

Winning Process

Type of business: It's an online and in-person German language training center./ hybride

Online presence / funnel: Primarily on Facebook and Instagram, tik tok less focus on YouTube.

Who exactly are we talking to? Specifically:

- Students interested in learning German (levels A1 to B2)
- Professionals looking to advance their careers in Germany through language acquisition, particularly in sectors such as healthcare, hospitality,
- training
- Student's want to work in germany (
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- **Where are they at now?**

-Students and professionals are primarily experiencing frustration and demoralization due to the fear of not reaching a competent level and speaking like a native speaker.

-The lack of personal support to progress from beginner to advanced levels within a short period discourages them and increasingly isolates them.

-They feel disappointed in themselves for not being able to take the step to learn and overcome language obstacles and also not able to know which agency can help them more .

Market Awareness: 4-5 Learners are aware of their challenges, potential solutions, and available products, including numerous online training centers in the market with strong competition.

Stage of Sophistication: 4-5 Learners encounter repetitive advertising messages, videos, and visuals featuring German flags and airplane images. They are weary of these approaches but have yet to find a genuine, effective product that supports consistent progress toward achieving proficiency or securing a visa.

Painful Current State

What are they afraid of?

Students are afraid they won't gain confidence speaking German, not just in general but particularly in front of their classmates. The peculiar pronunciation of some German words and the complexity of vocabulary make them fear being ridiculed by their friends and never fully grasping what the teacher is trying to convey. Their pain stems from paying a hefty price without finding the right pedagogical support to speak and interact with the teacher in class

and eventually in Germany. They also fear not having a conducive atmosphere for learning German, one that might be strict and serious.

What are they angry about? Who are they angry at?

They are primarily angry at themselves for not making a definitive decision and for always doubting whether to enroll in a German course. This self-doubt makes them feel cowardly, causing them to retreat instead of progressing. They also feel frustration seeing their friends move forward and envy their courage in successfully passing the B2 test and work. Their biggest anger stems from not reaching an advanced level and moving to Germany as soon as possible, as they perceive Germany as the ultimate country for opportunities and work.

What are their top daily frustrations?

Their daily fear is feeling uncomfortable and lacking confidence in communication, making serious mistakes and errors. They do not want to feel inadequate, even though German is the fourth most spoken language in the country. Difficulty in understanding complicated grammar presents a daily challenge for them. Additionally, the lack of practice outside of working hours, especially for professionals who cannot apply what they have learned, creates pressure and keeps them away from their goals, especially since they have other professional commitments. For them, the lack of time and practice acts as a learning barrier.

What are they embarrassed about?

They are embarrassed about letting time pass without taking action, knowing time is precious but struggling to manage it effectively to learn the language. They are aware of daily job offers from the German government for foreign students and professionals.

How does dealing with their problems make them feel about themselves?

Dealing with their problems makes them feel distant and doubtful, unsure if they've made the right decision. Confronting their issues, however, makes them feel courageous, motivated, and mature in the eyes of their parents and their environment. They aim to show responsibility and leadership, capable of taking steps and daring to act.

What do other people in their world think about them as a result of these problems?

Others see them as valuable, courageous, driven individuals with educational and professional goals. They respect them for their hard work and determination, viewing them as examples for their children.

If they were to describe their problems and frustrations to a friend over dinner, what would they say?

If they were to describe their problems to a friend, they might say, "I feel lost, my friend. I'm not sure if I'll ever grasp German, both in writing and speaking. I don't know which center offers the best quality in teaching, personal support, flexibility, and a pedagogical approach that can help me progress quickly. I hope to be in Germany in less than a year."

Desirable Dream State

If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?

If they had a magic wand, they would feel completely at ease speaking effortlessly with colleagues and professors, joking and discussing with perfect grammar comprehension (which has been a hurdle). They would feel victorious obtaining their visa, taking photos at the airport, reassured that once in Germany, language would no longer be a barrier as they now know how to interact effectively.

Who do they want to impress?

They want to impress their family first and foremost, ensuring a successful career (with a lot of money) for their children. They also wish to impress their surroundings, loved ones, and friends by presenting themselves as significant individuals—someone whose skills are valued by Germany.

How would they feel about themselves if they were living in the dream state?

They would feel unstoppable, valued, capable of achieving anything, successful, happy, and free (believing that freedom is having money to spend on whatever they desire). They would feel respected by others and would associate with businessmen and influential people.

What do they secretly desire most?

Their most secret desire is to obtain the certificate that will help them secure a visa to go to Germany.

- Advanced level in German
- Ability to comfortably communicate with native Germans
- Quality German language education tailored to professionals and helping them achieve their career goals
- To be seen as a hero, an important person after being neglected in their own country
- To become more like the Germans in character and become a guide.

If they were to describe their dreams and desires to a friend over dinner, what would they say?

"My friend, I wish to be in Germany, change my surroundings, immerse myself in a new environment among people from different countries and cultures. I want to meet new people, and the more they pay me well and make me feel valued, the more I will enjoy it. I might even meet blonde women there, and who knows, my future wife might be there too!" (they think like this 😊)

What do they currently believe is true about themselves and the problems they face?

They believe they are procrastinators, filled with doubt, unsure which center to choose that offers rapid learning and quality communication. They acknowledge their challenges are not easy but also not insurmountable.

Who do they blame for their current problems and frustrations?

They blame themselves, understanding that this investment begins from within rather than external factors. They blame themselves for not taking the first step, believing that starting the first step will lead to the rest coming. However, they are uncertain about with whom they should start more precisely?

Have they tried to solve the problem before and failed? Why do they think they failed in past?

Some have tried before and found it complicated, requiring time, effort, and energy. They feel that non-native teachers who speak too quickly are not up to par in terms of experience. Others have not attempted to learn the language themselves but have heard from friends and colleagues that German is difficult, and that teachers are not the best. They know that it requires work to practice outside of the classroom or online.

What figures or brands in the space do they respect and why?

They respect well-known centers and institutions like Goethe institute , Boosteno, ISC, and GLC, spectrum (all the centers are in Tunisia) considering them leaders in German language learning and staff and professional placement in Germany

They respect them thanks to their reputation and also thanks to their speed in processing files.



What character traits do they value in themselves and others?

They value persistence, the inner voice that blames them and drives them to take action despite procrastination and regular doubts about their skills. They are optimistic and seek to advance their educational and professional careers.

What character traits do they despise in themselves and others?

They despise their own cowardice, weakness in taking action, fear of failing exams, lack of progress, and losing money. They also despise procrastination and lack of boldness, as well as a strong desire but an inability to realize half of their plans because they know that the German language is mandatory and unavailable.

Obstacles ;

For some students, German classes present several significant challenges. Firstly, class sizes are often too large, making it difficult for individual participation and limiting personalized attention from teachers. Additionally, the high cost of classes is a significant barrier, especially for students on a limited budget. Another major issue is the lack of opportunities to practice German outside of work hours, which hinders learner progress. Moreover, many students find themselves overwhelmed by their professional commitments, leaving insufficient time to fully dedicate to learning the language. Finally, some feel that classes do not progress fast enough and that teaching methods are not always effective in introducing new concepts and terms, essential in learning a complex language like German, which requires considerable sacrifice and hard work.

What trends in the market are they aware of? What do they think about these trends?

They are aware of numerous German language training centers in Tunisia but are uncertain which center is the best choice. These training centers offer them an opportunity to escape their daily routine and move from what they see as a less developed world to a more developed one, creating their success.

What do they want them to do?

- Engage initially → Tactic: Facebook Video Ad Element: A series of Facebook advertisements
- Think: They must experience doubt, question the center, and perceive it as a new innovative center with design that reflects high-quality service.
- Feel: They must feel the pain of not achieving proficiency in German due to certain obstacles, feel the desire to move forward, overcome this problem, and click the link to discover the proposed course or service.

personal analysis :

After analyzing the market using their online platform and conducting a SWOT analysis, I found that the Centre de Langues Vivantes (CLV) is experiencing strong demand, primarily due to the economic crisis. It has built an excellent reputation for online German language learning, featuring experienced instructors. A notable strength is the increasing demand for advanced German levels and certifications, particularly for careers in Germany. Its central location in Tunis makes it easily accessible for learners.

However, CLV faces significant weaknesses online, such as a limited website and reduced visibility on digital platforms. Marketing efforts are inadequate to stand out against local competition. Moreover, there is an underutilization of educational technologies to enhance learning. The broad range of services lacks specialization, potentially confusing for prospective clients.

To distinguish itself in a competitive market, CLV must bolster its online presence and attract more students and professionals looking to advance their careers. Exploring opportunities

for international expansion could enhance visibility and diversify revenue streams, thereby reducing reliance on in-person training.

EMAIL:

"Hello Madam or Sir,

I hope this message finds you well. I am reaching out again because I am convinced that our collaboration can yield results for the German Center CLV-Tunis.

With my expertise in Digital Marketing, here is what we can achieve together:

Rapid growth in enrollments: Our optimized campaigns have already significantly increased enrollments for similar centers.

Increased online visibility: Our strategically targeted ads will enhance your presence on digital platforms, attracting a steady flow of new students, not only in Tunisia but also in the countries of the Greater Maghreb.

Enhanced student engagement: The example below from the educational site "DW-deutschlernen" demonstrates the effectiveness of this approach, with exceptional audience engagement.

Don't let your competitors outpace you!

I would love to discuss these results with you and explore how we could apply them specifically to your CLV-Tunis Training Center. Could you find a moment for a quick discussion?

Best regards,