

Digital Promotion and Analytics

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Instructed by:

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Final Report

To

Fulfil the final Requirements of

TEM 598 Course

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Job Offers

Link: <http://joboffers.ontrapages.com/>

1. Introduction

i. Give the background of this project (what's the back story).

Job Offers was created with the purpose to help graduates, professionals and career switchers switch from a non-tech industry to a tech industry. The initial purpose was to help people with free through short mentoring services. However, with increase in web traffic and receiving requests for training courses, job offers introduced three paid services to transform anyone into a tech business analyst professional. The three paid services are priced differently to fulfill three different kind of needs all geared towards career development.

ii. What are your objectives for this project (the objectives are to be SMART: specific, measurable, attainable, realistic, timely).

The objective of this project is to understand the target market better and improve on the service offerings. This pilot project has been tested with incremental changes to improve the design of the website as well as to find the optimum price customers are will to pay. We have increased the price of the services after the first launch and still seeing sales coming in from one of the services. We are trying to target high paying customers only, so we can accommodate better service. Our goal is to sell our business analyst training course to at least 5 people per month at \$899 per course per person for the next six months. We want to achieve this by creating more useful free content for youtube, facebook and email marketing to attract new users. As of today 100% of our paid customers are women who are willing to switch careers. We have a better idea about our target population now. We will create content geared towards motivating women to switch to tech careers. We want to measure our success metrics by the conversion rate of our clients switching to the tech industry or a business analyst type position. Our key KPIs are: sales per service per month, conversion to a paid customer per free consultation, client's conversion rate (time took for a client get a job offer after taking the training).

2. Customer

i. Describe your customer(s) (maximum 5). Show the personas.

Following are the customers we are currently focusing on to promote our services and grow our business.

- Fresh graduates:

There is a huge proportion of undergraduate students who have recently graduated or are about to graduate and does not have a clear picture of which path to go in they have

interest in both business and technology areas. These students are the main target area and this is how this whole idea came into our brain to start this platform because a lot of people lack guidance and cannot reach out to the resources they need to get to know the right answers to make better decisions on life. So, our services are best suited for this target audience.

- **People who want to switch their career from any kind of non-tech career path to a technology career path**

As technology is improving day by day and is being implemented in all the sectors of industries and corporate world. People who all are not well known to technology. Or there are a lot of people who are fascinated with technology but are not confident that how will they switch and who will they perform with technology are the perfect target audience for our services and business to grow.

- **People who want to be in Technology career but does not want to code and develop softwares/applications**

There are a lot of people who did their course work in software, computer science or information technology but are not anymore interested in hard core coding or development positions in their career even after working as a software/application developers. Instead they want to switch to business side of Computer or IT world those are the people we are targeting upon.

- **Ladies how are homemakers/housewives but want to start a career late in their life i.e. ladies from 35-50 age group.**

There are a lot of females who have some work experience or either do not have work experience due to kids or other household activities that they were busy with and had other commitments in life, but who now want to start a new career or want to get back in the corporate world are the people we are targeting on also. So, this specific group was not our target area initially but as we started our services and had people reach out to us and gave free one on one sessions we came across this audience with very high percentage and then we found out that there is a lot of potential to grow in this segment so, we are focusing on this target segment a lot and are running some campaigns for them too to promote ourselves.

ii. What triggers to do you think will cause your customer to act?

There are a lot of different things i.e. triggers which will cause our customers act but the most important ones are as follows as per our business strategy and growth plan. Following are the triggers i.e.

- **Inspiration/Motivation:** A lot of people back out because they lack motivation and inspiration they need to move forward or to get out of their comfort zone to grow in their life. The free events and the content we are posting on social media is basically all about inspiring and motivating them and to create a curiosity in them so that they act.
- **Highlighting Skills they already have and how these will those help them:** A lot of people back out because they think that they need to learn a lot of new skills to get

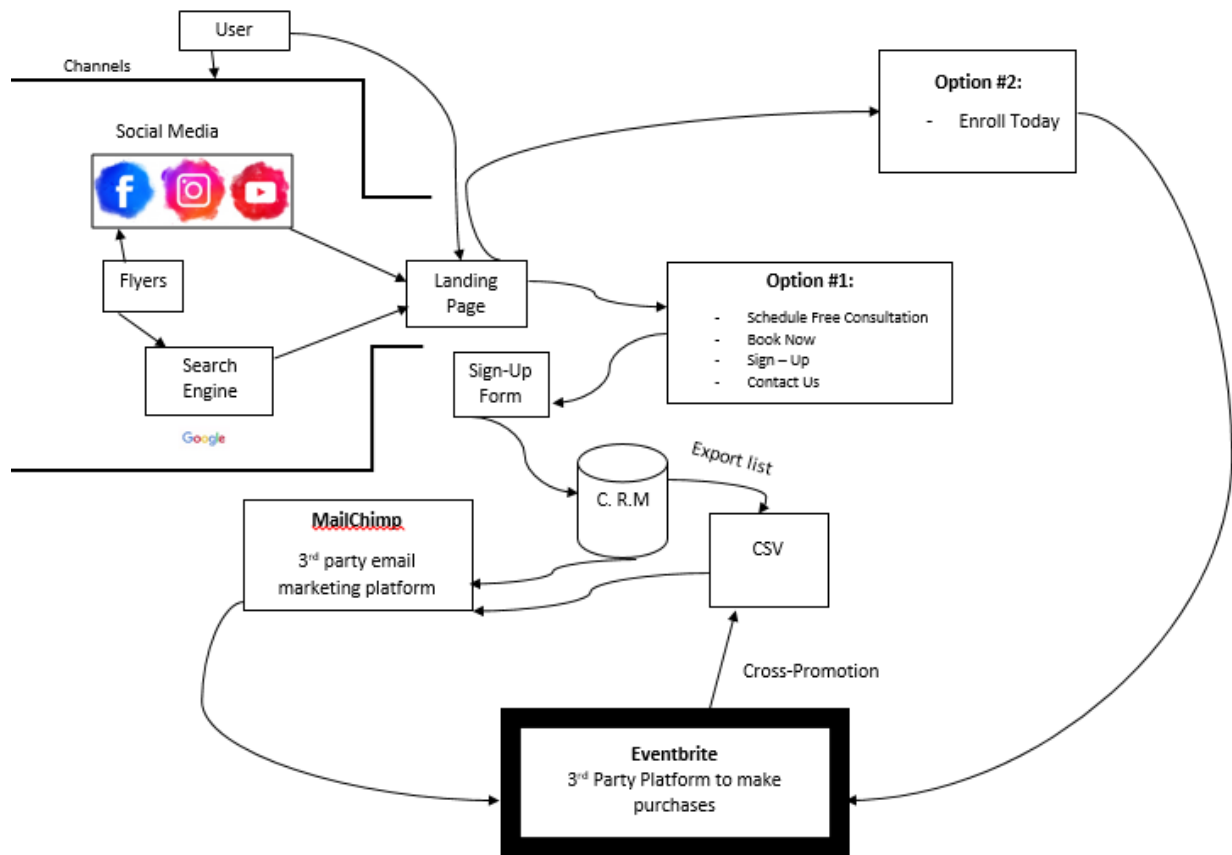
into a technology career because masses when hear word technology they think it is only a specialist kind of stuff and needs deep learning and skills to work. But this is a huge misconception and rather the thing is that everyone has some kind of management and business skills and they just have to learn that how to use technology and few applications to implement those concepts and skills. We are promoting trip wires which have small clips and information regarding these implementations which makes people understand that it is not that difficult or huge as they think and pushes them to contact.

- **Success Stories and reviews:** We will use our customer/user success stories and will post their short summaries in the form of written messages, videos etc. which will help create a confidence in our potential customers which will act as a trigger for them to act and become an actual customer for us.
- **One on one free consultation sessions for short time:** One on one short time consultation sessions will also trigger customers because this helps them to know us more and also it helps us to know their mind set so that we can implement some promotional content based on new findings. All this when combined together will act as a psychological trigger for customers to act.
- **Influencers:** We are trying to get some influencers from industry to review our services in form of short interviews with us or any kind of word out on their personal social media will help us trigger our customers as we will use that also in our promotions which will also push customers to act.

iii. Show the customer journey funnel and map the touchpoints you plan on taking them

on. Why did you pick these points?

Funnel:



Above diagram explains our business's funnel journey which is the pathway used by us to make leads from our potential customers. To understand the process the diagram has to be read from left to right and then moving on further towards down following the arrows. Basically a user can directly reach out to our landing page or can use the channels i.e. social media (Facebook, YouTube, and Instagram) and search engines (Google) who is looking for the product/products we are offering online. Even have flyers which also lead potential customers to either the social media or the landing page directly.

Once the user reaches the landing page there is information and there are two main option i.e. option #1 is to schedule free consultation, book now, sign-up and contact up which leads to sign up form and helps us to get the email information about the customer. That information goes to C.R.M. Option #2 is if the customers wants to buy our product directly and for that we have enroll today tab which takes the customer to a third party platform i.e. Eventbrite where the customer purchases the product and also sign's-up simultaneously while buying the product and then from there also .csv file which have all the information even the email information is again forwarded to the C.R.M system as shown in the diagram above for cross-promotion purposes and future sales and services.

Then the information from the C.R.M system is again used with the help of another third party platform i.e. MailChimp which is an email marketing tool and is used to push leads to buy our product by directing them to the Eventbrite page.

Social media i.e. Facebook, YouTube and Instagram all three also either directly to the Eventbrite page to buy the product directly, to landing page and even to the sign up form.

So, the touch points used here are emotional, need and realistic i.e. career and job are the most important things in most individual's lives today and we are touching on that. We are mostly focused on people who are trying to go into business analyst position and our either in school or just graduated but this also covers people who want a career shift helping us from business point of view broadening our target customers.

iv. Estimate the cost of these promotions.

There were various promotions carried out on different channels and the estimated cost of the promotions are as follows i.e.:

- We ran three promotions on facebook i.e. first two were priced at \$13 each and the third one was priced at \$4 and combined these costed us almost \$30 dollars.
- One event was conducted on eventbrite and that was free of cost for users who had registered for it but it costs us \$60/hour for us and that was the cost what our experts charge for the hourly sessions to us.
- We did run promotions on YouTube by uploading videos but those did not charge us anything and we just had to sign-up with them to upload videos.
- We also printed flyers and that costs us \$50 for 400 flyers.

The total cost for promotions till now is \$140 which includes all the above mentioned promotions.

3. Website and its elements

i. Map out your website and outline the journey the customer goes on when they enter your website.

Following Figure... shows the map of our website and this is the sequence of the information which we have designed for users to browse through and understand our services and how can they take advantage of it. At the very beginning either through the search engine or any of our promotional social media platforms the user can go to our website.

HomePage:

Website's homepage is the landing page and it has been divided into three sections i.e. information regarding what we do, our services and how any user can ask us any question they have in their mind regarding us or our services. Once user land on our homepage he/she will read the eye catching main line i.e. We help you secure job offers in the booming Tech Industry, which creates curiosity in users and then the next thing is we have our services being offered and then there is a link if the users wants us to know more about the services which if they click on directs them to our training page with more detailed information. After this in this section we have demographics about our main service which we are focusing on the most. After that we have the links to sign up for free consultation or to buy our service i.e.

if anyone clicks on enroll today tab it directs them to the eventbrite secure platform where they can actually make transactions and enroll in a specific service.

Moving on further we have our section two of the page which have the prices displayed and links to buy or book for any of the three services which we provide. And the last section is to ask questions or any queries users have in their mind and all they have to do is to provide their first name, last name, email address and a query and then hit sign up and they will get a reply in an hour's time.

Training Page:

Moving on further to our training page we talk about our business analyst training program in detail and we talk about who a business analyst is and why to choose this as your career path. Most importantly we also talk about why choose us and at last we again have a sign up tab for users who want more information on BA training and us.

Pricing Page:

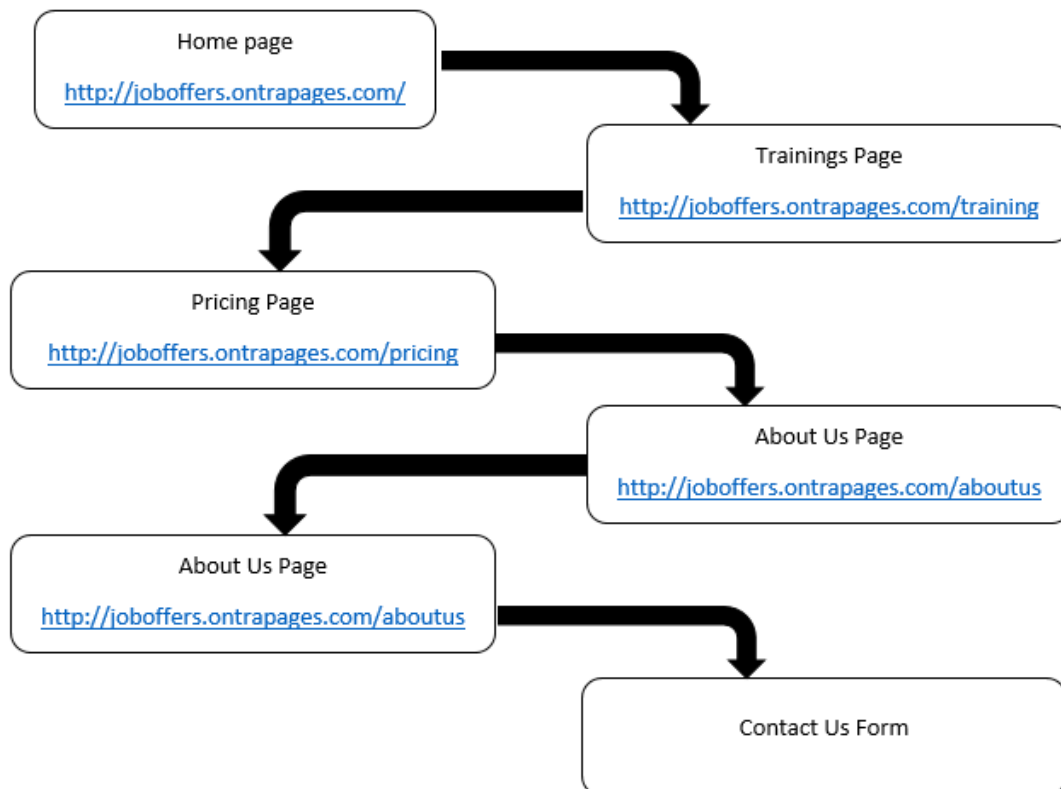
It shows the price i.e. the cost of our services with the links to buy or book any of these services. Along with that it gives a brief overview of the service and what are the contents in it.

About Us Page:

Here again on this page we talk about the BA training and why choose us. And at the end of the page again there is a sign up form to capture leads if any user is interested and then use that to promote ourselves via email marketing.

Contact Us Form:

Once a user hits the contact us tab on the navigation bar they are presented with the sign-up form in which we ask them how we can help them and then we ask for their Name, email and any question they have and submit it. The main purpose of this form is to capture leads and get the email addresses so that we can market our services and push potential customers to buy our services.



ii. What features on your website affect the web analytics (bounce rate, conversion, etc)

Following features affect the web analytics of our website:

- Color scheme of our website is very warm and welcomes the user.
- Simple in design with evenly distributed information and links.
- Our navigation tab has only five tabs which are cornered on top right corner of the page.
- The main message i.e. “We help you secure jobs in booming Tech Industry” and along with that our three services make it even easier for the user to understand what we do.
- As a user scroll down we have metrics and demographics about jobs available in US, average salary and what companies we are focusing on.
- Furthermore we have the details about our services and the cost related to them.
- At last we have the sign-up or query form where anyone who is interested can ask questions by submitting name, email address and the query.

All these features and factors affect our web analytics a lot i.e. the more the user scrolls down the landing page the more curious and attractive the website becomes and most of the people who go over the stuff and spend more than 30 seconds on page are most likely to ask a question to us which helps us to capture leads and use the data to market us and grow our business.

iii. How did you design the dashboard for your CRM? Why do you show what you are showing?

We are using a subdomain for our website and due to that there are restrictions that what third party services and platform we can link with our website. Currently we are using three various services as our CRM i.e.

1. Subdomain has provided its own built in CRM as shown below.

NAME	URL	VISITS	CONVERSIONS	LAST MODIFIED
About Us	joboffers.ontrapages.com/aboutus	23		3/1/2018 5:49 PM MST
Trainings	joboffers.ontrapages.com/training	129	1	3/15/2018 2:23 PM MST
Pricing	joboffers.ontrapages.com/pricing	122	2	3/15/2018 3:11 PM MST
Job Offers	joboffers.ontrapages.com	997	109	3/15/2018 1:49 PM MST

Above dashboard has five columns i.e.

- Names, it refers to different sections/pages of our website
- URL, it refers to URLs which are used to browse our website or its specific section/page
- Visits, gives us the number of visitors we had on all the URLs/pages respectively
- Conversions, help us to know which pages helped us to capture users when they signed up or bought any of our services
- Last modified, helps to know the date when we modified any of our website's page/section to improve or for any kind of testing purposes.

We are showing this in our web page's dashboard because it makes easier for us to know what changes we need to make what are the results of the last changes made and how many users are visiting our website and what specific pages they went to etc. We have kept it simple so that it does not complicate the things for us to understand things.

2. To promote ourselves via emails i.e. email marketing we are using a third party platform named MailChimp and it has its following dashboard. MailChimp is not directly linked to our website but we are able to use the email addresses which we captured through our website email services.

Fig....

3. Third platform we are using is Eventbrite which also has a dashboard i.e. we are using it for authorizing and securing any transactions we are doing to sell our services and makes the user more confident to spend money because Eventbrite is famous for its services in corporate world and industries. Following is the dashboard we have for eventbrite.

iv. How do you handle your e-mails?

We are using Ontrapages email services and MailChimp a third party CRM system which is not directly linked to Ontrapages because of subdomain restrictions. So, we are answering the queries and collecting sign-up form credentials with our Website's i.e. ontrapages email services.

Fig..... screenshot of ontrapages email dashboard

How can we help?

We welcome your questions and concerns. Fill out the form below and one of our career experts will help you with your needs!

First Name

Email

Type your questions here...

Submit

And then we are using that data i.e. the email addresses in MailChimp for email marketing and following figure.... shows the dashboard for the MailChimp which shows the emails sent by us as per the date, day, time and then to how many people. Also further it also gives us the details about users who opened it and who have not opened it yet in the form of percentage of the total number of recipients. It also gives us the percentage of clicks.

 Job Offers 1 (Unopened List) Regular · Job Offers 1 (Unopened List) Sent Mon, March 19th 10:00 AM to 72 recipients	Sent	4.2% Opens	0.0% Clicks
 Job Offers 1 Regular · Job Offers 1 Sent Fri, March 16th 3:41 AM to 104 recipients	Sent	32.0% Opens	10.7% Clicks
January, 2018 (1)			
 Become a Business Analyst in 2 hours Regular · Business Analyst Training Sent Tue, January 16th 11:00 AM to 81 recipients	Sent	33.8% Opens	8.8% Clicks

4. Promotions

i. You are to do 3 promotions for your website. What 3 did you choose and why? What are your objectives?

- YouTube: <https://www.youtube.com/watch?v=-FJrqb4hMvg>
- Facebook : <https://www.facebook.com/joboffersinfo/>

- Instagram: <https://www.instagram.com/joboffersinfo/?hl=en>
- Flyers



Following are the reasons we are using these platforms i.e.:

- In today's digital world majority of the people are on some kind of social media and most people these use YouTube, Facebook, Instagram, Twitter etc. and it is easier to promote any kind of product or service via these channels to get the most effective and faster results when it comes to marketing yourself.
- We are focusing on people who are in between age of 22 – 35 years old and either are in their undergraduate degree program, graduate degree program or are working. All these channels have been in existence for the past 5 years or more and have high percentage of users between that age group and it becomes easier for us to target the potential customers.
- All of these are free of cost and one has to just create accounts, pages and start posting content. All these are best channels for organic marketing of a product/service i.e. without putting in money.
- On an average a mobile users watch YouTube for more than 40 minutes and 8 of 10 users are in the age of 18 – 49 years of age which is our target audience again.
- YouTube is the second biggest search engine these days after Google and people like to see visuals and hear content instead of reading. And if you are not using YouTube for promotional purposes then you are missing a huge chunk of business in today's world.
- Facebook has more than 2 billion users as per the recent statistics and out of these 84% - 88% of users are in the age group of 18 – 49 which is our target audience and it makes more easier to market our product/service to the target audience.

- Instagram has 700 million monthly active users and more than 70% of businesses use Instagram to market and advertise which depends upon the hashtags, small videos, posts and an Instagram page. Moreover Instagram data is very useful when you need to find insights using the analytics. Also 33% - 59% users on Instagram are in the age group of 18 – 49 years which is our target audience again and makes the marketing job easier for us.
- Another reason is that there are no hard and fast rules and you can experiment different ways and content to improve our marketing and that too for no cost.

ii. What content did you use for your promotion? Why?

- For you YouTube we created two informational video to help people with career success. Those videos act as good starting point for prospective clients to reach out to us for additional help. We offer free or paid help depending on their requests. For every consultation, we ask them to give constructive feedback to improve our brand identity and as well improve our product features.
- For you Facebook, we starting putting status posts, as well as create free and paid events for visitors to sign up. We have created two live free events already so far and they brought us two paid customers. Hence, we had a positive return on investment.
- For Instagram, we just started putting posts and pictures. We chose Instagram because it is getting very popular now is able to present content in a better way to the customers.

iii. What analytics did you use to evaluate the promotions?

We are using a sub-domain and few third party platforms which are offering some analytics and a related dashboards. Here we will show and explain all of these.

1. Website lead capturing dashboard:

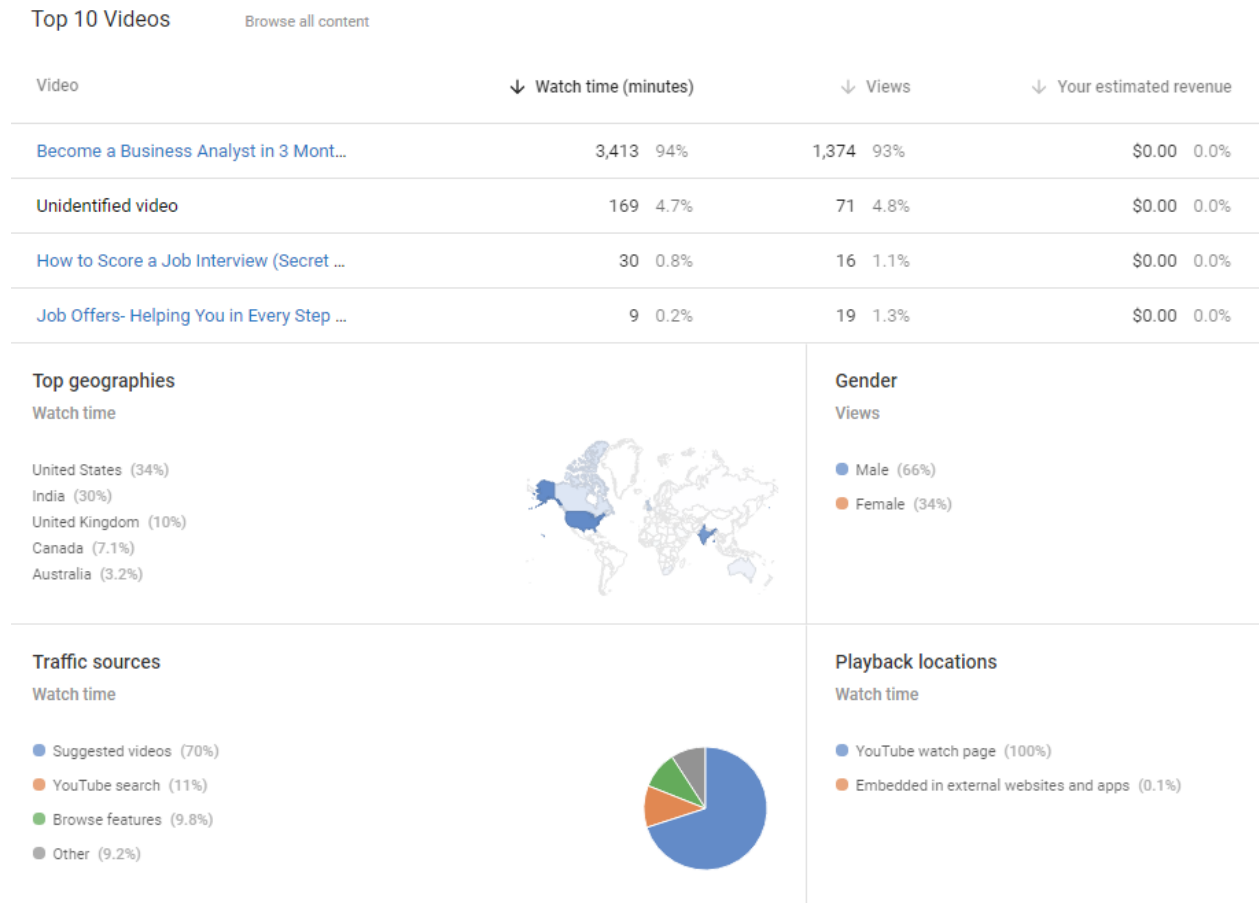
The sub-domain we are using is offering us the following analytics from its dashboard which tells us which page has what URL and how many visits each of these pages have, along with that it tells how many conversions we had and when was last it was modified. This dashboard gives details about the leads from the website.

NAME	URL	VISITS	CONVERSIONS	LAST MODIFIED
About Us	joboffers.ontrapages.com/aboutus	23		3/1/2018 5:49 PM MST
Trainings	joboffers.ontrapages.com/training	129	1	3/15/2018 2:23 PM MST
Pricing	joboffers.ontrapages.com/pricing	122	2	3/15/2018 3:11 PM MST
Job Offers	joboffers.ontrapages.com	997	109	3/15/2018 1:49 PM MST

2. YouTube dashboard and analytics:

The following picture shows the analytics from the Dashboard of YouTube where we have uploaded short videos about our services to get leads and capture customers. We

have 4 videos and we can see details regarding what is the watch time i.e. did the viewers watched the whole video or not, then it gives us the number of views and the revenue from it, which is not our focus area to generate on this platform. Here one can see that most of the viewers are interested in business analyst video which is our main product.



This dashboard also gives the geographical picture from where the viewers were, gender information, traffic sources and playback options i.e. was the video seen on YouTube or on any other website.

3. Facebook dashboard and analytics:

Following picture shows the analytics from Facebook and FB also has its own dashboard to get details about the activities being done by us and what are the results we are getting from those activities, as shown below in figure when we posted an event the dashboard tells how many users reached it, then how many responded to it and how many actually clicked for tickets. Along with that it will give the information about the user's gender and the device they used to go over the event information.

 Business Analyst Professional Training (100% Hands-on)	Boosted Post Our new improved version of the training is b... Promoted by Reaz Rishad on 04/17/2018 Completed	381 People Reached	0 Link Clicks
	Boosted Post Validate clients' requirements with rapid prot... Promoted by Reaz Rishad on 04/03/2018 Completed	1,579 People Reached	584 Video Views
 Business Analyst Professional Training (100% Hands-on)	Boosted Post Transform yourself into a rewarding career. ht... Promoted by Reaz Rishad on 03/21/2018 Completed	1,225 People Reached	40 Link Clicks

iv. What time frame are you using for action?

We are trying to have a biweekly updation on all the platforms i.e. every two weeks and the reason for this is we do not want to over do the things which makes annoying for users because if we are sending emails everyday they are most probably mark us as spam emails which will affect our promotions a lot.

Posting updates on any of the social media is also the same thing because users get tired of looking at the same thing everyday or every other day. Also we are trying to create curiosity i.e. Steve jobs model to make people wait for the updates and upcoming products and services. Keeping all these things in mind we are following a two weeks time frame for acting on various platforms.

But for any queries or questions which we get via our sign-up form or website are being replied within an hour and we changed that from one business day time frame which we were using before. This is just improving the business practices and being more prompt.

5. Adjustment

Results

i. Based on the results from your promotion, how did you interpret the result?

After running several promotions we came across following results i.e.

- A lot of females are interested in our BA training program and right now all our customers who have paid the amount and enrolled in this program are females. Most

of them are housewives, females starting their career late in life and some are also who want to switch from non-tech to tech world.

- Our two out of three services are attracting 100% paid customers i.e. people are actually started to believe in us and are confidently going ahead and giving us the opportunity to help them move forward with their job hunting or job switching tasks in their lives.
- As of now the most expensive service we are offering is the BA training course which is in the highest in demand right now and we are actually on the right path because even for us that is our main focus area and we want to be the best in providing that service to our customers.

ii. How did you adjust?

We changed our prices for our services to perform A/B testing and we increased the prices for resume design and need based training to \$79 which was earlier \$35 for each. Also we increased the price of our main course i.e. BA training course by \$200 and is now priced at \$799. This is to test and to adjust our pricing model for the services as we are going to introduce new courses in future and want to understand the customer's mind set and how much one can spend.

In our email marketing promotions we are specifically targeting women because till date all our paid customers are women and they are much interested into job roles like this. Along with it we are changing our trip wire content to make it more attractive and curiosity creating in the reader's brain so that there are more visits on our web page.

Currently we are focusing on this and are still in our model adjustment stage and it will take couple of iterations and testing by changing things and making them more cost and customer centric so that both the user and the business are benefited.

iii. What were the results from your adjustment?

#	Experiment 1 (Price)	Results (Sales)	Experiment 2 (Price)	Results (Sales)
Resume Design	35	0	79	0
BA Training	599	2	799	0
Need based training	35	10	79	2

Above table shows the results from the adjustments i.e. rows are showing the products i.e. resume design, BA training course and Need based training respectively. Columns on the

other hand talk about the experiments i.e. experiment 1 and results associated to it and experiment 2 and results associated to it.

In our first experiment our pricing model was little bit cheaper than the second experiment and there were no sales for resume design but there were 2 sales for BA training program and 10 sales for Need based training sessions. The first model has been on the website for almost 3 months. But in the second model we increased our prices and still there is no sale for resume design services and for BA training and 2 sales for Need based training which depicts the sales have dropped significantly as compared to last model but it has been less than a month that we have implemented the second model and have to wait at least another month or so to make actual comparison. Once we have the proper comparison results then we will move on from there.

6. Future work

i. Are you satisfied with your results?

As are not satisfied by the results yet but we are satisfied by our products and as we talked in our previous section about the price testing, we are focusing on that to make adjustments and along with that we are learning new techniques to make more effective trip wires so that we can capture more customers and all this is going to take time and hard work and we hope we will get a fruitful outcome in near future.

ii. What would you do next?

Following are the things we are planning to do next to improve our services and grow our platform:

- Currently we do not have full video online course of our main product i.e. Business Analyst Training course which will have video for all the modules of the course.
- To capture more customers we are planning to promote our course on Udemy and Udacity platforms which already have a huge amount of potential customers.
- Our analytics made us realize that people like to view brief videos which make them curious and they come to our landing page, so we will create more youtube content.
- Right now we do not have monthly subscription based services due to which we are losing fair amount of potential customers because people are more use to monthly subscriptions because they need not pay the full amount of the services and they can cancel subscription at any time. We are soon going to implement monthly subscription system on our platform.
- We are going to add more courses which are related to Tech industry and does not require coding to get into these positions i.e. we are going to create courses related to Product Manager, Product Owner roles etc.

- Another aspect we are working on right now is to link other instructors which will help us create more homogenous courses on our platform and give our business more boost in future.

iii. In hindsight, what would you do differently?

There are couple of things we would like to do differently and some of them are as follows:

- We are soon going to launch the website on the actual domain and link a CRM and other necessary platforms to it to make our backend work more easier and efficient.
- We are going to create a non live version of our training courses which will be in video, audio and text format along with the exercises embedded in it and will sell that too. The reason behind this is because a lot of people are not free at the time our experts are doing live sessions of the courses and we are losing fair percentage of customers because of this reason also.