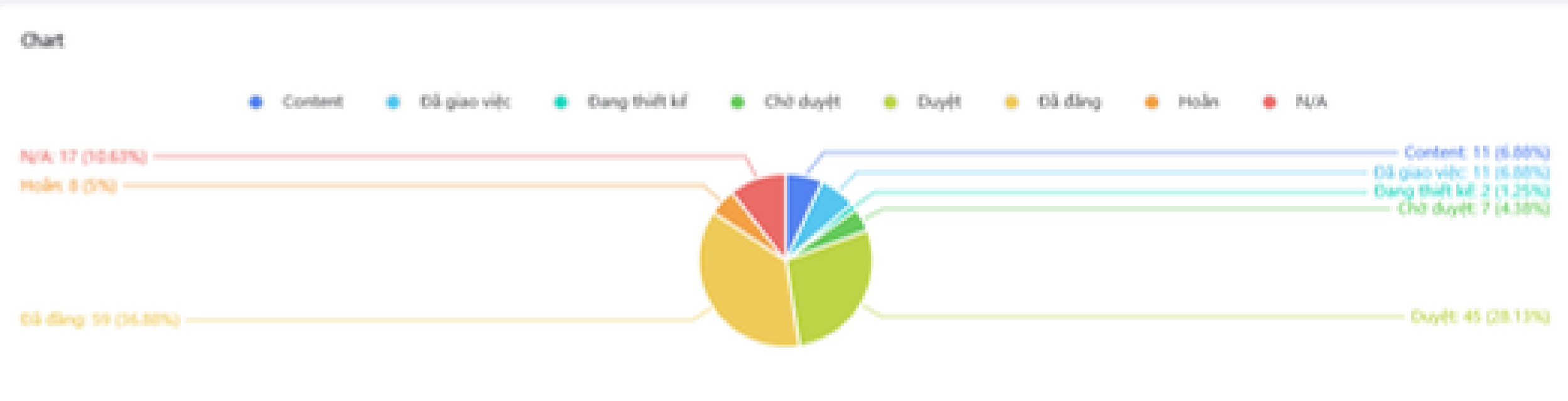
ROI: 1.5-2





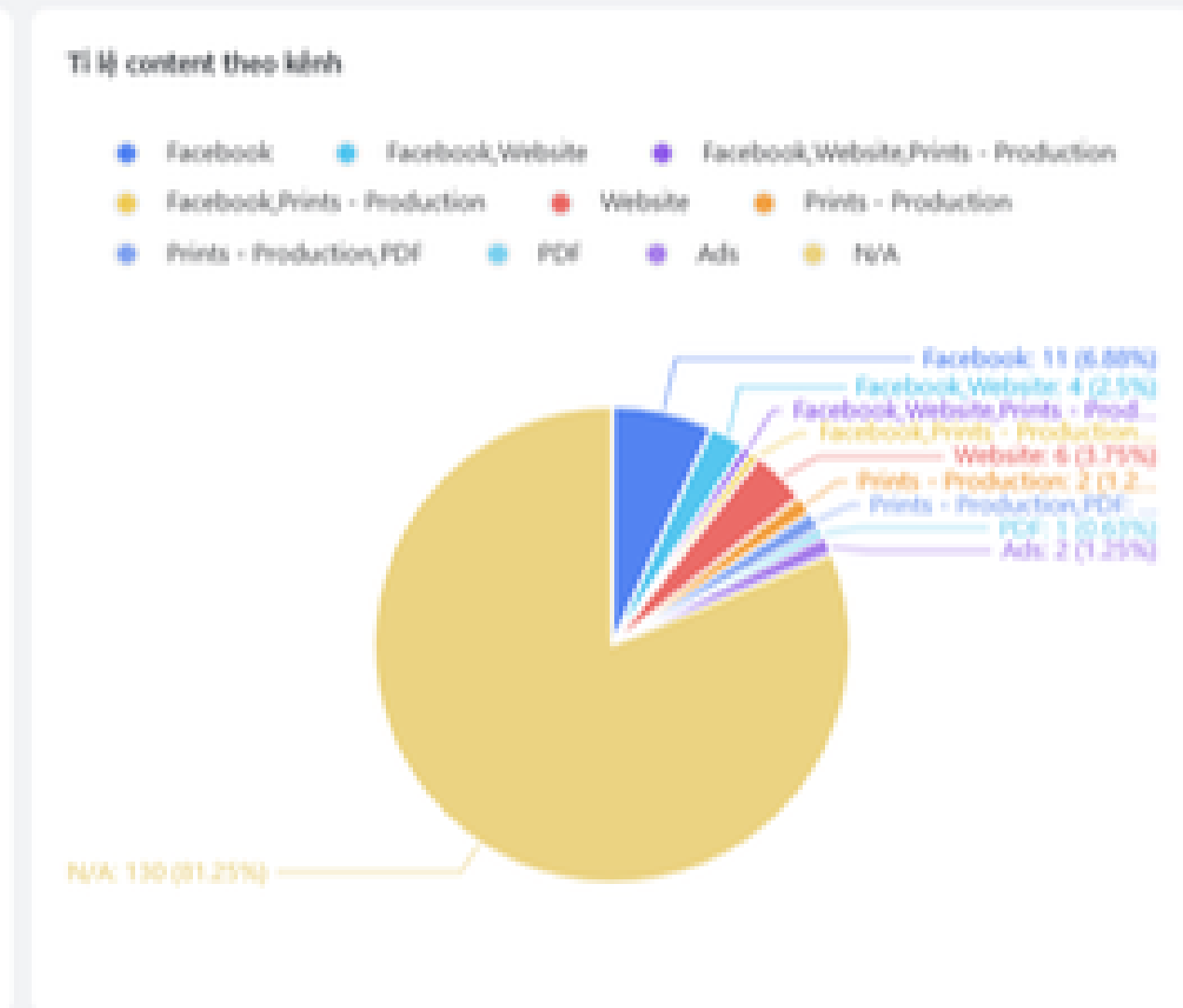
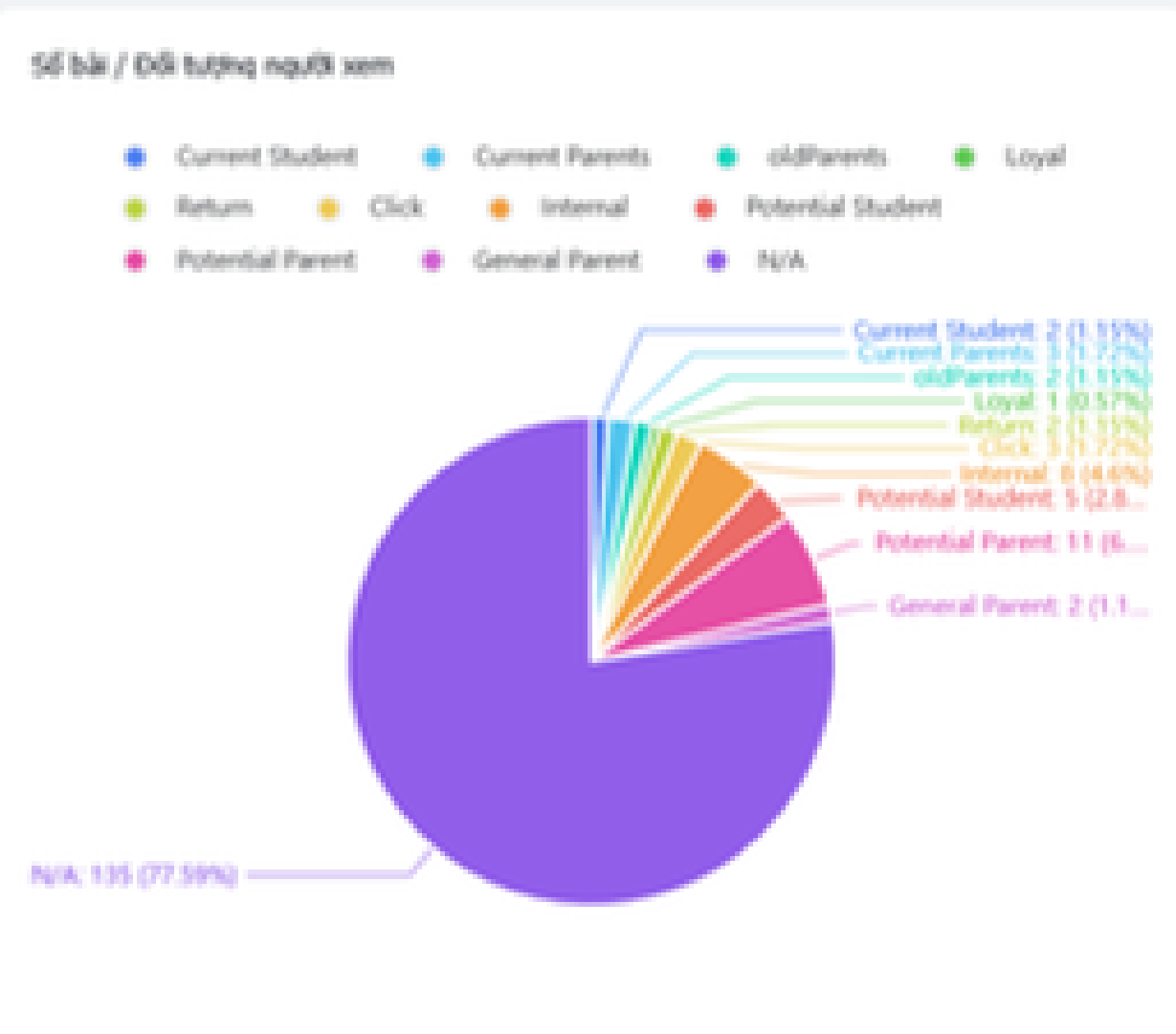
Team Management & Marketing Metric Dashboard Business Intelligent (BI)

📊 Thống kê Content



Còn sửa

11

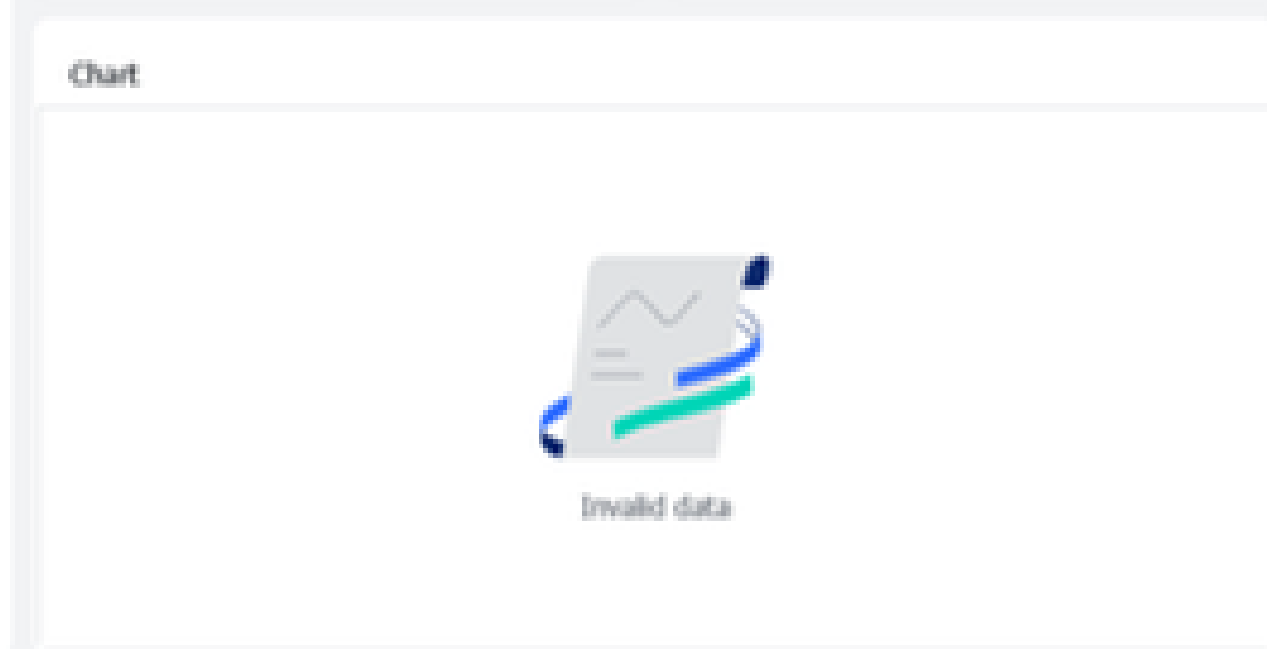


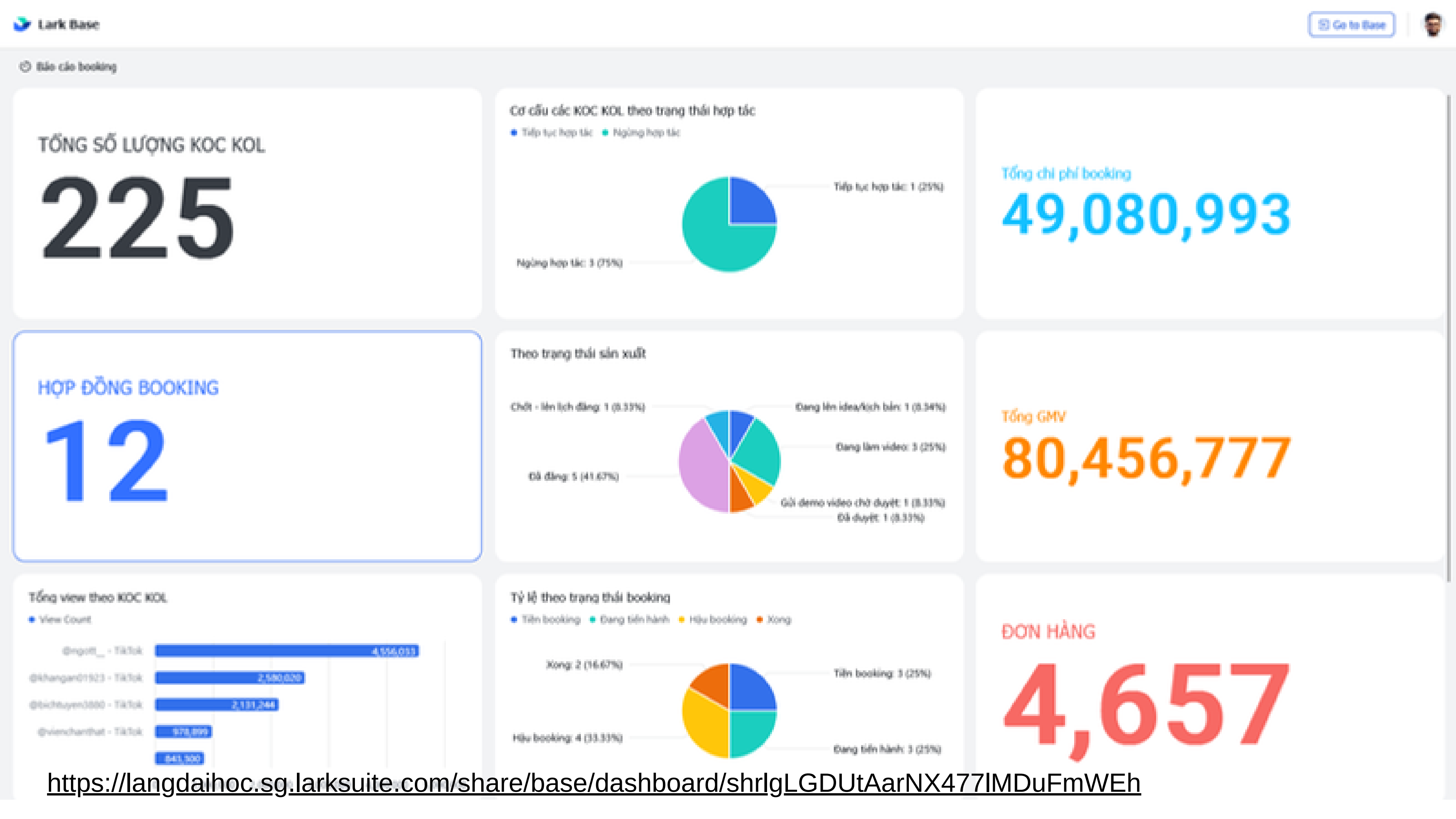
Đã duyệt chờ đăng

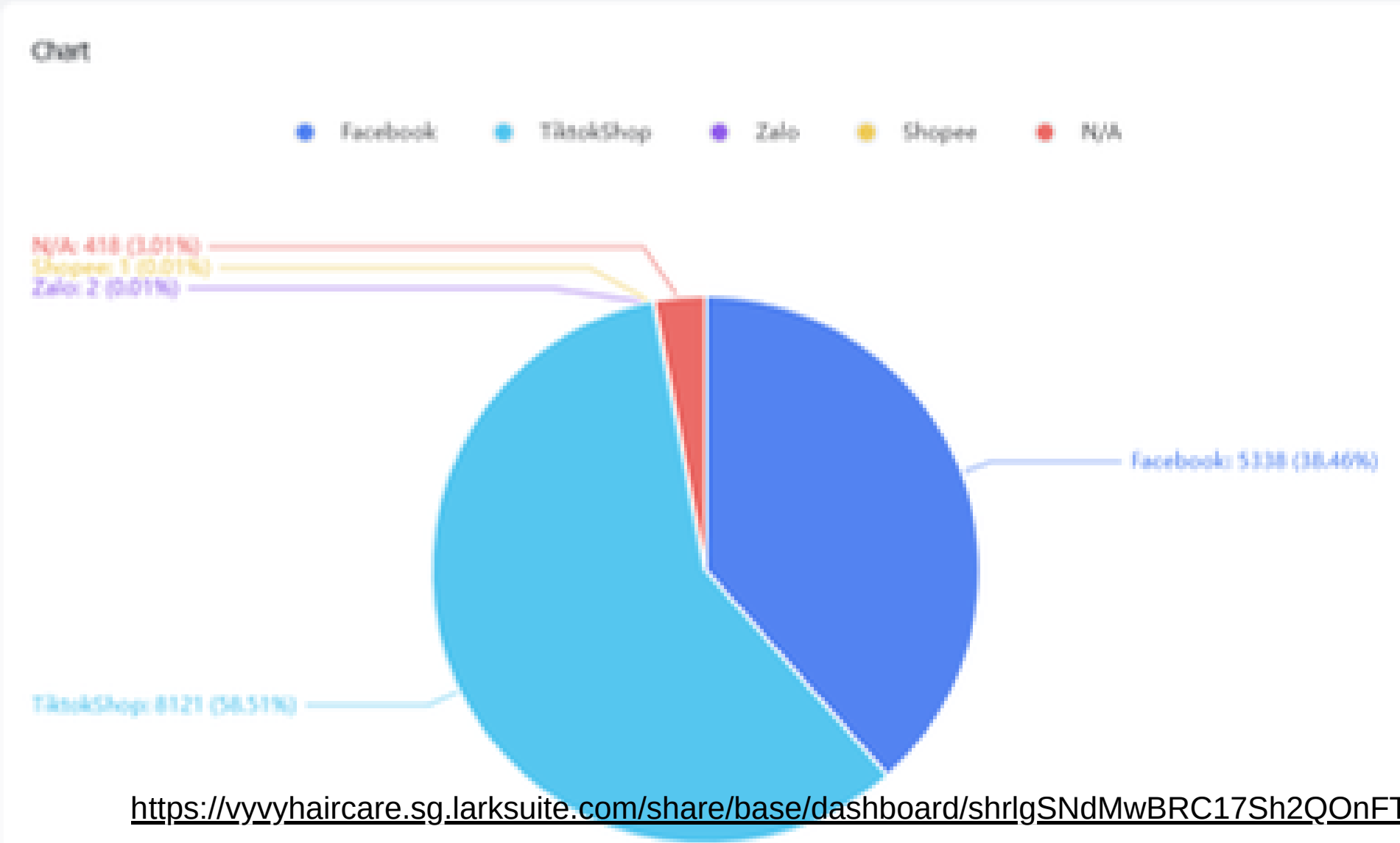
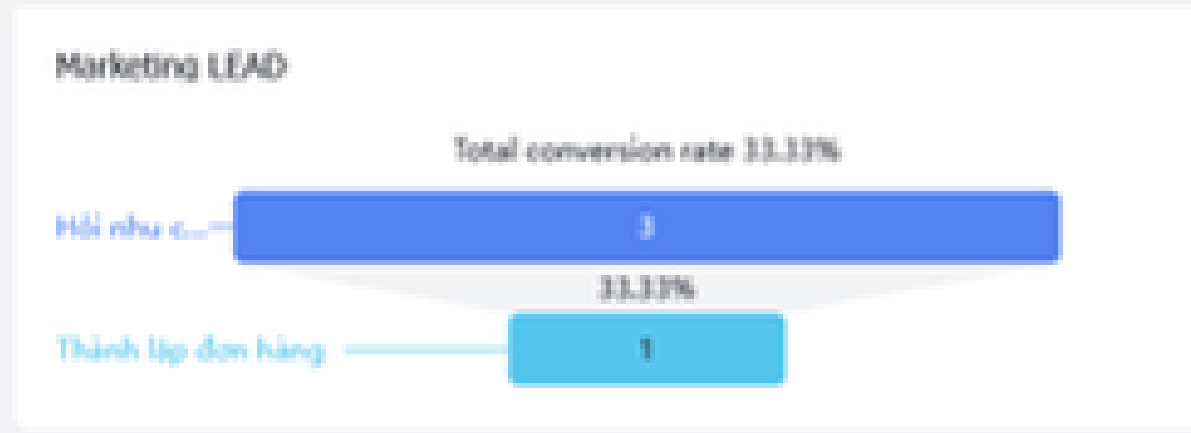
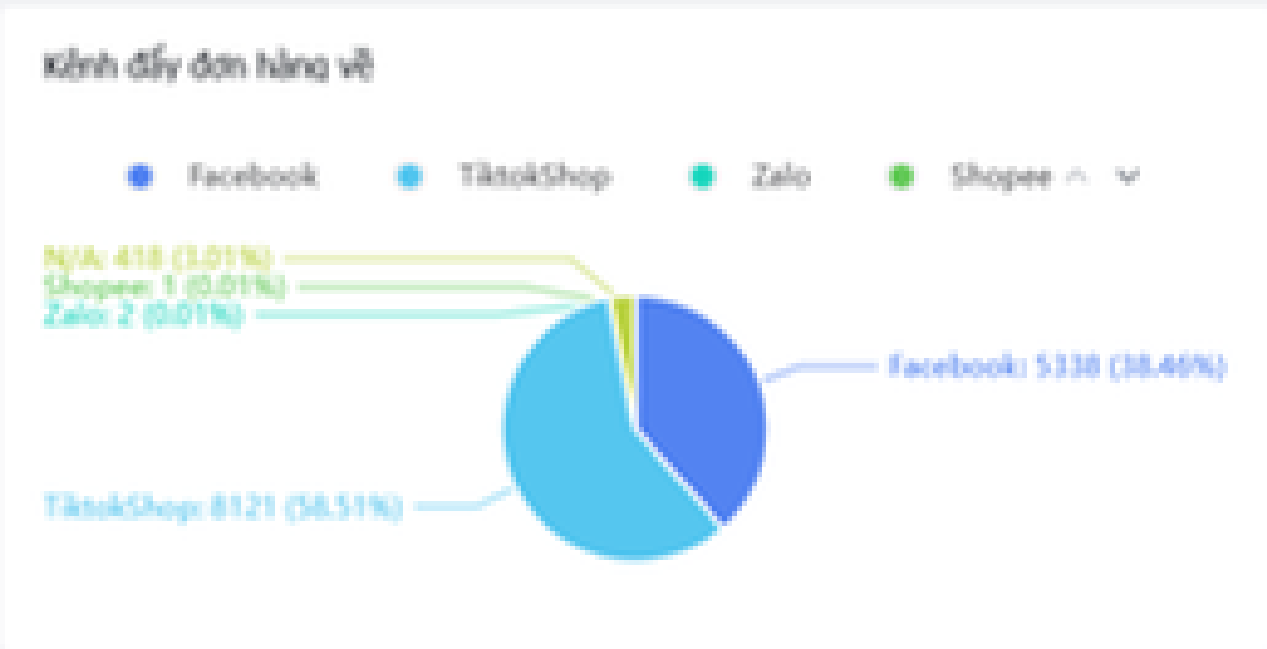
46

Content tháng này

160







Đơn hàng Ngày

13,880

Tổng giá trị đơn hàng

Đơn hàng Tháng

13,880



Số lượng sản phẩm

131



References



